

Create a seismic shift in your business growth.

Modernize your data infrastructure with TCS and Data Dynamics

Two ingredients define the success of any business in today's digital and data-driven world:

1. Complete digital transformation to improve corporate operations and the client experience
2. Availability of the right data at the right time at the right place

The last three years have seen the globe undergo a shift from the analog to the digital sphere, which has forced businesses to rethink their company strategies.

Today, business success is defined by the speed at which it has transformed digitally. Data remains at the heart of digital transformation in terms of execution and enabling technologies required for this shift. However, as technology adoption increases, so does the amount of data!

Businesses across all industries are creating data at an alarming rate as they modernize their infrastructure through the use of newer technologies such as AI/ML, IoT, and predictive analytics to stay ahead of the competition. They need help managing this massive amount of data because they need to know what data they own, where it's stored, or who has access to it. As a result, storage costs are increasing; data needs to be more utilized, and sensitive business information creates risk. The crux of the problem is a need for more data knowledge and mismanagement, which stymies the enterprise's digital transformation journey and ability to adopt newer technologies.

To maximize the value of data and to achieve a successful digital transformation, enterprises must manage their unstructured data holistically.

► Why Focus on Data?

- 80% of data generated is unstructured, and most companies only analyze 12% of it.
Source: [Forbes](#) and [SAP](#)
- 73.4% of companies report difficulties adopting Big Data Analytics and AI initiatives.
Source: [Forbes](#)
- Only 26% of companies have achieved a data-driven culture, whereas the remaining 74% still need help with the same.
Source: [Harvard Business Review](#)
- 95% of businesses cite the need to manage unstructured data as a problem for their business
Source: [Forbes](#)
- Every second, 68 records are lost or stolen. It takes 206 days on average for a data breach to be discovered within a business.
Source: [Dataprot](#)
- The average number of security breaches businesses report each year is 130.
Source: [PurpleSec](#)
- For 88% of users, a company's level of trust affects their willingness to share personal information.
Source: [PWC](#)



▶ Leveraging Data Dynamics and TCS to Enrich the Value of Data and Accelerate an Enterprise's Journey to the Cloud.

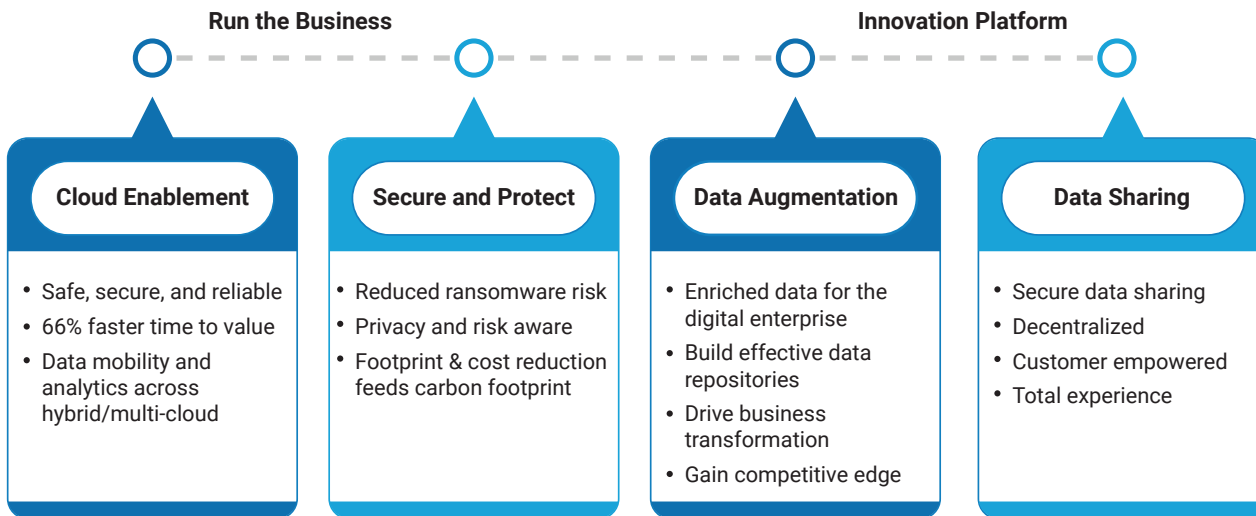
Data Dynamics and TCS share the common goal to empower enterprises with hybrid cloud adoption, data analytics, security, and compliance through intelligent data management of their unstructured data. By helping enterprises to extract valuable insights and realize their "data-to-value" objective, we deliver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

TCS's cutting-edge and scalable solutions, like TCS ADD™, TCS BFSI PLATFORMS, TCS CUSTOMER INTELLIGENCE & INSIGHTS™, TCS INTELLIGENT URBAN EXCHANGE™, and TCS OPTUMERA™ are just a few of the many offerings that TCS offers to assist enterprises in implementing a centralized system for ongoing data monitoring and analysis while reducing the risk of sensitive data breaches and invasions of client privacy. Every industry seeks effective data management to migrate data to the cloud, extract maximum, and implement secure & compliant storage and risk mitigation solutions. This is true whether the industry is dealing with clinical data in the life sciences and pharma sector or handling sensitive customer data in the finance sector.

Enterprises can structure their unstructured data by partnering with Data Dynamics and TCS and leverage end-to-end data management capabilities like data governance, data discovery, data classification, analytics, security, and data migration. 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, optimizing storage through data classification and archival, and data augmentation.

Data Dynamics is a leading provider of enterprise data management solutions, helping energy and pharmaceutical organizations structure unstructured data with a Unified Unstructured Data Management Platform. Proven 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.

▶ Unstructured Data Management with a Dynamic Platform



▶ The Platform 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 Platform Vs. Conventional Data Management platform: A comparative study

[Click to view](#)

► Business Value Delivered: TCS and Data Dynamics

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



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, energy & pharmaceutical companies 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

► Data Management in a Hybrid Cloud vs 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 Bn, and a combined study by 451 Research and Western Digital has predicted that 80% 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 it and categorizing it into sensitive, cold, and hot data.

Hybrid cloud is the most popular of all the cloud adoption strategies available in the market. 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. Organizations can get 2.5 times more value from comprehensive hybrid, multi-cloud platforms, and operating models than 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:

Migration to the cloud is the first step towards cloud adoption. Here are three primary benefits for the banking & financial services companies:



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.

Additionally, most company leaders have selected a cloud-first strategy for their digital transformation. The following are a few of the main goals that fuel this:

Personalizing customer and employee experiences to drive engagement and growth

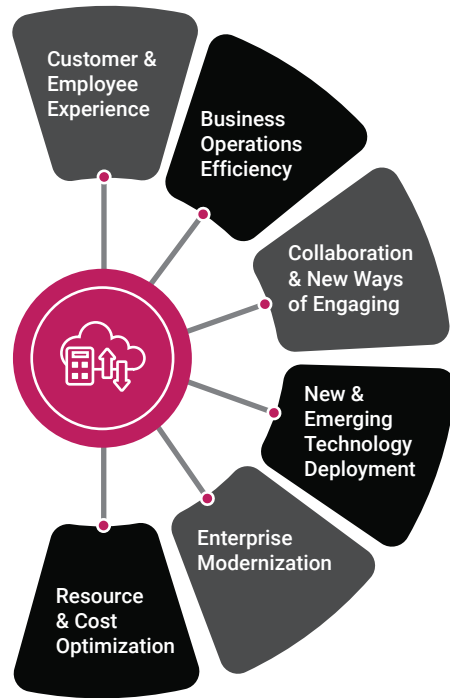
Leveraging latest digital technology such as AI, edge, 5G, IOT and machine learning

Automating business workflows and jumpstarting enterprise transformation

Optimizing IT and human costs to bring in operational agility and product innovation

Ensuring virtual collaboration and monitoring for location independent teams

Modernizing enterprise IT



The drivers of cloud adoption

Source: [ICS](#)

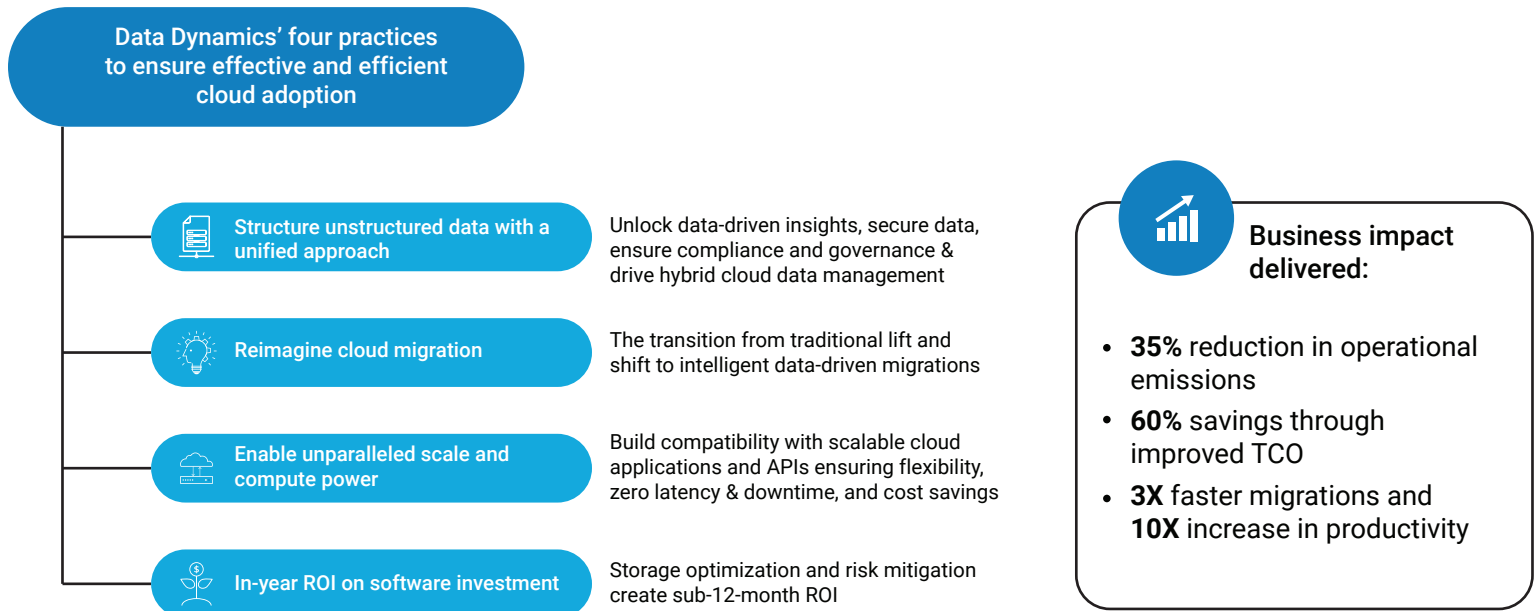
Data Dynamics is collaborating with leading Cloud service providers to build strong cloud foundations, facilitate efficient and effective cloud adoption, reduce risk, ensure compliance, and enable unparalleled scale and compute power. Our goal is to empower enterprise customers to become Data Custodians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

Intelligent Data-Driven Cloud Adoption Framework:

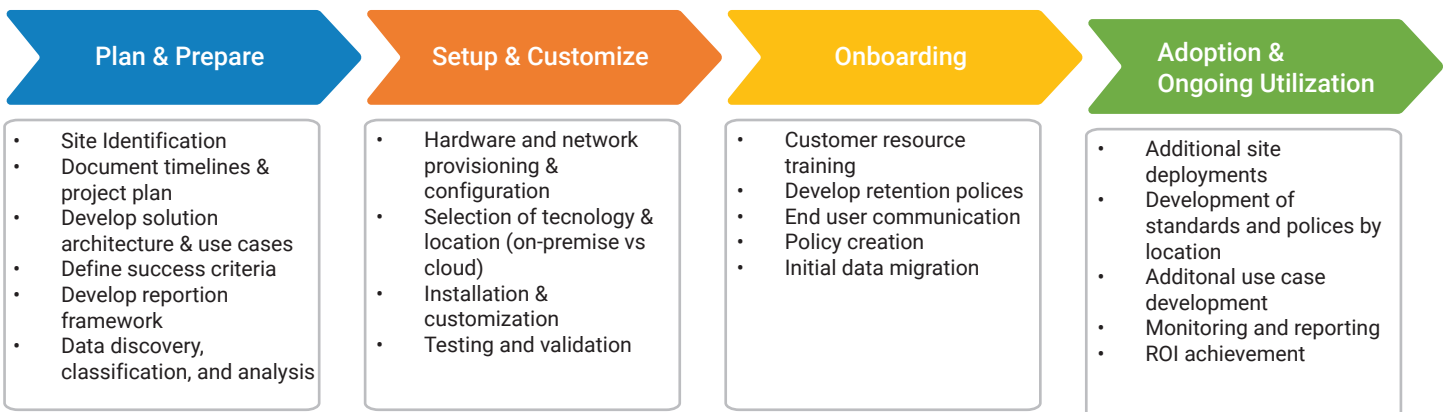


► Reducing Enterprise Carbon Emissions with Intelligent Cloud Adoption

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.



► The TCS and Data Dynamics Implementation Process



Assure Customer and TCS Success

▶ 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 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



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

© Data Dynamics 2023 | www.datadynamicsinc.com | solutions@datdyn.com | (713)-491-4298

