

# Lead the way into Preventative Care with Unified & Intelligent Data Management



Our approach to health is always proactive rather than reactive.

It's no surprise that smartphones and watches are now used for remote diagnostics. According to [Pew Research Center](#), one in every five Americans owns a smartwatch or activity tracker. Sensor and artificial intelligence (AI) advancements help millions detect and manage chronic health disorders and avoid major illnesses on devices small enough to wear on a wrist or as a penny-sized patch. The amount of data generated by smart healthcare devices is staggering, but so is the increasing digitalization of healthcare organizations and diagnostic facilities, which generates data at every stage. Understanding as many data points about a person's health as possible is thus critical because it provides essential insights and expertise in ensuring we take timely steps on health-related conditions before they worsen.

Despite all this data, it is fragmented and difficult to use.

Every health-related application and smart device stores data in silos, making it impossible for healthcare organizations to consolidate and analyze it in real time. A holistic approach to data management is necessary for data consolidation and understanding, compliance and security, and digital transformation through cloud technology to enable interoperability, which can be used to improve diagnostics.

## ► Why Focus on Data?

Data trends in the healthcare industry	Impact	Solution
 <p>80% of medical data remains unstructured and untapped after it is created (Unstructured data is data that does not exist in a relational database). Source: <a href="#">NCBI</a></p>	<p>Data sprawl across an enterprise leads to ineffective use of data, governance and security of the data. Storing the data becomes a process that gains no value.</p>	<p>Insight into what data exist, who owns it, and how it can be leveraged presents a huge opportunity with three principal areas: improving the consumer experience, cost reduction, and operational efficiency. A 10% increase in data usability could increase the average Fortune 1000 company's revenue by over \$2 billion, or \$55,900 in annual sales per employee. Source: <a href="#">Data Science Association</a></p>
 <p>Each year, a single patient generates over 80* gigabytes of data in imaging and EMR data. Only around 20% of PHI is properly stored in structured data repositories. Source: <a href="#">Forbes</a>*</p>	<p>The cost of storing data continues to decrease but is outpaced by the growth of data. This leads to an ever-increasing financial burden in managing ongoing storage operational costs</p>	<p>Analyzing data and providing appropriate insights will lead to an effective solution for data lifecycle management. With this approach, it will be possible to store the right data within a hybrid cloud environment at the right location.</p>



Almost all doctors (96%) believe that patients will benefit from faster access to critical information, 95% believe improved data interoperability will improve outcomes, and 86% believe that diagnostic time will be significantly reduced.  
Source: [The Harris Poll by Google Cloud](#)

Patients now must make more stops between diagnosis and treatment than ever before. Each point in the healthcare process generates a patient's health record that becomes essential to a patient's healthcare file. This data must be protected, accessible and exchangeable throughout their journey to achieve the best results.

Cloud computing relies on application programming interfaces (APIs) to ensure interoperability. These APIs provide several benefits to EHRs. Most importantly, cloud APIs frequently adhere to open standards and are platform-neutral today, unlike traditional interfaces. Data pipelines built on cloud platforms enable businesses to standardize their data into an industry-standard format like FHIR and securely make it available to those who require it - payers, providers, or even patients.



Every day, at least one patient record is breached. The average cost of a data breach in the healthcare industry is \$429 per record.  
Source: [Zippa](#)

The risk of mishandling or rogue data access can lead to massive reputational and financial impacts.  
94%\* of patients believe that companies should be held legally responsible for using their health data, while 93%\* want developers to be transparent about how they use and share personal health information.  
Source: [American Medical Association](#)

Understanding the context and content of the data enable appropriate lineage and access management, assuring healthcare enterprises and patients that their data is managed with the same attention to detail as their health.



73.4% of companies report difficulties adopting Big Data Analytics and AI initiatives.  
Source: [IT chronicles](#)

Data lakes lead to multiple copies of the existing data across an environment, creating more opportunities for leveraging comprehensive AI-driven analytics.

Consolidating data lakes into a central data ocean in the hyper-scaler environment allows enterprises to leverage the scale of computing power to Analyze data as required within a centralized repository.



Only 1 in 4 companies have achieved a data-driven culture.  
Source: [Harvard Business Review](#)

Organizations traditionally looked at data as a technology parameter. This leads to the cultural mindset that data is only for technologists, resulting in healthcare services departments failing to leverage the data created as a competitive advantage.

Changing an organization's DNA requires showcasing the value garnered from data when understood and managed appropriately. When business units are aligned to leveraging data with the right focus and a cultural shift, they can clearly distinguish themselves from competitors



Here's a short video by Piyush Mehta, CEO of Data Dynamics, as he talks about how healthcare enterprises can successfully and efficiently manage vast amounts of healthcare data in this digital age.

## ► Data is a Liability When Unmanaged; Data Dynamics Makes it an Asset!



70% of organizations will rigorously track data quality levels via metrics, improving it by 60% to significantly reduce operational risks and costs by the end of this year.  
Source: [Gartner](#)

### Data Dynamics Capabilities:

The analysis of unstructured data through improved automation, operational efficiency, and next-level risk management improve productivity by 10X.



Applying greater management discipline to what can often be sprawling data architecture, sourcing, and use practices can unlock significant savings. A company can recover and redeploy 35 percent of its current data spending by improving visibility, standardization, and oversight in just five areas.

Source: [McKinsey](#)

**Data Dynamics Capabilities:**

Reduction in data sprawls and consolidation of multiple data lakes using data analytics can help reduce TCO by up to 60% and reduce the risk of data exposure through efficient identification of sensitive/PII data.



55 percent\* of C-level respondents see data modernization as a key component for cloud migration. Additionally, by 2025, 85%\*\* of enterprises will have a cloud-first principle.

Source: \*[Deloitte](#) and \*\*[Gartner](#)

**Data Dynamics Capabilities:**

By migrating the right data to the cloud in an optimized and governed manner, financial services companies can accelerate their cloud adoption by 200% and develop new technology innovations to meet consumer and market demands.



The average cost of a breach was \$1.76 million, less at organizations with a mature zero-trust approach compared to organizations without zero trust.

Source: [IBM](#)

**Data Dynamics Capabilities:**

Data Dynamics Capabilities: Potential fines and reputational risk can be reduced with integrated data management and fortified compliance & security ecosystem.

Healthcare enterprises are inundated with massive volumes of data. Untangling this tangle of data and extracting maximum value from it is critical for businesses to stay ahead of the competition and understand changing customer & market needs. Data Dynamics assists the healthcare industry in leveraging the extraordinary knowledge and expertise found in data already within their organizations to deliver the best patient & preventive care and fulfill both near- and long-term business value.

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 300+ organizations, including 28 Fortune 100 and 15 Top healthcare and Lifescience enterprises, the software is a one-stop solution that enables healthcare organizations to capitalize on the capabilities of unstructured and high-volume data fully and realize competitive advantages.



**Effective and efficient data interoperability:** Consolidating data onto the cloud while first analyzing it with content and context analysis, quarantining sensitive data, and then granting role-based access enables sound data interoperability for rapid diagnosis and insights.



**Secure:** Deploy secure content analytics technologies powered by AI that offer a unique duality of addressing critical business challenges around the cost of operations and security of PII/sensitive data while bolstering business velocity and revenues. By melding existing workflows and data infrastructure with analytics, we help enterprises achieve the benefits of more contextual decision-making, better customer experience, and risk reduction.



**Optimize:** Enable enterprises to decide what types of data will be useful for them, where to get it and how to store it. Categorizing, tagging, indexing, analyzing, and migrating data across heterogeneous sources in the bank using context analytics and automated mobility. As a result, they can tier and archive data based on hot, cold, ROT, and dark data, reducing data sprawl, consolidating data lakes and centers, and optimizing storage.



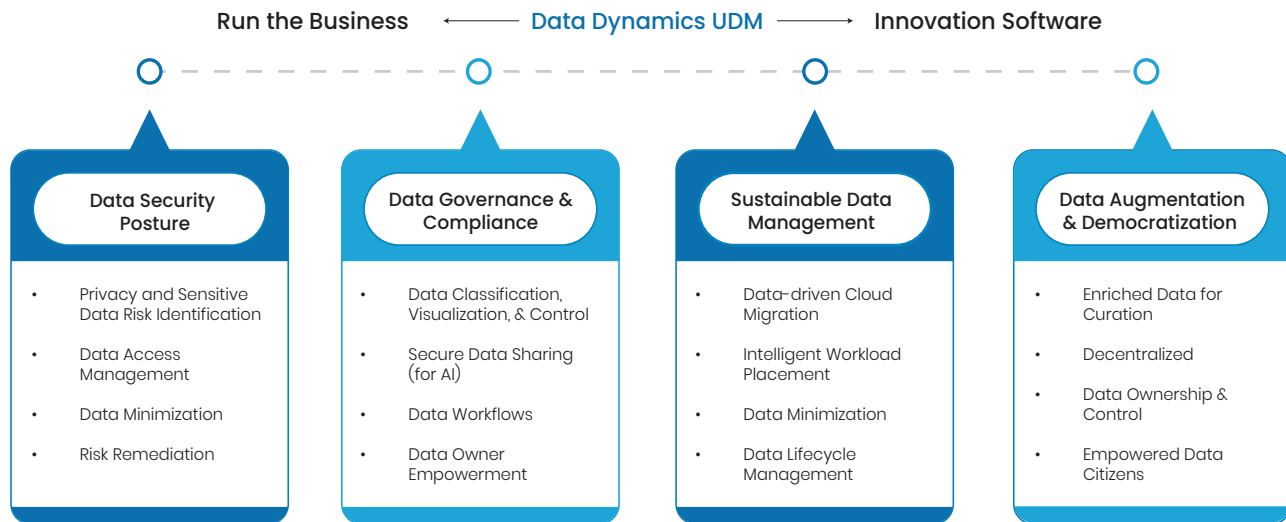
**Save:** Offering enterprises AI-driven analytics to gain critical and accurate insights into unstructured file metadata for accurate PII/PHI/sensitive data discovery, storage visibility, and infrastructure optimization. Optimize costs of data-related technology through analysis, TCO model, and ongoing data management processes.



**Transform:** Provide support for the modernization of existing infrastructure, such as the cloud, with end-to-end data analysis, migration, and augmentation to attain the transform goal.

With Data Dynamics, healthcare enterprise customers can eliminate the use of individual point solutions with siloed data views. Instead, they can utilize a single software to structure their data, unlock data-driven insights, secure data, ensure compliance and governance and drive cloud data management.

## ► Data Empowerment with a Dynamic Software



## ► The Software Encompasses Four Modules:

Module	Mobility	Analytics	Security	Compliance
Capability	<ul style="list-style-type: none"> <li>► Migration</li> <li>► Data Pipeline</li> <li>► Copy and Archive</li> </ul>	<ul style="list-style-type: none"> <li>► Data Discovery</li> <li>► Classification</li> <li>► Index and Search</li> </ul>	<ul style="list-style-type: none"> <li>► Data Sharing</li> <li>► Risk Discovery</li> <li>► Risk Management</li> </ul>	<ul style="list-style-type: none"> <li>► Privacy</li> <li>► Governance</li> <li>► Audit Log</li> </ul>

Data Dynamics' Data Management Software Vs. Conventional Data Management platform: A comparative study

[Click to view](#)

## ► Business Value Delivered:

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



**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.



**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.



**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.



**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 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.

## ► Accelerate Enterprise Modernization and Cloud Adoption with an Intelligent Data-driven Strategy

83 percent of the healthcare industry uses the Cloud for their primary business activities. The increased use of the cloud in healthcare is attributed to improved patient data control, reduced maintenance workload, and cost savings. It is also credited with establishing effective and efficient data interoperability to provide the best patient and preventive care possible.

The healthcare industry is evolving at a rapid pace. Technology advancements and ongoing medical research worldwide have resulted in better healthcare treatments that are more widely available. However, there is a drawback to these breakthroughs. Patients must now make more stops than ever before between diagnosis and treatment. Each stage of the healthcare process generates a patient's health record, which becomes an integral part of the patient's healthcare file. To achieve the best results possible, this data must be accessible and exchangeable throughout their journey. When considering the business's digital journey, understanding where its data is located, what is contained therein, how to preserve and regulate that data, and how to expedite the move to the cloud becomes crucial to realizing value.

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 while moving to the cloud. Customer feedback consistently indicates that migrating file data between disparate storage platforms is time-consuming, labor-intensive, and challenging. 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.

Data Dynamics collaborates 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 adoption.



## ► Reducing Enterprise Carbon Emissions with Intelligent Cloud Adoption with Data Dynamics

A new era of co-innovation is rising, and cloud providers and manufacturing companies 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, greenhouse gas 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.

### Data Dynamics' four practices to ensure effective and efficient cloud adoption



Structure unstructured data with a unified approach

Unlock data-driven insights, secure data, ensure compliance and governance & drive hybrid cloud data management



Reimagine cloud migration

Transition from traditional Lift and shift to intelligent data-driven migrations



Enable unparalleled scale and compute power

Build compatibility with scalable cloud applications and APIs ensuring flexibility, zero-latency & downtime, and cost savings



In-year ROI on software investment

Storage optimization and risk mitigation creates sub-12-month ROI



### Business impact delivered:

- **35%** reduction in operational emissions
- **60%** savings through improved TCO
- **3X** faster migrations and **10X** increase in productivity

## ► Customer Success Stories

Top 5 Medical Device Manufacturing Company Analyzes and Modernizes 2 PB of Data With Data Dynamics

[Read the Case Study](#)

\$7.5 million annual TCO saved by implementing intelligent data lifecycle management for dark data for one of the largest Fortune 50 integrated healthcare services companies.

[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 Companies.

[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

## 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 - Globe 2022



Disruptor Company Award  
for Information Technology  
Software - Globe 2022



Most Innovative Tech  
Company of the Year -  
Globe 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

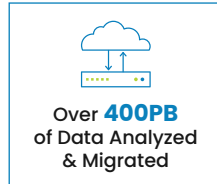
## Trusted by Global Companies



**300+**  
Customers



**28** of the  
Fortune **100**



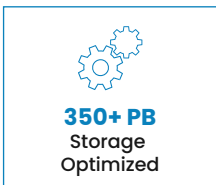
Over **400PB**  
of Data Analyzed  
& Migrated



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

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