

Accelerate and Streamline Unstructured Data Migration with Intelligent Data-Driven Cloud Adoption

Free | Secure | Swift | Scalable

► In the Cloud, Let Data Reign...

When migrating data to the cloud, the enterprise file storage environment remains one of the most critical components of customer application environments. According to recent IDC Reports, 97%* of revenue attached to file storage remained on-premises and accounted for \$7.6B* in revenue in 2021. This figure is projected to grow to \$8.4B* by 2025. These workloads cannot migrate to Azure without structuring and analyzing the underlying unstructured data.

Dealing with unstructured data is like a black hole of unknown possibilities and risks. Enterprises are unaware of what's in there and what they must prepare for. Furthermore, they are entirely oblivious to sensitive information in the sprawl and have no way of securing it. As companies migrate to the cloud, they are challenged with managing, analyzing, and optimizing vast amounts of unstructured data. Customer feedback consistently indicates that migrating file data between disparate storage platforms is time-consuming, labor-intensive, and difficult. They resort to the traditional lift-and-shift approach without data analysis and are prone to incurring more cost, time, and risk.

The key is to adopt a data-driven approach and build a strong cloud foundation to benefit from IT cost savings, productivity gains, business agility, and operational resilience.

Source - * IDC

► The Azure File Migration Program

To streamline migrations and reduce the time, effort, and risk involved in the mass migration of file data – Microsoft has announced the Azure File Migration program in collaboration with Data Dynamics.

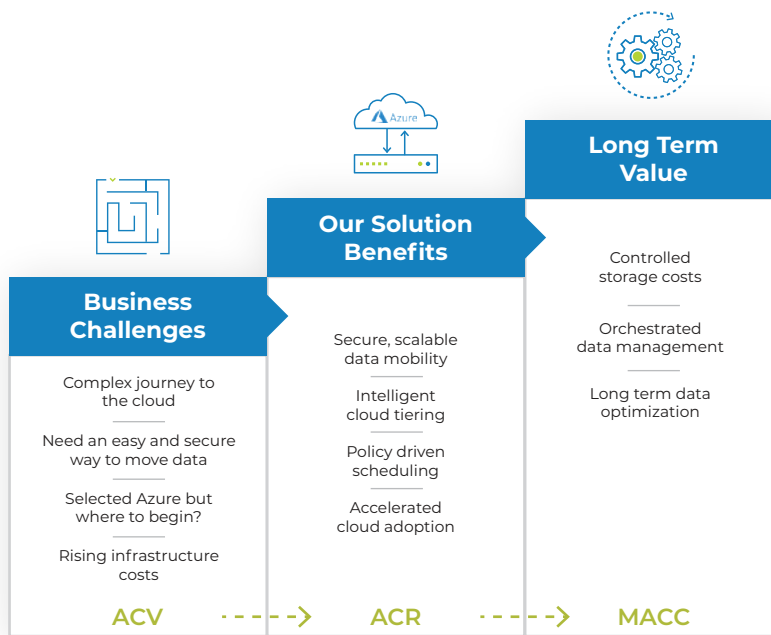
By supporting the use of Data Dynamics' StorageX to migrate data into Azure, organizations can now migrate their unstructured files and object storage data into Azure for free.

Enterprises will receive from Data Dynamics free migration software licensing, training, support, and an onboarding session with the best practices to help customers migrate to Azure. [Click here to register](#)

Data Dynamics is collaborating with Microsoft through this program to build a strong Azure foundation, facilitate efficient and effective cloud adoption, reduce risk, ensure compliance, and enable unparalleled scale and compute power.

Our goal is to empower Microsoft Azure customers to become Data Custodians of the future by structuring unstructured data and maximizing value through data-driven cloud migrations.





► IP Co-Sell Incentives

Top tier partners (ACV ≥ \$25K)	\$15K or 30% of ACV, whichever is higher
Other incentive-eligible partners (ACV ≥ \$25K)	\$15K per deal
Marketplace kicker	Additional \$5K per deal if transacted through Marketplace

► Accelerate Cloud Adoption & Enterprise Modernization with Data Dynamics StorageX

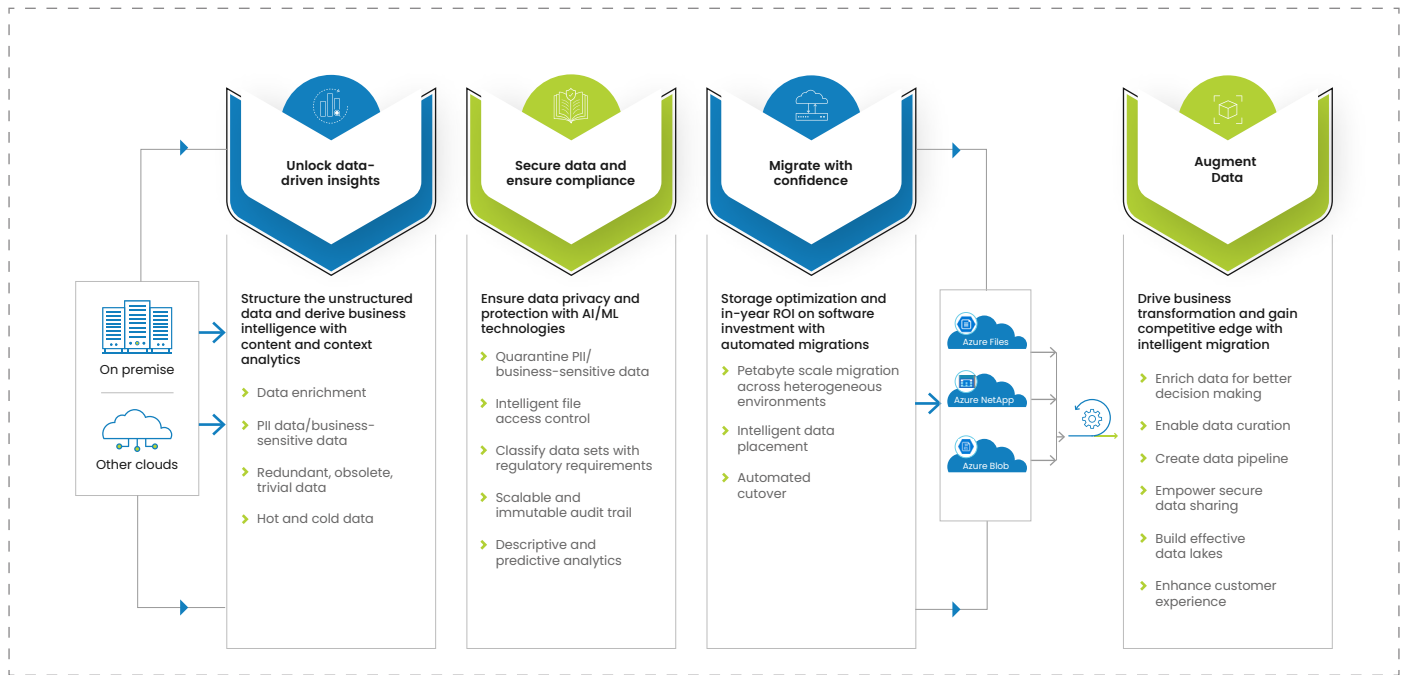
StorageX is Data Dynamics' award-winning unstructured data migration software. The software enables seamless data center migration and consolidation, cloud data migration, and storage optimization, assuring a 3X faster speed and 10X higher productivity. Having analyzed and migrated 400+ PBs of data, StorageX is trusted by 300+ customers globally including, 28 Fortune 100 organizations. By sponsoring the use of StorageX, Microsoft is simplifying an enterprise's journey to the cloud. Here are 10 ways how:

- Intelligent Data Management across Azure and Microsoft Hybrid Cloud.
- Structuring the unstructured data across heterogeneous and Microsoft data sources with classification and tagging based on ownership, access, metadata, and content
- Driving intelligent data placement where data is placed closest to the applications that meet data governance and compliance requirements
- Automated data migrations to Azure files, Azure NetApp files & Azure Blob
- Automated access control and file security management
- 3X faster migrations, 10X more productivity, and reduced TCO
- Migration into Azure at no software cost
- In-year ROI on software investment
- Customers' data growth in Azure applies to their Microsoft Azure Commit to Consume (MACC)
- High-touch customer engagement model-training and 24/7 support

[Click here](#) to read more about StorageX.

► Intelligent Data-Driven Azure Adoption with Data Dynamics

One of StorageX's biggest advantages is its ability to provide on-demand scalability into Data Dynamics' unified unstructured data management platform that includes AI/ML and Blockchain-enabled data analytics, compliance, and security. With the below approach, Data Dynamics will help Microsoft Azure pave the way for intelligent data-driven migrations instead of traditional migrations and accelerate an enterprise's digital-first journey with a modernized and unified approach.



Business Outcomes

10X higher productivity: The analysis of unstructured data through improved automation drives operational efficiency, next-level risk management, and higher productivity.

60% lower total cost of ownership: Consolidating multiple data lakes using data analytics reduces TCO and minimizes the risk of data exposure through efficient identification of sensitive data.

50% data reduction from primary storage and 80% risk mitigation: Implementing intelligent data lifecycle management for dark data results in significant data optimization and improved governance against cyber threats and rogue access.

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.

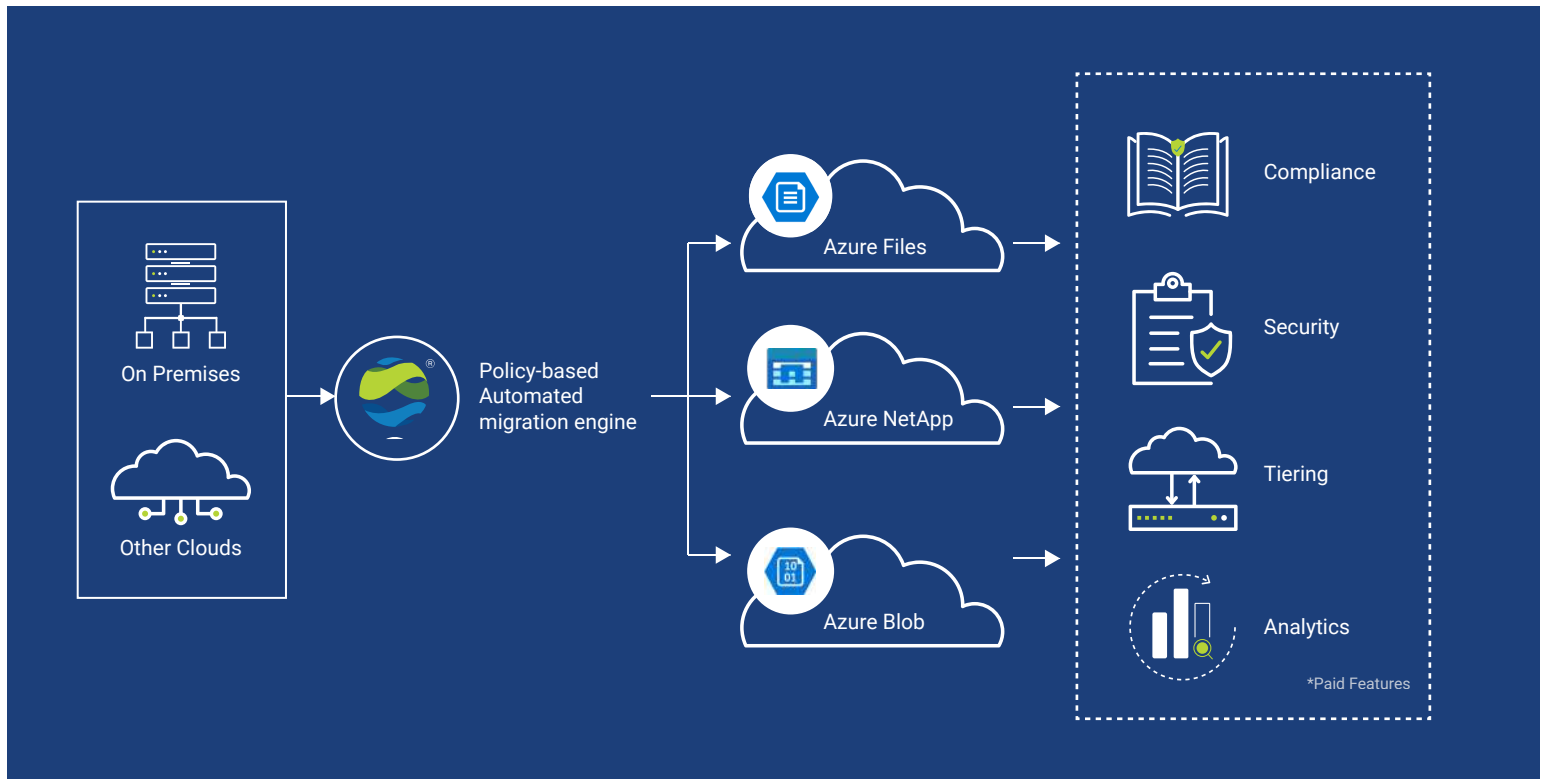
200% faster cloud migrations: By migrating the right data to the cloud in an optimized and governed manner, enterprises can accelerate cloud adoption and develop new technology innovations to meet patient and market demands.

In-year ROI on software investment: Storage optimization and risk mitigation create sub-12-month ROI.

Empower Data Democratization: Enable enterprises to achieve data democratization by allowing data creators to partake in the value of the data they create.

► How Does StorageX Migrate Unstructured Data to Azure?

- Analytics drives to share and export movement based on your data and query criteria. You identify a set of matching shares/exports to be moved and streamline moving them.
- Automated data movement policies facilitate the transfer or migration of SMB/NFS source files across heterogeneous storage resources. Move an entire share or export to a new share or export.
- StorageX gives you automated access control security management for Security Identifiers (SIDs). Make changes to SIDs, remove orphaned SIDs, and preserve SIDs during file movement.
- Cutover estimation estimates the time required to move your data. Use the estimate to decide when you will "cutover" when you stop sharing the source and start redirecting users to the file data in the new location.



► StorageX Interoperability Matrix

Feature	SMB	NFS	Advantage	Feature	S3	Azure Blob	Cross-platform	Advantage
Migration	SMB to SMB	NFSv3 to NFSv3	Can be combined for multi-protocol	Object-to-object replication	S3 to S3 replication	Azure Blob to Azure Blob	S3 to Azure Blob & Azure Blob to S3	Replicate data to increase data protection
File-to-object archive	SMB to Azure Blob Storage	NFSv3 to Azure Blob Storage	Archive data to optimize cost					
File-to-object replication	SMB to Azure Blob Storage	NFSv3 to Azure Blob Storage	Replicate data to increase protection					

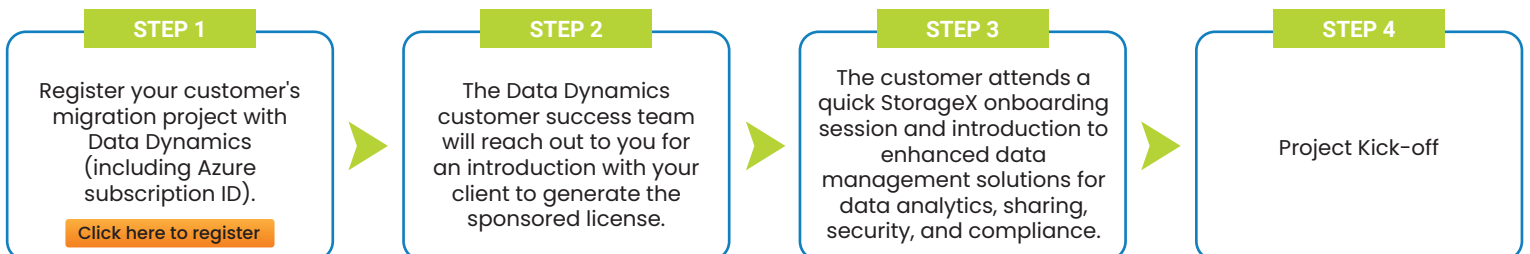
Note: Conditions apply

► StorageX Vs. Traditional Migration Tools: A Comparative Study

Sr. No.	Parameters	Conventional Migration	StorageX Migration
1	Petabyte Scalability Across Heterogeneous Environments StorageX is built for petabyte-scale as well as smaller environments, while most of the solutions available in the market are only suited for smaller environments of 100TB or less. The Platform is purpose-built for the modern enterprise with the ability to scale out to meet performance needs and have the flexibility to adapt to complex hybrid, multi-cloud, and legacy environments.	<input type="radio"/>	<input checked="" type="radio"/>
2	Versatile Azure Support Ability to create policies intelligently to move specific data into Azure files, Azure Netapp and Azure Blob	<input type="radio"/>	<input checked="" type="radio"/>
3	Authentication Data Dynamics provides two types of authentications: One pertaining to the administrator account and another one with respect to the active directory account.	<input type="radio"/>	<input checked="" type="radio"/>
4	Data Enrichment Using Analytics Along with metadata discovery and tagging, StorageX also helps with data enrichment by providing capabilities to discover, classify and use custom tags. This helps in intelligent data classification and cataloging.	<input type="radio"/>	<input checked="" type="radio"/>
5	Automated, Policy-Based Data Migration StorageX uses automated policy-based File Data Migration from homedrive and on-premise SharePoint into OneDrive and SharePoint Online and ensures minimal to no risk with automatic access control and file security management.	<input type="radio"/>	<input checked="" type="radio"/>
6	Automated Access Control and File Security Management Policy-based and robust file permissions management including, preserving, repermissioning, and security reassignments vis SID Mapping.	<input type="radio"/>	<input checked="" type="radio"/>
7	Data Replication In contrast to many software programs in the market, StorageX is capable of copying read-only and archived files.	<input type="radio"/>	<input checked="" type="radio"/>
8	Automated Cutover StorageX namespace management abstracts a physical data storage environment into a logical view used in conjunction with migration policies to automatically update DFS namespace links that reference the old source to the new destination during the cutover phase.	<input type="radio"/>	<input checked="" type="radio"/>
9	Data Security It supports NTFS tags and provides NTFS security map to the SharePoint Online/OneDrive security.	<input type="radio"/>	<input checked="" type="radio"/>
10	Stubless / Always Direct Native Access to Data No gateway, no file virtualization, no proprietary namespace, and no stubs	<input type="radio"/>	<input checked="" type="radio"/>
11	API Integration StorageX simplifies the migration process in a heterogeneous environment by providing templates that guide best policy creation and management practices, which can be configured and managed via a robust suite of APIs.	<input type="radio"/>	<input checked="" type="radio"/>
12	Scalability On-demand scalability into unified data management that includes AI/ML and Blockchain-enabled data analytics, compliance, and security	<input type="radio"/>	<input checked="" type="radio"/>

No capability
 Partial capability
 Full capability

► Four Simple Steps for Your Customers to Begin Migrating Data into Azure 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 multinational energy "supermajors" Fortune 50 Company

[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 oil and gas companies

[Read the Case Study](#)



80 billion files of data sprawl – intelligent data management to protect customer privacy and reduce the risk of data exposure for a Fortune 50 U.S. Bank with more than 50M users worldwide

[Read the Case Study](#)

40 petabytes of data migrated, managed, and consolidated with a unified unstructured data management platform for a Fortune 20 financial services institution

[Read the Case Study](#)

► Customer Speak



"Data Dynamics has helped improve our efficiency and effectiveness for data migration and management. By quickly analyzing and filtering data sets, they gave us the perfect control over our data and saved us significant time."

- CTO in the Services Industry



"The ability to solve unstructured data migration problems is very impressive. We used Data Dynamics for dark data assessment and workload tiering and were particularly impressed by their solution's speed and robustness."

- Software Engineer in the Manufacturing Industry



"NAS Migrations were seamless and error-free. Our overall experience is fantastic, and we got an engineer online on-demand. Also, the services team is very helpful in providing training and support during the migrations."

- Program Manager in the Services Industry



"The product performs faster analysis on the huge amount of data and provides astonishing results. This can result in better data management and reduce cost on the organization by eliminating redundant data,"

- Senior Software Engineer in the Services Industry

► The Data Dynamics Difference



Unified unstructured data management platform



Versatile solutions for organization-wide application



Industry-leading training and 24*7 customer support

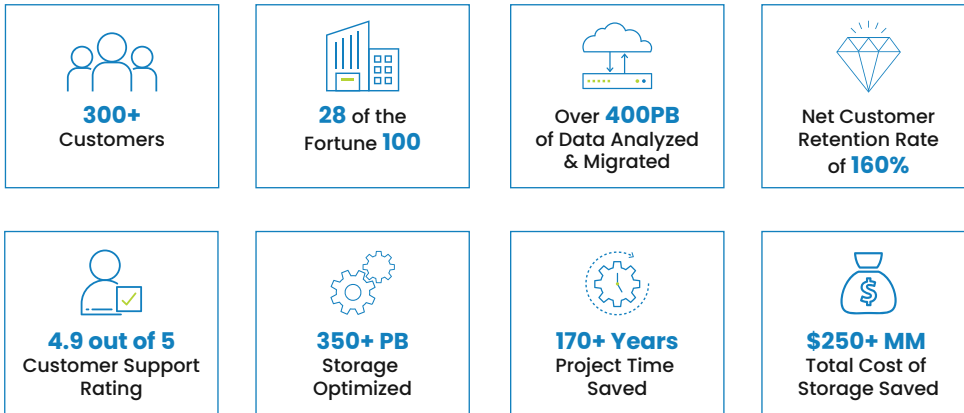


Enterprise-class scalability and flexibility



In-year ROI on software investment

► Trusted by Global Companies



► 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

► 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 Platform. The platform encompasses four modules– Data Analytics, Mobility, Security, and Compliance. Proven in over 28 of the Fortune 100, the Platform 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 platform 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

Contact us

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