

Break-Free from Decades of Storage Tradeoffs. Leverage Game-Changing Storage Innovations with VAST and Data Dynamics

The Data Challenge: Exponential growth of data!

There has been an exponential growth in data generation in the last two years, with 90%* of the data generated in that period. Data is growing at a rate of 55% – 65%* per year. This data is derived from unstructured and non-database sources, including photographs, audio, documents, text files, etc, and exists in various formats across devices, applications, and cloud platforms. One of the most challenging aspects of data is storage. Despite a downward trend in storage prices over time, the sheer amount of data we deal with today dictates that storage costs will go up in the future. Budget constraints will grow as primary storage solutions reach capacity, and backup, disaster recovery, and archiving data sets increase in volume. Optimizing enterprise data and implementing a hybrid strategy that utilizes existing and external storage environments is the best way to mitigate this challenge and keep costs low.

Source - *Forbes

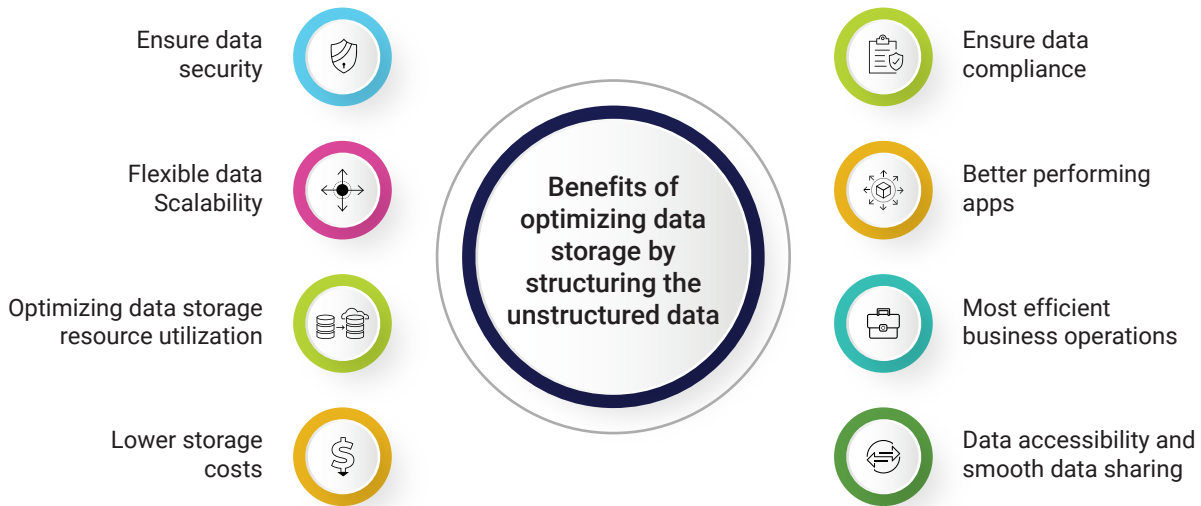
► Having a Clear Understanding of What Data Enterprises Have is the First Step Towards Optimum Data Storage and Management

Data = Knowledge

Unstructured data is an enormous sprawl of sensitive, cold, hot, and ROT data (redundant, obsolete, and trivial). One of the most common customer feedbacks we receive is that migrating unstructured file data between disparate storage platforms is time-consuming, labor-intensive, difficult, and costly. But it shouldn't be. Moving data from one storage environment to another can be a breeze if enterprises structure their data, classify it as hot vs. inactive or cold data, tier it and archive it. By understanding data's what, where, and why, enterprises can optimize storage, save costs, and enhance efficiency. For instance, context analysis enables enterprises to analyze and identify different data types and efficiently store cold, non-sensitive data in cost-effective archival storage and hot data in flash or tiered storage environments.

The result: For every 1 petabyte of data migrated, you can save 12.71% on legacy infrastructure costs annually and improve productivity by up to 86%!



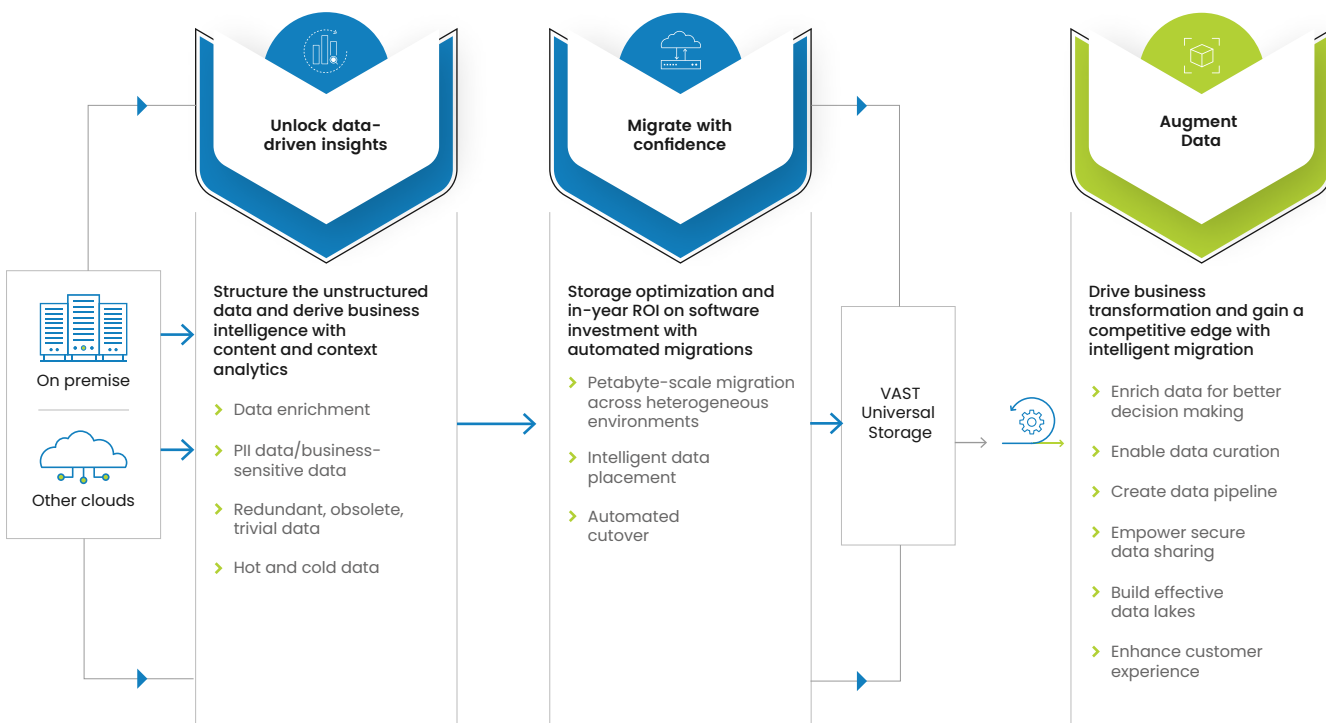


► The Art of Optimizing Your Data Storage with a Powerful Team: Data Dynamics and VAST Data Can Help You Rewire Your Data Storage Strategy







VAST is collaborating with Data Dynamics to provide enterprises with a smart data storage solution. VAST's Universal Storage is a ground-breaking scale-out storage solution that eliminates complex storage tiering and brings an end to the HDD era in data centers. Universal Storage breaks the decades-old tradeoff between storage performance and capacity with a new storage architecture that enables unlimited processing on affordable flash, at up to exabyte-scale. Leading organizations worldwide deploy Universal Storage for various applications, industries, and data infrastructures. VAST empowers enterprises to take control of their data, manage it efficiently, optimize storage, and turn unstructured data into a competitive advantage.

Data Dynamics is a leading provider of enterprise data management solutions, helping organizations structure unstructured data with an Unified Unstructured Data Management Platform. 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. Data Dynamics, in collaboration with VAST aims to empower enterprise customers to become Data Custodians of the future by structuring unstructured data and maximizing value through intelligent data-driven migrations using our unstructured data migration software, StorageX.

► Intelligent Data-Driven Migration Framework



► Features

-  Automated petabyte-scale migrations
-  Intelligent data placement into VAST Data's universal storage
-  Automated cutover, access control, and file security management
-  Storage optimization and in-year ROI with data-driven migrations
-  High-touch customer engagement model training and 24/7 support
-  On-demand scalability into unified data management with AI/ML and Blockchain-enabled data analytics, compliance, and security


► Benefits Across Industries

Finance	Energy	Healthcare	High tech	Life sciences
Policy-driven intelligent data mobility to support consolidation and divestiture	Place data as required across regional sites, mega data centers and cloud providers	Secure and efficient exchange of clinical and insurance data between practitioners, patients and healthcare centers.	Effective data life-cycle management across teams to optimize infrastructure use.	Data sharing within and across research teams in a secure manner.


Data Dynamics' Data Management Platform Vs. Conventional Data Management platform: A comparative study [Click to view](#)

► Business Value Delivered


Providing enterprises with an intelligent data mobility 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 VAST's Universal Storage in an optimized and governed manner, banking & financial services companies can accelerate cloud adoption and develop new technology innovations to meet patient and market demands

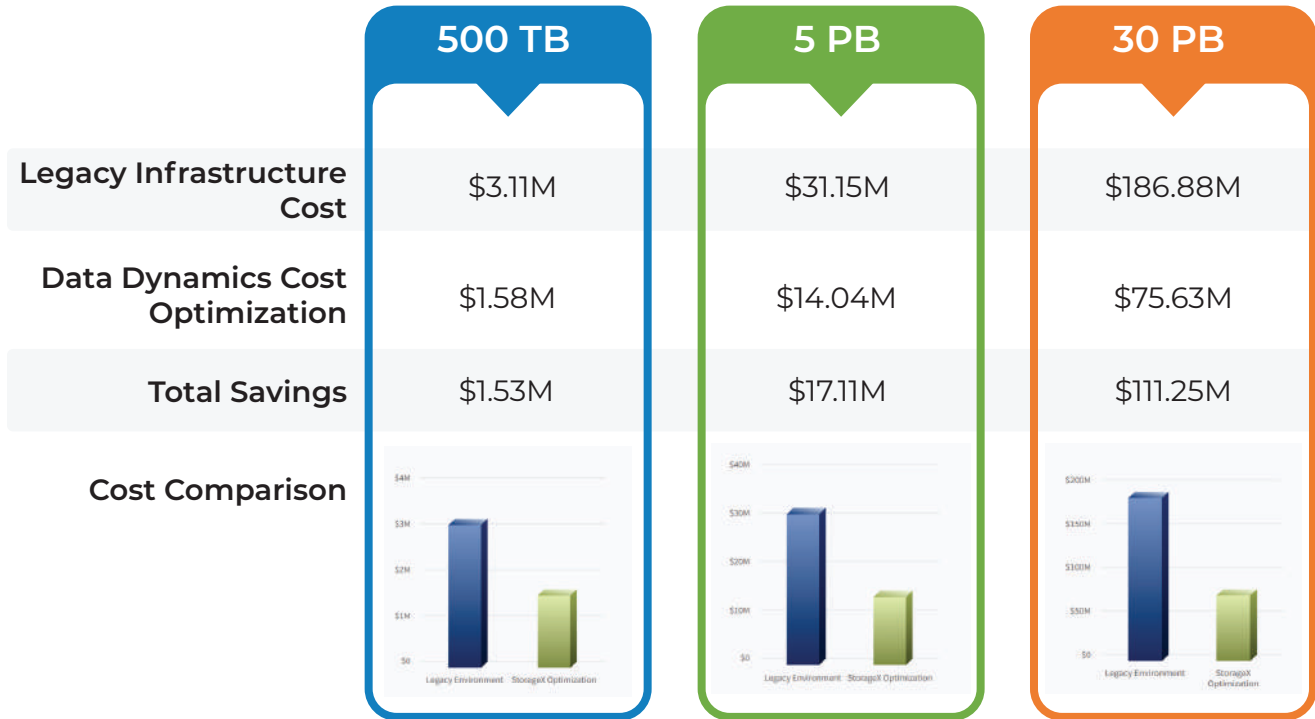


In-year ROI on software investment: Storage optimization and risk mitigation create sub-12-month ROI



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

► Impact on Bottom-line



► How Does StorageX Migrate Unstructured Data Into VAST's Universal Storage?

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 Vs. Traditional Migration Tools: A Comparative Study

Sr. No.	Parameters	Conventional Migration	StorageX Migration
1	Petabyte Scalability Across VAST's Universal Storage 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 heterogeneous environments.		
2	Authentication Data Dynamics provides two types of authentications: One pertaining to the administrator account and another with respect to the active directory account.		
3	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.		
4	Automated, Policy-Based Data Migration The platform uses automated, policy-based file data migration from heterogeneous storage into the VAST's Universal Storage, ensuring minimal to no risk with automatic access control and file security management.		
5	Automated Access Control and File Security Management Policy-based and robust file permissions management including, preserving, repermissioning, and security reassignments vis SID Mapping.		
6	Data Replication In contrast to many software programs in the market, StorageX is capable of copying read-only and archived files.		
7	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.		
8	Data Security It supports NTFS tags and provides NTFS security map to the VAST's Universal Storage environment.		
9	Stubless / Always Direct Native Access to Data No gateway, no file virtualization, no proprietary namespace, and no stubs		
10	API Integration StorageX simplifies the migration process in a VAST's Universal Storage by providing templates that guide best policy creation and management practices, which can be configured and managed via a robust suite of APIs.		
11	Scalability On-demand scalability into unified data management that includes AI/ML and Blockchain-enabled data analytics, compliance, and security		

No capability
 Partial capability
 Full capability

► VAST and Data Dynamics Engagement Modules

Activity	Engagement
Migration	On-boarding NAS data to the VAST hardware
O2O	On-boarding S3 data on the VAST hardware
F2O	Converting files to Object
Archive	Prepopulating VAST with objects before the migration
Analysis	Assessing data

► 5 Steps for vAST to Get Started with Data Dynamics



► Customer Success Stories

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

[Read the Case Study](#)

600 TBs of data migrated to the cloud in 20 days, and cost savings of millions of dollars in data center closure.
Client: One of the world's seven multinational oil and gas "supermajors" Fortune 50 Company

[Read the Case Study](#)

59% in run rate reduction & 10X increase in productivity by implementing intelligent data lifecycle management.
Client: One of the largest Fortune 50 oil and gas companies

[Read the Case Study](#)

40 petabytes of data migrated, managed, and consolidated with a unified unstructured data management platform.
Client: 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

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 Globe 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

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