

Get a Giant Leap Towards Being a Data-Driven Enterprise with HCL and Data Dynamics

► A Successful Business Relies on: Right Data at the Right Place at the Right Time!

Did you ever make a business decision without knowing what worked and what didn't? Even today, when data is at our fingertips, many enterprises lack insight into how to extract value from it. According to a Harvard Business Review study, making real-time decisions is challenging due to inaccurate, outdated, or hard-to-access data. The best formula for achieving enterprise excellence is delivering the right data to the right place at the right time. With better data and more effective use, enterprises can make better decisions, improve efficiency, reduce fraud, collaborate, innovate, deliver more tailored services, and be more profitable.

Unstructured data presents the most significant challenge to extracting value from data.

The digital world has become oxygenated by data. No matter what industry an enterprise belongs to, it thrives on data. The common notion is that robotics and artificial intelligence make data useful. In the end, any technology can only be successful if the data is accurate and comprehensive, and technology applied to poor data might lead to the wrong conclusion. Hence, it is crucial to structure unstructured data present across enterprises.

► Unstructured Data in the Modern Era: Key Challenges

Let's start by focusing on two of the biggest data-driven industries today.

Energy

- On average, there are 80,000¹ sensors on a modern offshore drilling platform generating data amounting to 10¹ TB/day.
- However, 90%² of this data is unstructured.
- 80%³ of the time is spent by employees searching through unstructured data to make decisions and complete tasks.
- It takes the energy industry roughly three³ times as long as the general population to find the information necessary to perform its tasks.
- Unstructured data research takes up four³ out of every five working days in the energy sector.

Source: ¹Birlasoft, ²Forbes, ³Journal of Petroleum Technology

Pharmaceutical

- Clinical trials alone produce an average of 3.6⁴ million data points, which is three times the data gathered during late-stage trials ten years ago.
- Most companies only analyze <12%⁵ of the data they have, meaning 88%⁵ of the generated data goes unanalyzed
- 73.4%⁶ of companies report difficulties in adopting Big Data Analytics and AI initiatives.
- Only 26%⁷ of companies have managed to achieve a data-driven culture, whereas the remaining 74%⁷ are still struggling with the same.
- 95%⁸ of businesses cite the need to manage unstructured data as a problem for their business

Source: ⁴Tufts CSDD Impact Report, ⁵Forrester, ⁶Forbes, ⁷Harvard Business Review, ⁸Forbes



The statistics show that extracting relevant and meaningful insights from unstructured data is one of the biggest challenges enterprises face today, especially in light of modern, data-intensive business needs. Here are some of the typical challenges associated with managing unstructured data when using traditional storage along with various new-age technologies:

Modern Technologies	Traditional Storage Limitations
Big data Analytics (Storage for IoT)	Unable to support unstructured data from IoT sensors and lacks compatibility with APIs like S3 and open stack
Geo Protected Archive	Lacks scalability, is cost-inefficient, and can't retrieve the cold data access instantly
Video Surveillance	Limited capability to maintain data authenticity
Modern Applications	Can't access multiple sites due to their complex nature
Data Lake	Quite hard to analyze the day quickly and efficiently

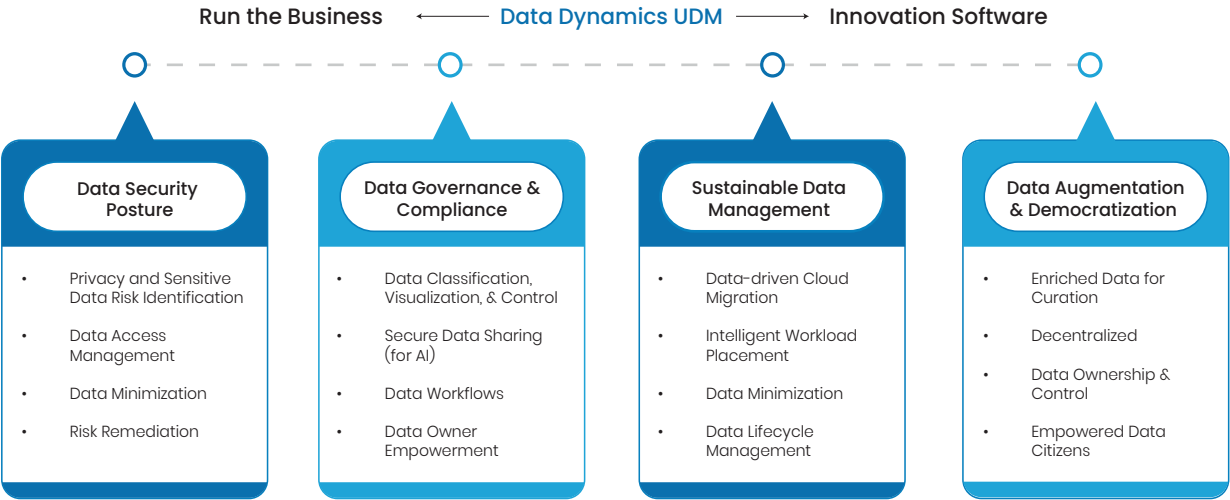
► **The Craft of Managing Unstructured Data with a Powerful Team - Utilize Data Dynamics and HCL to Enrich the Value of Your Data.**

Data Dynamics and HCL share the common goal to empower enterprises with hybrid cloud adoption, data analytics, security, and compliance through intelligent data management of their unstructured data. By helping enterprises to extract valuable insights and realize their "data-to-value" objective, we deliver the best in digital transformation and data management as a team.

HCL's cutting-edge and scalable solutions assist enterprises in implementing a centralized system for ongoing data monitoring and control while reducing the risk of sensitive data breaches and invasions of client privacy. Enterprises can structure their unstructured data by partnering with Data Dynamics and HCL and leverage end-to-end data management capabilities like data migration, analysis, security, and compliance. This can assist them in gaining value from their data, identifying and protecting sensitive data, putting remedial measures in place to address risks related to sensitive data, and optimizing storage through data classification and archival as well as data augmentation.

Data Dynamics is a leading provider of enterprise data management solutions, helping energy and pharmaceutical organizations structure unstructured data with an Unified Unstructured Data Management Software. Proven in over 28 of the 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.

► **Unstructured Data Management with a Dynamic Software**



► The Software Encompasses Four Modules:

Module	Mobility	Analytics	Security	Compliance
Capability	<ul style="list-style-type: none"> ► Migration ► Data Pipeline ► Copy and Archive 	<ul style="list-style-type: none"> ► Data Discovery ► Classification ► Index and Search 	<ul style="list-style-type: none"> ► Data Sharing ► Risk Discovery ► Risk Management 	<ul style="list-style-type: none"> ► Privacy ► Governance ► Audit Log
Benefits - Energy	Place data as required across regional sites, mega data centers, and cloud providers	Conduct in-depth research for actionable insights and interpret production-related findings in real-time to optimize field production	Quarantine upstream or downstream data from the risk of ransomware	Records for safety and OSHA reporting in a secure and immutable manner
Benefits - Pharma	Secure and efficient exchange of clinical and insurance data between practitioners, patients, and healthcare centers.	Classification of patient data for retention, deletion, and future queries	Safeguarding confidential patient data and ensuring chain of custody	Establishes a method for demonstrating that patient data meets HIPAA requirements

Data Dynamics' Data Management Software Vs. Conventional Data Management platform: A comparative study

[Click to view](#)

► Business Value Delivered: HCL and Data Dynamics

Providing enterprises with a wholistic Data Management Software to extract the greatest value from data stored in a governed, secured, and optimized manner



10X Higher Productivity: Unstructured data analysis through data classification, visualization, risk identification, and downstream automation results in higher overall productivity. It elevates operational efficiency and positions enterprises at the pinnacle of innovation, driving sustained success and a competitive advantage in a dynamic business landscape.



60% Lower Total Cost of Ownership: Consolidating multiple data lakes through advanced data analytics significantly reduces the total cost of ownership (TCO) and strengthens the overall security posture. This process empowers data owners and positions enterprises at the forefront of cost-effective, secure, and agile data management practices.



80% Risk Mitigation & 50% Data Sprawl Reduction: Intelligent data lifecycle management for dark data marks as a pivotal advancement in data sprawl reduction, driving substantial data optimization and fortifying governance against cyber threats and unauthorized access. It enhances organizational resilience and positions enterprises at the forefront of data-driven security, ensuring continued growth and innovation.



In-year ROI on Software Investment: Aligning storage optimization and risk mitigation initiatives culminates in a sub-12-month ROI, maximizing resource efficiency & financial prudence. By enabling data owner empowerment, enterprises are poised to accelerate the realization of tangible returns and foster a culture of control, innovation, and trust.



200% Faster Cloud Migrations: Sustainable data modernization needs data-driven cloud adoption, blending data analytics, optimization, policy-based automation, & data lifecycle management. This enhances overall efficiency & accelerates net-zero goals. Enterprises, by transcending traditional boundaries, position themselves as transformation leaders in the dynamic era of AI advancements.



99.64% error rate reduction and 280X reduced cost of error recovery: Data-driven, policy-based migrations that reduce errors and enable intelligent, fast, and secure petabyte-scale unstructured data migrations across heterogeneous environments.



Data Democratization: Empowering enterprises with a strategic approach to achieve data democratization. This enables data owners to swiftly access, comprehend, and extract optimal insights from expansive unstructured data landscapes in a governed, secure, and optimized manner.

► The Secret to Modern Enterprise Success is Hybridity!

One of the most cost-effective ways for businesses to handle the growing unstructured data is by archiving and backing up files in object storage. It is considerably less expensive than enterprise NAS and SAN arrays. IDC has projected the object storage market to reach USD 14 Bn⁹, and a combined study by 451 Research and Western Digital has predicted that 80%⁹ of enterprise data will be on object storage by 2021. Adding the cloud to it allows enterprises to reduce their costs further and improve speed, scalability, and compute power at a greater rate. They can efficiently and cost-effectively store cold data in the cloud object storage by analyzing the data and categorizing it into sensitive, cold, and hot data. Of all the cloud adoption strategies available in the market, hybrid cloud is the most popular one.

The hybrid cloud offers consumers the best of both worlds by combining the public cloud's flexibility and scalability with the private cloud's security and control. Businesses can get 2.5¹⁰ times more value from comprehensive hybrid, multi-cloud platforms, and operating models than they would from a single platform, single cloud vendor approach. When processing and computing demands outgrow the capabilities of an on-premises data center, organizations can use cloud services to:



Supplement their current capabilities



Instantly scale capacity up or down



Avoid the time and expense of buying, installing, and maintaining new servers that they might not always need.

Data Dynamics is collaborating with leading Cloud service providers to build strong cloud foundations, facilitate efficient and effective cloud adoption, reduce risk, ensure compliance, and enable unparalleled scale and compute power. Our goal is to empower enterprise customers to become Data Custodians of the future by structuring unstructured data and maximizing value through data-driven cloud migrations.

Source: ⁹ IDC and 451 Research and Western Digital, ¹⁰ IBM

Intelligent Data-Driven Cloud Adoption Framework:



► Reducing Enterprise Carbon Emissions with Intelligent Cloud Adoption

A new era of co-innovation is rising, where cloud providers and energy & pharmaceutical organizations are working together to lower their carbon footprint. By consolidating on-premises data centers and data lakes to the cloud in a single data ocean, carbon emissions can be reduced, power and cooling capacity can be restored, resilience can be restored, operational costs can be cut down, and total ownership costs can be reduced. With technology-driven cloud adoption capabilities that are intelligent, secure, scalable, and compliant, Data Dynamics helps companies realize their net zero goal.

Data Dynamics' four practices to ensure effective and efficient cloud adoption



Structure unstructured data with a unified approach

Unlock data-driven insights, secure data, ensure compliance and governance & drive hybrid cloud data management



Reimagine cloud migration

The transition from traditional lift and shift to intelligent data-driven migrations



Enable unparalleled scale and compute power

Build compatibility with scalable cloud applications and APIs ensuring flexibility, zero latency & downtime, and cost savings



In-year ROI on software investment

Storage optimization and risk mitigation create sub-12-month ROI



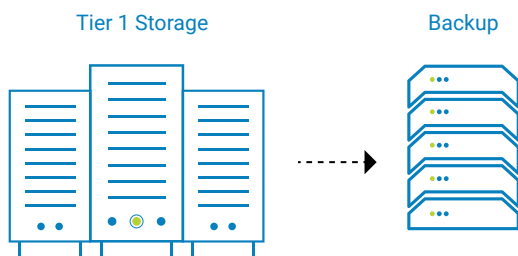
Business impact delivered:

- **35%** reduction in operational emissions
- **60%** savings through improved TCO
- **3X** faster migrations and **10X** increase in productivity

► HCL and Data Dynamics Engagement Modules

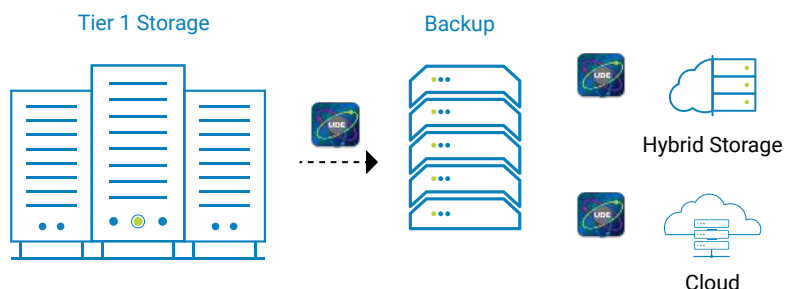
Mode 1

Current Data Center



- Tier 1 is expensive
- Legacy backup is broken
- Massive bandwidth requirements

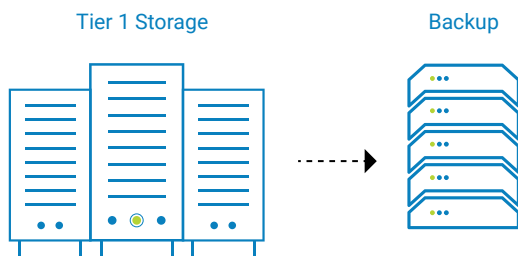
Mode 1 Data Center



- Automated data movement policies facilitate the migration of SMB/NFS source files across heterogeneous storage resources
- Automated access control security management for Software Identifiers (SIDs). Make changes to SIDs, remove orphan SIDs and preserve SIDs during file movement.
- Cutover Estimation estimates data movement time for business continuity

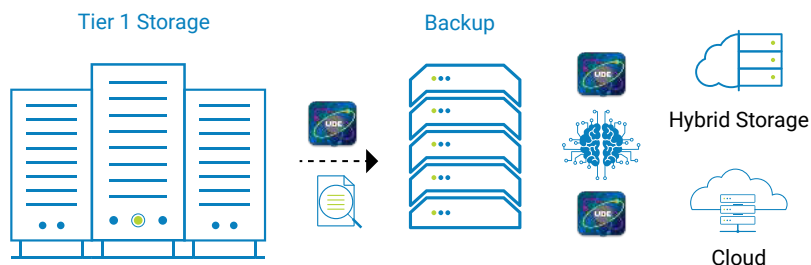
Mode 2

Current Data Center



- Tier 1 is expensive
- Legacy backup is broken
- Massive bandwidth requirements

Mode 2 Data Center



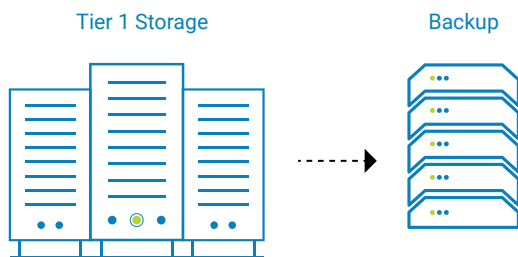
Mode 1 Migration

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- Visualize file storage infrastructure relationships
- Provision of heterogeneous file storage resources
- Reports provide intelligent and dynamic views of your file storage infrastructure
 - hardware configuration details and filesystem information

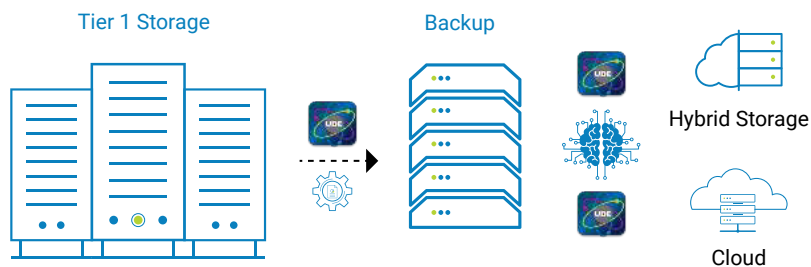
Mode 3

Current Data Center



- Tier 1 is expensive
- Legacy backup is broken
- Massive bandwidth requirements

Mode 3 Data Center



Mode 2 Intelligent Data Mobility

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- Analysis at two levels: file attributes and file content provides a best practices approach to data classification
- Metadata tagging modernizes data so that it can be managed for asset utilization and compliance
- Add custom metadata tags to scanned files and transfer to S3 Object for strong data governance
- Retrieve archived files using the StorageX Retrieval Portal or directly from the object repository via a RESTful API with self-service restore

► 5 Steps for HCL to Get Started with Data Dynamics



► Customer Success Stories

600 TBs of data migrated in 20 days and cost savings of millions of dollars in data center closure for one of the world's seven "supermajors" Fortune 50 energy Company Energy Industry

[Read the Case Study](#)

59% in run rate reduction & 10X increase in productivity by implementing intelligent data lifecycle management for one of the largest Fortune 50 energy companies

[Read the Case Study](#)

Modernizing 150 TB of data for 92 hospitals in 22 states for one of the largest not-for-profit health care systems in the U.S.

[Read the Case Study](#)

Data sharing & rationalization in the marketplace and risk mitigation for 100s of billions of data files using AI, ML, and Blockchain for a fortune 500 multinational healthcare company

[Read the Case Study](#)

96% reduction in customer outage time and 100% ROI in data center & storage migration for one of the world's largest Fortune 500 Healthcare Data Science Technology Company

[Read the Case Study](#)

► Customer Speak

"Excellent product for managing unstructured data to reduce costs. Easy to use and integrates with the existing environment. Data analysis of unstructured data made quite easy."

– Infrastructure and Operations Lead in the Healthcare Industry

"Migrating unstructured data to Azure was getting very complex, derailing our cloud transformation timelines. That's where StorageX helped us with data discovery and unstructured data migration in a time-sensitive situation."

– Chief Architect, Fortune 20 Energy Company

► Awards



Data4Good for Category- Affordable and Clean Energy – Winner – 2022



Cloud Project of the Year – Winner DCS 2022



Data Centre ICT Storage Innovation of the Year – Winner DCS 2022



Migration as a Service – Gold Stevie Winner 2022



Big Data Solution – Silver Stevie Winner 2022



Milestone of the Year | Customer Growth – Gold Globee Winner – Globee 2022



Disruptor Company Award for Information Technology Software – Globee 2022



Most Innovative Tech Company of the Year – Globee 2022

► The Data Dynamics Difference



Unified unstructured data management software



Versatile solutions for organization-wide application



Industry-leading training and 24*7 customer support



Enterprise-class scalability and flexibility



In-year ROI on software investment

► Trusted by Global Companies



300+
Customers



28 of the
Fortune **100**



Over **400PB**
of Data Analyzed
& Migrated



Net Customer
Retention Rate
of **160%**



4.9 out of 5
Customer Support
Rating



350+ PB
Storage
Optimized



170+ Years
Project Time
Saved



\$250+ MM
Total Cost of
Storage Saved

Contact us

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