Shedding Light on Dark Data

The Crucial Role of Unified Data Management in Enhancing AI Productivity and Controlling Costs

In the age of AI, data is the lifeblood of innovation, driving productivity, and enabling organizations to thrive in a data-centric world. However, lurking in the depths of this data deluge is an often-overlooked menace: Dark Data. This is the vast expanse of unstructured and unutilized information that resides within organizational repositories. Many may not fully appreciate the colossal financial implications of dark data. It isn't just data sitting idle; it's a drain on resources, storage, and potential. Dark data inflates storage costs, diverts IT resources, prohibits data accessibility & sharing, and, most critically, it hampers AI productivity. AI is only as effective as the data it's trained on, and when a substantial portion of that data remains in the shadows, AI's potential is far from realized.

Unified Data Management stands as the solution to this dilemma. It's not about just managing data; it's about understanding its essence. UDM delves into the troves of dark data, identifies patterns, and extracts value. It brings dormant data to life, making it accessible and actionable for AI. With UDM, organizations can transform data from an obstacle into an enabler, where AI is fed with not just more data, but relevant, valuable data.

This case study featuring a Top 5 Global Healthcare Services Company collaborating with Data Dynamics underscores the significance of Unified Data Management (UDM). It showcases how UDM leverages every piece of data, even the ones concealed in the shadows, to foster innovation, enable secure data sharing, amplify productivity, and manage costs effectively, making it a mutually beneficial solution for organizations navigating the data-rich landscape of the future.

Case Study: From Liability to Asset

How Smart Dark Data Management Unleashed Significant TCO Savings $7.5 Million, Empowering a Top 5 Global Healthcare Services Company to Optimize Resources and Focus on Delivering Exceptional Patient Care.

For one of the top 5 integrated healthcare services companies globally, the need to implement data lifecycle management became paramount to optimize costs and mitigate risks stemming from data sprawl. With a vast amount of unstructured data causing business and IT risks and a significant portion of dark data weighing down their storage resources, the company turned to Data Dynamics and their transformative unified data management software. The implementation of an intelligent data lifecycle management solution not only enhanced data understanding and accessibility but also resulted in substantial annual savings of $7.5 million.

Business Need

Mitigating Data Sprawl and Enhancing Data Understanding

- **Data Lifecycle Management:** A pressing need to swiftly reduce carbon footprints to meet ambitious environmental goals.
- **Risk Mitigation:** Addressing the business and IT risks resulting from uncontrolled data sprawl and management challenges.
- **Dark Data Management:** Identifying and managing dark data to optimize storage costs.
- **File Data Storage Optimization:** Optimizing file data storage to ensure efficient resource utilization.

Challenges Faced

Navigating Unstructured Data Growth and Dark Data Dilemmas

- **Unstructured Data Growth and Sprawl:** The rapid growth of unstructured data led to significant business and IT risks, putting a strain on production, backup, and high availability systems.
- **Risk Exposure:** Non-critical data managed as critical data resulted in potential legal and compliance risks.
- **Lack of Data Understanding:** Inefficient data understanding and lifecycle management hampered data optimization efforts.
- **Dark Data Proliferation:** A substantial portion of data, older than 5 years and not in use, contributed to storage bloat, with orphaned files making up the majority - 1/2 of Storage was for files untouched for 5 Years and 4/5 of files were orphaned

Solution Offered

Intelligent and Unified Data Lifecycle Management with Ultimate Insights

- **Metadata Analytics and File-Level Tagging:** Data Dynamics used metadata scanning and tagging to optimize data management based on content, age, and relevance.
- **File-to-Cloud Object Archiving:** Data Dynamics seamlessly enabled file-to-cloud object archiving, reducing unstructured data growth and costs through intelligent data migration to cost-effective cloud-based storage.
- **Replication:** File-to-file synchronization on the platform ensured current, secure data access, reducing risks of outdated or inconsistent information.
- **Data-Driven Migration:** Data Dynamics' software enabled automated file-to-file data migration between storage vendors and tiers, optimizing resource utilization and ensuring data security
- **APIs for Business Process Integration:** Integration-ready APIs promoted collaboration with existing processes, ensuring efficient data exchange for a unified data ecosystem.

Business Impact

$7.5 Million Annual Savings and Accelerated DC Consolidation

- **Enhanced Data Understanding:** Data Dynamics' robust file metadata discovery and classification provided clear insights into the company's data, enabling more informed data management decisions.

- **Dark Data Identification:** Identification of dark data streamlined data optimization efforts, mitigating potential risks associated with obsolete information.

- **Annual Savings - $7.5 Million:** By implementing optimized data storage strategies, the company achieved an astounding annual savings of $7.5 million.

- **Accelerated DC Consolidation:** Data center consolidation efforts were expedited through streamlined data management processes.

Conclusion

Data Dynamics' transformative data management software capabilities revolutionized data lifecycle management for the top integrated healthcare services company. By addressing data sprawl, managing dark data, and enhancing data understanding, the company reaped immense financial benefits, saving $7.5 million annually. With a streamlined and optimized data management strategy in place, the company is now empowered to navigate future challenges and transform in tune with market demands while focusing on their mission to provide exemplary healthcare services worldwide.

About Data Dynamics

Data Dynamics is a leading provider of enterprise data management solutions, helping organizations structure their unstructured data with their Unified Unstructured Data Management Software. The software encompasses four modules- Data Analytics, Mobility, Security, and Compliance. Proven in over 300 organizations, including 28 Fortune 100, the Software uses a blend of automation, AI, ML, and blockchain technologies and scales to meet the requirements of global enterprise workloads. With Data Dynamics, enterprise customers can eliminate the use of individual point solutions with siloed data views. Instead, they can utilize a single software to structure their unstructured data, unlock data-driven insights, secure data, ensure compliance and governance and drive cloud data management. Ultimately, the company's vision is to help enterprises achieve data democratization so that users, no matter their technical background, can instantly access, understand, and derive maximum insights from unstructured data sprawls.

DATA DYNAMICS