

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 Dymanics StorageX

StorageX is Data Dynamics' award-winning unstructured data migration software. The software enables seamless data center migrat ion and consolidation, cloud data migration, and storage optimization, assuring a 3X faster speed and 10X higher productivity. Having a nalyzed and migrated 400+ PBs of data, StorageX is trusted by 300+ customers globally including, 28 Fortune 100 organizations. By sponsorin g 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)



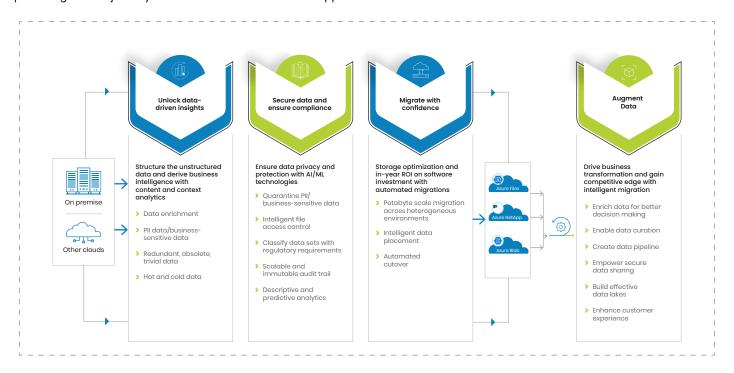
High-touch customer engagement model-training and 24/7 support



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 software that includes Al/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 ac celerate an enterprise's digital-first journey with a modernized and unified approach.



#### **Business Outcomes**



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 Al advancements.



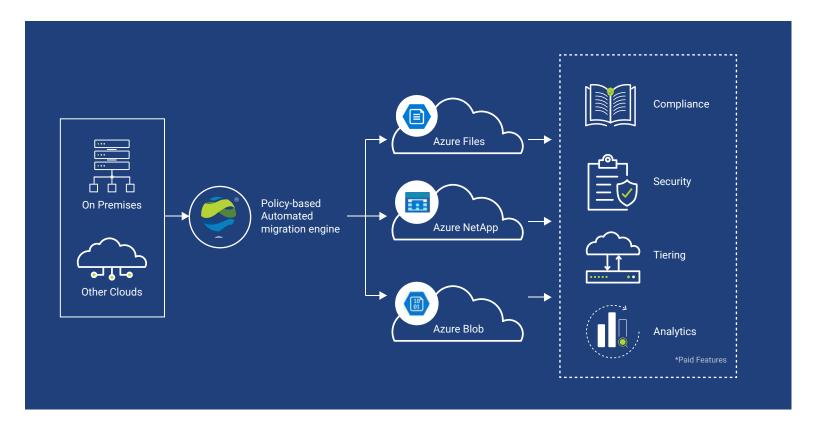
99.64% error rate reduction and 280X reduced cost of error recovery: Data-driven, policcy-based migrations that reduce errors and enable intelligent, fast, aand secure petabyte-scale unstructured data migrations across heterogeneous environments.



**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.

## 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 reso urces. 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 o rphaned 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 s top sharing the source and start redirecting users to the file data in the new location.



# StorageX Interoperability Matrix

Feature	SMB		Advantage
Migration	SMB to SMB	NFSv3 to NFSv3	Can be combined for multi-protocol
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

Feature	S3	Azure Blob	Cross-platform	Advantage
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

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 Software 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.	0	•
2	Versatile Azure Support Ability to create policies intelligently to move specific data into Azure files, Azure Netapp and Azure Blob	0	
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.	0	•
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.	0	•
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.	0	•
6	Automated Access Control and File Security Management Policy-based and robust file permissions management including, preserving, repermissioning, and security reassignments vis SID Mapping.	<u></u>	•
7	Data Replication In contrast to many software programs in the market, StorageX is capable of copying read-only and archived files.	<u></u>	
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.	0	•
9	Data Security It supports NTFS tags and provides NTFS security map to the SharePoint Online/OneDrive security.	0	
10	Stubless / Always Direct Native Access to Data No gateway, no file virtualization, no proprietary namespace, and no stubs	0	
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.	<u></u>	•
12	Scalability  On-demand scalability into unified data management that includes AI/ML and Blockchain-enabled data analytics, compliance, and security	0	•

No capability Partial capability Full capability

# Four Simple Steps for Your Customers to Begin Migrating Data into Azure with Data Dynamics

# Register your customer's migration project with Data Dynamics (including Azure subscription ID).

Click here to register

### STEP 2

The Data Dynamics customer success team will reach out to you for an introduction with your client to generate the sponsored license.

The customer attends a quick StorageX onboarding session and introduction to enhanced data management solutions for data analytics, sharing, security, and compliance.

Project Kick-off

## 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 software 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



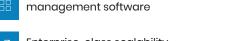
"The product performs faster analysis on the huge amount of data and provides astonishing results. This can result in better data management and reduce cost on the organization by eliminating redundant data,"

- Senior Software Engineer in the Services Industry

# ▶ The Data Dynamics Difference



Unified unstructured data





Versatile solutions for organization-wide application

investment







Industry-leading training and 24\*7 customer support



Enterprise-class scalability and flexibility

## 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



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 Software. The software encompasses four modules- Data Analytics, Mobility, Security, and Compliance. Proven in over 28 of the Fortune 100, the Software uses a blend of automation, Al, 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

### Contact us