

# Unlock the Power of ZERO TRUST

Fortifying Security and Compliance  
with Unified Data Management

In today's business world, protecting sensitive data is crucial. Companies in different sectors collect vast amounts of personally identifiable information (PII) and confidential data, which means keeping a close eye on data security is a must to avoid breaches and compliance issues. With data continuously pouring in and data sprawls increasing by the second, the real challenge lies in finding and securing sensitive data hidden among millions of files scattered across various locations worldwide.

1. What data may present potential risks to our business concerning reputation and compliance?
2. Where is the data located containing consumer or sensitive information lacking sufficient protection?
3. Which datasets within the organization might expose us to ransomware and cyber attacks due to unprotected credentials?
4. Who holds ownership and control over the data's use, analysis, storage, and disposal?
5. What data sources hold the potential for extracting valuable insights or intelligence?
6. How effectively are we managing and curating our data resources to maximize their impact and efficiency?

## THE BIGGEST CHALLENGE:

**80%**

of enterprise data is unstructured, and the lack of knowledge and ability to manage these sprawls creates risks.



## How does Data Dynamics Help Minimize Risk?

Presenting the Data Dynamics Unified Data Management Platform – an award-winning software helping organizations with profound insights into unstructured content for risk management. Its primary focus is on identifying personally identifiable information (PII) and business-sensitive data, followed by effective remediation.

This platform comprises four modules:



**ANALYTICS**



**MOBILITY**



**SECURITY**



**COMPLIANCE**

and has already been proven successful in over **300 organizations, including 28 Fortune 100 enterprises.**

Utilizing a proprietary **4S approach**, the platform provides a structured and refined view of the data, empowering enterprises to safeguard their valuable information, ensure regulatory compliance, and nurture trust among customers and stakeholders.

**STEADFAST**  
data security & protection



**STREAMLINED**  
data visibility and optimization



**SMART**  
data-driven migration and remediation



**STRINGENT**  
adherence to compliance



## Deep dive into the 4S approach: Business Value & Capabilities

01

### Streamlined data visibility and optimization

**Intelligent Data Asset Identification:** Identify critical data assets, guiding informed decisions on retention, archiving, and elimination.

**Efficient Structuring of Unstructured Data:** Employ advanced classification, tagging, and indexing techniques to efficiently organize unstructured data, ensuring easy access and improved data security.

**Risk scoring and Data Analysis:** Analyze file age, type, and access times distinguishing active from inactive data and high-risk from low-risk, enabling effective cleanup, archiving, and resource optimization.

**Storage and Management Optimization:** Address orphaned data, curbing storage costs and mitigating potential risks, while streamlining data storage and management.

**ROT Data Identification:** Proactively identify and eliminate redundant, outdated, and trivial (ROT) data, prioritizing frequently accessed or critical assets for heightened data security.

**Curbing Data Sprawl:** Consolidate data lakes and optimize storage infrastructure to reduce data sprawl, resulting in a more efficient and secure data environment.

02

### Steadfast data security and protection

**Sensitive Data Discovery:** A blend of AI/ML-powered content analytics and Data Science Engine for reliable identification and remediation of PII and sensitive data.

**Risk Exposure Insights:** Actionable insights through descriptive and diagnostic analytics for deep risk understanding.

**Secure Storage & Access Control:** Isolate high-risk data in secure storage with intelligent file access control.

**Open Share Security:** Enhance security by identifying and fixing permissions in open shares.

**Robust Governance & Control:** Analyze unstructured data to extract patterns and support data governance decisions.

**Comprehensive Data Protection:** All-in-one solution with risk identification, privacy assessment, reporting, and optimized data management.

03

### Stringent adherence to compliance

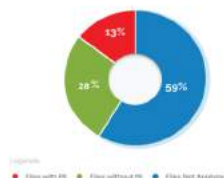
**Compliance and Governance Classification:** Classify data using industry-standard templates for regulatory adherence.

**Reliable Internal Governance Reporting:** Leverage blockchain technology to generate an immutable audit log to capture data access activities for transparent and trustworthy regulatory reports.

**Scalable Solution:** Accommodate growing data volumes and changing regulations with our flexible platform.

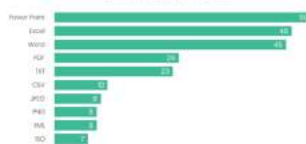
Detect sensitive data and take immediate remedial action with **just one click**.

Privacy Risk Classifier Report

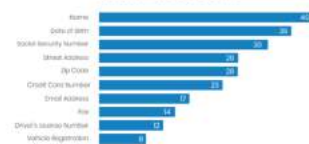


Files with PII	136,500
Files without PII	294,000
Files Not Analyzed	620,500
<b>Total No. of Files</b>	<b>1,050,000</b>

Top 10 file types Found



Top 10 PII Values Found



04

### Smart data-driven migration and remediation

**Intelligent Data Migration:** Policy-based automated migration capabilities, minimizing risk and ensuring compliance. Effortlessly migrate, consolidate, and manage data at petabyte scale, locally or in the cloud.

**Integrated Risk Controls:** Safeguard sensitive data and comply with regulations by seamlessly integrating risk controls across file and object platforms, both on-premises and in the cloud.

**Fortified Security:** Strengthen security measures, manage file access, remediate high-risk data, and enhance data integrity with immutable data audit logging, reducing the risk of attacks and breaches.

**Intelligent Tiering and Placement:** Optimize cost efficiency while maintaining compliance and governance standards through intelligent data tiering and placement.

**Secure Data Sharing:** Enable secure data sharing in data lakes and pipelines with appropriate access controls and encryption, ensuring data confidentiality and privacy compliance.

**Scalability and Performance:** Handle thousands of policies and billions of files, catering to data science, cloud, and governance teams for secure and efficient data management.

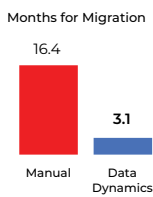
**Agile Risk Management in Multi-Cloud Environments:** Navigate multi-cloud complexities with agility, implementing risk strategies while preserving data integrity and security.

**Comprehensive Risk Management:** Address risk and compliance challenges holistically with data analytics, real-time insights, automation, and enhanced security measures to adhere to regulatory requirements.

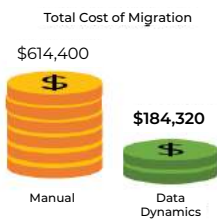
**81.4% faster migrations.**

**1 PB Data**

**81.4% Faster Migrations**



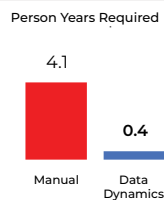
**69.8% Reduced Cost**



**99.64% Error Rate Reduction**



**88.6% Higher Efficiency**



## Customer Success Stories



80B files of data sprawl optimized with intelligent data management to protect customer privacy and reduce the risk of data exposure for a Fortune 50 U.S. Bank.

[Read More](#)

700 TB of data scanned, categorized and quarantined to avoid sanctions and reputational loss for a Fortune 100 company

[Read More](#)

21k Files with Sensitive Data Detected from 3M Files Scanned for Efficient Risk Management and Remediation for a Fortune 50 Bank

[Read More](#)

Data sharing & rationalization in the marketplace and risk mitigation for 100s of billions of data files using AI and ML for a Fortune 500 multinational Healthcare Company

[Read More](#)

Top 5 Medical Device Manufacturing Company Analyzes and Modernizes 2 PB of Data With Data Dynamics for one of the top 5 medical device companies in the world

[Read More](#)

## 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 300 organizations, including 28 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.

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