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.
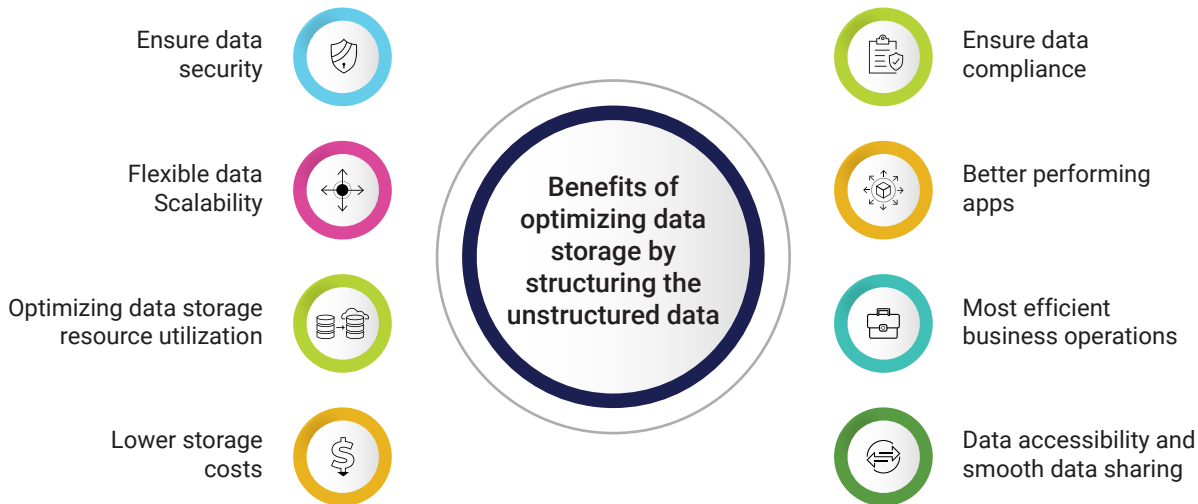
Source - *Forbes

▶ 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%!
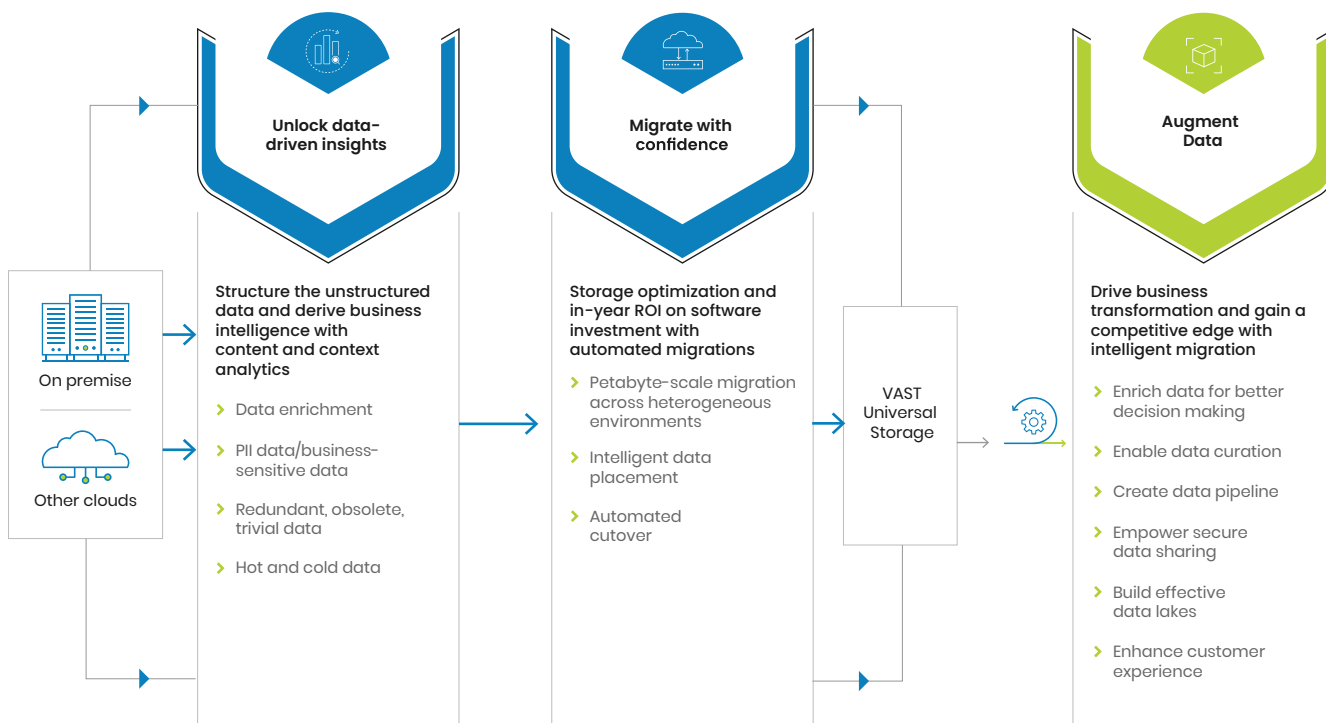
Benefits of optimizing data storage by structuring the unstructured data

- Ensure data security
- Flexible data Scalability
- Optimizing data storage resource utilization
- Lower storage costs
- Ensure data compliance
- Better performing apps
- Most efficient business operations
- Data accessibility and smooth data sharing

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 cen ters. 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 efficien tly, 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 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. 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

On premise

Other clouds

Unlock data-driven insights

Structure the unstructured data and derive business intelligence with content and context analytics

- Data enrichment
- PII data/business-sensitive data
- Redundant, obsolete, trivial data
- Hot and cold data

Migrate with confidence

Storage optimization and in-year ROI on software investment with automated migrations

- Petabyte-scale migration across heterogeneous environments
- Intelligent data placement
- Automated cutover

VAST Universal Storage

Augment Data

Drive business transformation and gain a competitive edge with intelligent migration

- Enrich data for better decision making
- Enable data curation
- Create data pipeline
- Empower secure data sharing
- Build effective data lakes
- Enhance customer experience

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 Software 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: 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.

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.

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.

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.

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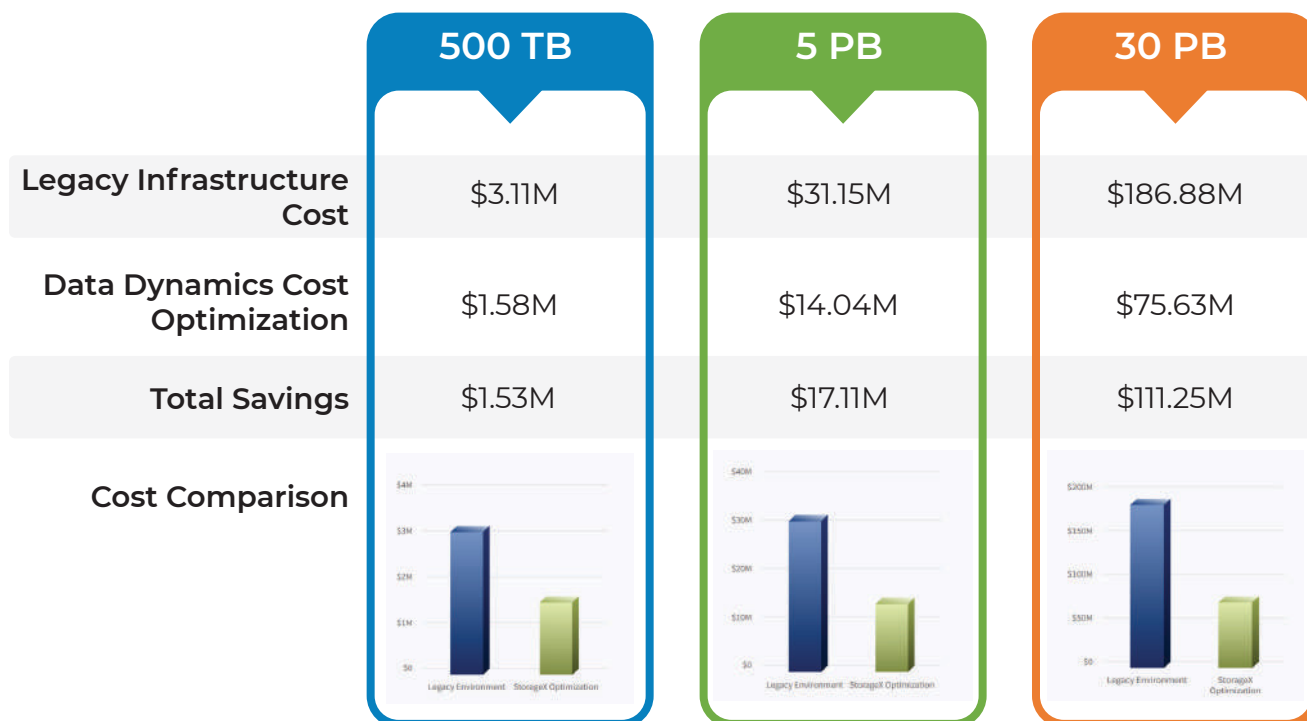
In-year ROI on Software Investment: Aligning storage optimization and risk mitigation initiatives culminates in a sub-12-month ROI, maximizing resource efficiency & financial prudence. By enabling data owner empowerment, enterprises are poised to accelerate the realization of tangible returns and foster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

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.

▶ Impact on Bottom-line

	500 TB	5 PB	30 PB
Legacy Infrastructure Cost	$3.11M	$31.15M	$186.88M
Data Dynamics Cost Optimization	$1.58M	$14.04M	$75.63M
Total Savings	$1.53M	$17.11M	$111.25M
Cost Comparison			

▶ 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 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 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 software 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

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05
Book a Demo at solutions@datdyn.com	Company and Capability Overview	Agile and Flawless Sales Training	Customer Introduction and Business Case Presentation	Engagement Kick-Off

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 software.
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 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
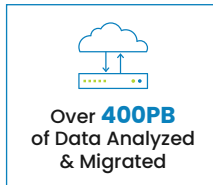- Enterprise-class scalability and flexibility
- In-year ROI on software investment

Trusted by Global Companies
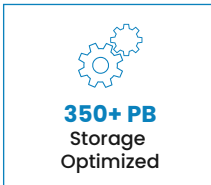
300+ Customers	**28** of the Fortune **100**	Over **400PB** of Data Analyzed & Migrated	Net Customer Retention Rate of **160%**
4.9 out of 5 Customer Support Rating	**350+ PB** Storage Optimized	**170+ Years** Project Time Saved	**$250+ MM** Total Cost of Storage Saved

Contact us

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