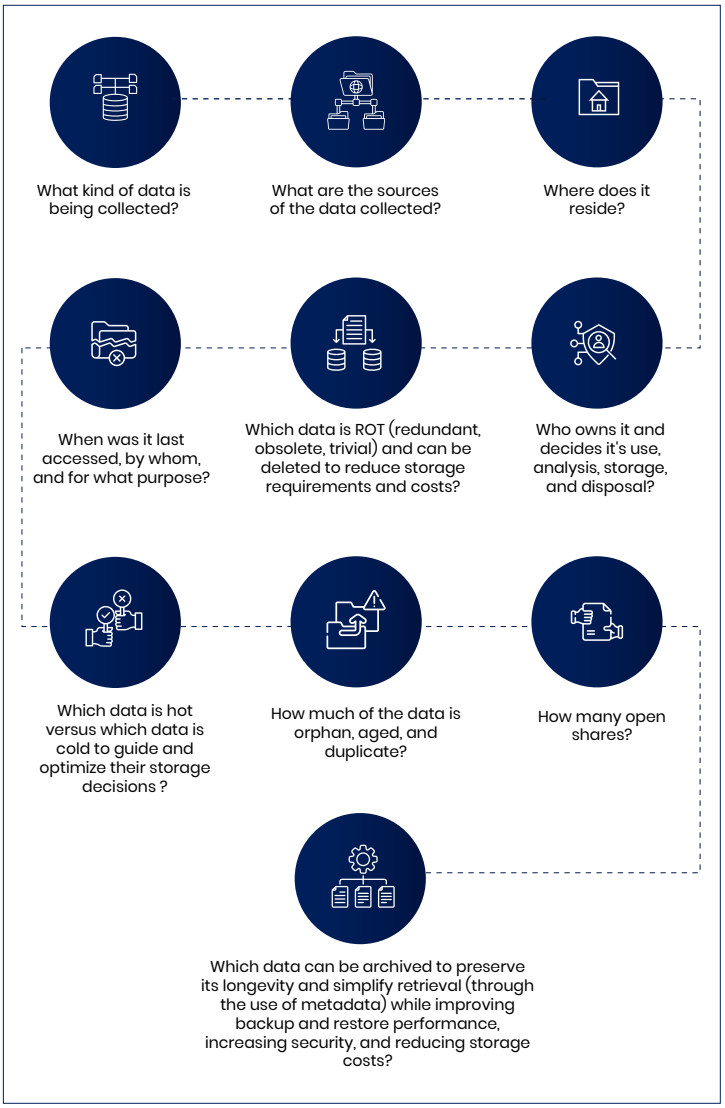
Transform Your Data Landscape

Unleash Data's True Potential with Data Dynamics' Metadata Analytics

For data to be truly valuable and useful, it should be identifiable and accessible to the right users. It should be analyzable and searchable. It should also be in a format that users can recognize and use as per their requirements. And all of this can only happen if up-to-date "data about data" is available.



In the context of enterprise projects like data center consolidations, cloud migrations, cost reductions, and storage optimization, it is crucial for companies to have a comprehensive understanding of the what, how, and why aspects of their data. This becomes even more imperative for large multinational corporations that are facing exponential growth in their data stores, consisting of both structured databases and unstructured data like email and electronic documents. With thousands of boxes of documents and petabytes of data dispersed across various countries worldwide, it can be challenging to determine the amount of data that is necessary and to identify potential data risks. Furthermore, the involvement of multiple people, systems, and assets in such projects can lead to reduced visibility and accountability in the datasphere, increasing the likelihood of security negligence or errors. Malicious actors can exploit these vulnerabilities, thereby elevating the risk of cyberattacks and breaches.

How Does the Data Dynamics Help Identify and Optimize Enterprise Datasphere

The Data Dynamics' Analytics Suite (a part of its Unified Data Management Software) provides metadata analysis that lays the foundation for enterprises to understand the data itself. Characteristics such as file ownership, processes/departments that are the largest consumer of data, when files were created, when files were last accessed, and what type and size files are just some of the data points captured and provided for reporting and decision making.

This insight is valuable to identify security vulnerabilities, such as files or folders that have broad or universal access, and also provides insight into trends based on users or business units. In most enterprises, when employees leave, their "orphaned data" continues to reside in the same storage as when they were active employees. The orphaned data in most organizations eventually becomes a compliance challenge, as there is no owner for these files. Depending on the content, those files can present a potential exposure risk. Most environments have a large percentage of files that have not been touched since 30 days after creation. This leads to a massive primary and expensive storage sprawl without real value. As such, understanding the age and last access times of your files provides a means to clean up and tier enterprise data to lower-cost storage, be it local or in the cloud.

Data Dynamics' metadata analytics also assists enterprises by providing insights into the structure and organization of data, which can be useful in determining the value and strategic

significance of specific data assets. This information can help to identify which data assets are critical to the business and should be retained, archived, or eliminated. Additionally, Data Dynamics provides information on the dependencies and interrelationships between data assets, which can inform decisions on how to separate and transfer data assets between organizations or storages. Overall, by facilitating data alignment and refinement, we enable our customers to transform data from existing in a stored state into a business asset. And, of course, maximize cost savings by reducing the total cost of ownership.

Our Suite of Metadata Analytics Includes

Data Context	Name, size, type, age, and source
Data Security	Open share reporting and access control list reporting
Data Ownership	Top-level access permissions, file ownership, the largest consumers of data
Data Usage	Activity, modification and redundant data reporting

The **Data Dynamics' Unified Data Management Software** features a modular setup with four independent yet interconnected modules (Analytics, Compliance, Security and Mobility) that help to eliminate data sprawl and its associated security challenges. The software uses artificial intelligence and machine learning technologies to help enterprises gain critical and accurate insights into unstructured file metadata for storage optimization and content analytics for PII/PHI/sensitive data discovery, storage visibility, and infrastructure optimization. By facilitating data alignment and refinement, we enable our customers to transform data from existing in a stored state into a business asset.

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Content analytics backed by a data science engine for a single pane view of sensitive data	Risk classification using industry-standard compliance and governance templates
Applying intelligence to high-risk sensitive data by isolating it into secure storage with limited access	Ensuring role-based access with intelligent file access control and file re-permissioning
Creating an immutable audit log backed by blockchain technology to track the data access activities and utilize them for regulatory and internal data governance reporting	Data consolidation to drive continuous data protection, governance, and compliance

Metadata discovery, classification, and tagging for efficient data lifecycle management and usage pattern analysis - data relevance assessment and the implementation of data retention and disposal policies, reducing data sprawl and optimizing storage resources. We support **SMB/CIFS/NFS.**

Business Benefits

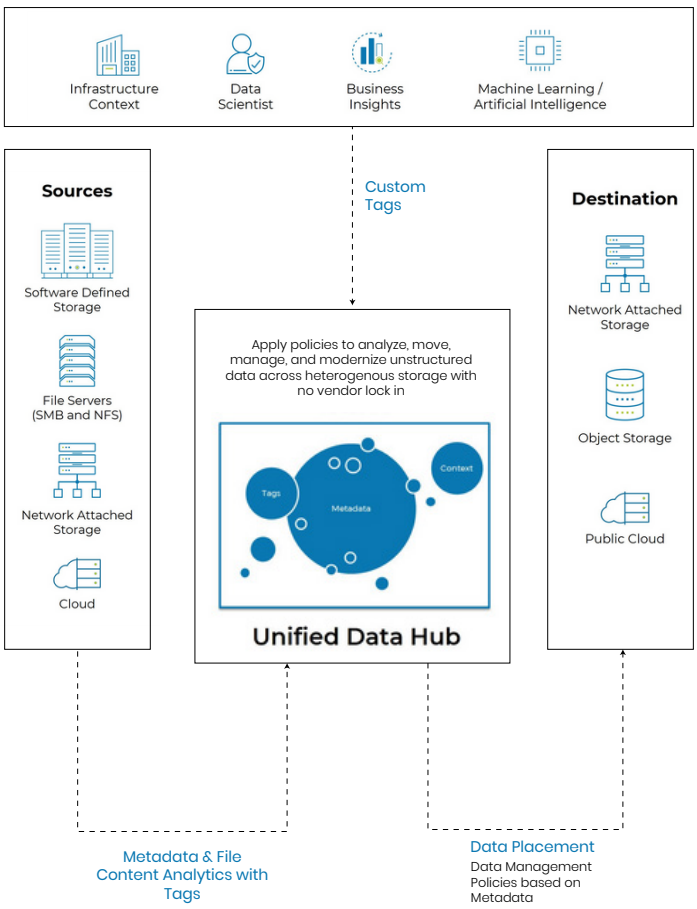
Complete storage visibility, and a robust risk posture of data: Context/Metadata Analytics provides visibility by identifying data types, size, ownership, age, and usage in the existing organization. The software also includes capabilities to categorize, tag, index, and archive unstructured data, so that the right type and quantity of data is maintained and optimized.

Increased efficiency and utilization: 'Data about data' provides a view into utilization and access patterns, enabling organizations to optimize storage and management processes. It identifies redundant or obsolete data for elimination and prioritizes frequently accessed or critical assets. Improved data discovery and search capabilities lead to better decision-making and increased productivity.

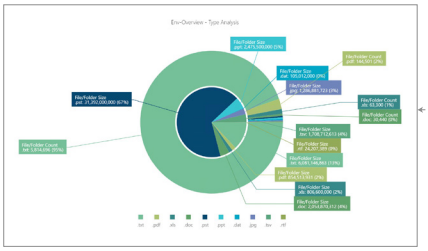
Robust compliance with data privacy laws and regulations: Content Analytics provides reliable and consistent identification, remediation, quarantine, and audit of PII and business-sensitive data to enable stronger governance and maintain consistent compliance.

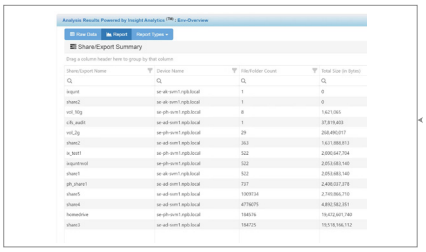
Intelligent data-driven migration from costly, inflexible on-prem data centers to cost-effective, flexible, and agile cloud environments: Automated migrations help with data center consolidation, provide reliable data backups, and provide tiered cloud storage to optimize and reduce the costs of redundant, obsolete, trivial, and unused data.

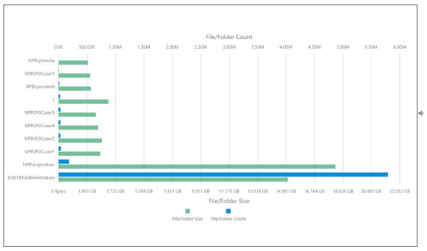
Ongoing data lifecycle management optimizes data availability, accessibility, security, and storage costs: Intelligent lifecycle management optimizes data storage, reduces TCO and improves data governance by categorizing dark & cold data from hot data. Additionally, audited and secure access for authorized users while keeping unauthorized and malicious users out.



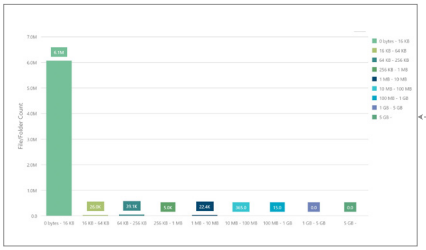
Software Sneak Peek

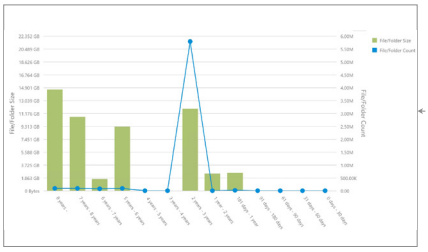

File Type Analysis

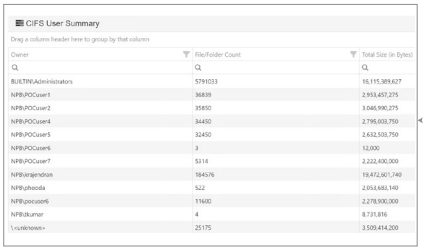

Open Share Reporting


User Analysis

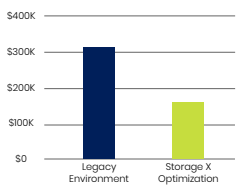
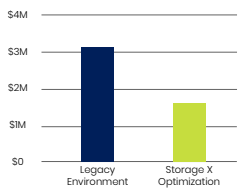
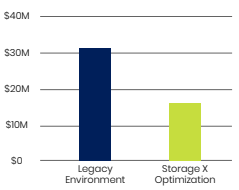
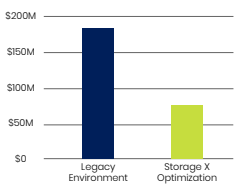
Metadata Analytics Software


File Size Analysis


Time Analysis


CIFS Summary

Bottom-line Impact

	50 TB	500 TB	5 PB	30 PB
Legacy Infrastructure Cost	$311K	$3.11M	$31.15K	$186.88M
Data Dynamics Cost Optimization	$157K	$1.58M	$14.04K	$75.63M
Total Savings	$153K	$1.53M	$17.11M	$111.25M
Cost Comparison				

Customer Success Stories

- 78.7% lower TCO with Smart Data Storage Lifecycle Management for a Fortune 400 investment banking services company.
  Read More
- 700 TB of data scanned, categorized, and quarantined to avoid sanctions and reputational loss for one of the big four accounting firms and a Fortune 100 company.
  Read More
- Analysis and migration of 200 TB of data to the cloud resulted in reduced storage costs as a result of an exit from the data center for a Fortune 100 Multinational Beverage Co-operation.
  Read More
- 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 with more than 50M users worldwide.
  Read More
- $7.5 MN annual TCO saved by implementing intelligent data lifecycle management for dark data for one of the top 5 integrated healthcare services companies in the world.
  Read More
- 3+ Petabytes of unstructured data analyzed, cleansed, tiered, and archived using a lightweight single data management software for a Fortune 50 multinational automotive company.
  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 Software. The software encompasses four modules- Data Analytics, Mobility, Security, and Compliance. Proven in over 300 organizations, including 28 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. 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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