

Unlock the Power of Your Data with Data Dynamics

The Ultimate Catalyst for Optimizing
Your Data Infrastructure

Infrastructure optimizations, technology refreshes, data center consolidations, cloud migrations, and storage divestitures require a deep understanding of your data's what, how, and why. For multinational giants facing exponential data growth, it's a whole new challenge. To be truly valuable, data must be identifiable, accessible, and analyzable. It should be in a recognizable format that meets users' needs. **But how can we achieve this?** The secret lies in up-to-date "data about data."

1. What data is being collected and where does it come from?
2. Where does it reside?
3. Who accessed it last, and for what purpose?
4. Who owns it and controls its use, analysis, storage, and disposal?
5. Which data is ROT (redundant, obsolete, trivial) and can be safely purged?
6. Which data is hot and which is cold?
7. How much orphan, aged, and duplicate data is lurking?
8. What is the extent of consumer or sensitive business data that is susceptible to cyber risk and non-compliance?
9. How many open shares are out there?
10. Which data can be archived?

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 Optimize Enterprise Datasphere?

Introducing Data Dynamics Unified Data Management Software, an award-winning software helping enterprises gain critical and accurate insights into unstructured file data for accurate storage visibility and infrastructure optimization.

This software 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 **5S approach**, the software provides a structured and refined view of the data, transforming it from mere storage to valuable business assets.

STREAMLINED
data visibility and optimization



STRINGENT
adherence to compliance



SMART
data-driven migration and remediation



STEADFAST
data security & protection



STRUCTURED
data archival



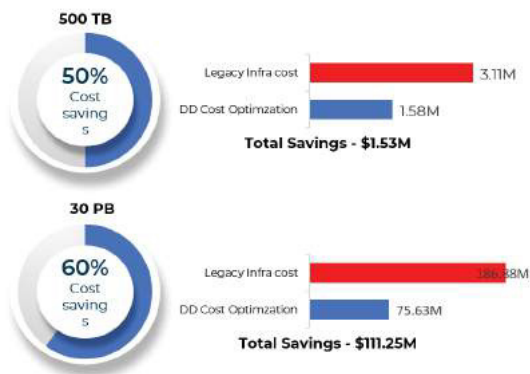
Deep dive into the 5S approach: Business Value & Capabilities

01

Streamlined data visibility and optimization

- **Identify** critical data assets for informed retention, archiving, and elimination decisions using metadata analytics.
- **Structure** unstructured data efficiently with classification, tagging, and indexing.
- **Analyze** hot vs. cold data and risk-scoring based on file age, type, and access times for cleanup and archiving.
- **Optimize** storage and management, addressing orphaned data and reducing costs & risk.
- **Eliminate** ROT data, prioritizing frequently accessed or critical assets.
- **Reduce** data sprawl, consolidate data lakes, and optimize storage for enhanced efficiency.

60% lower cost of data ownership.



Savings shown above are **guaranteed within ONE YEAR** of software investment

02

Steadfast data security and protection

- **Protect** sensitive data using a blend of Content Analytics powered by a Data Science Engine and AI/ML for accurate data discovery and classification.
- **Assess** risk exposure and get actionable insights with descriptive and diagnostic analytics.
- **Securely store** high-risk data with restricted access and implement intelligent file permissions.
- **Identify and secure** sensitive data in open shares for increased security.

- **Standardize and consolidate** risk management processes with a all-in-one software for risk identification, privacy assessment, open share reporting, storage visibility, and optimized data management.

03

Stringent adherence to compliance

- **Discover** fields for regulatory compliance and classify them using industry-standard templates.
- **Track** data access with an immutable audit log using blockchain technology.
- **Stay compliant** by providing a reliable source of information for regulatory and data governance reporting.

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

Privacy Risk Classifier Report



04

Structured data archival

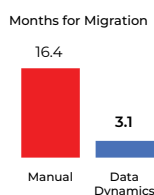
- **Identify** suitable files for cost-effective object storage migration, ensuring data quality with custom metadata tags.
- **Facilitate** seamless movement of unstructured data with archive policies.
- **Preserve** original content by converting archived files to object format.
- **Retrieve** data via software or RESTful API from object resources.
- **Simplify** data search and file-sharing reporting for audit and legal governance.
- **Access** object files using S3-compliant browsers or custom applications via REST APIs.

- **Effortlessly migrate**, consolidate, and manage data at petabyte scale, locally or in the cloud.
- **Automate** migrations with policy-based data movement.
- **Seamlessly integrate** with all file and object platforms.
- **Optimize** with intelligent data tiering and location selection for efficiency.
- **Risk mitigation** with sensitive data identification & remediation and immutable data audit logging.
- **Accelerate digitization** with seamless data sharing, agile multi-cloud support, and end-to-end data management.

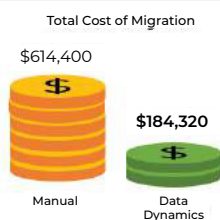
81.4% faster migrations.

1 PB Data

81.4% Faster Migrations



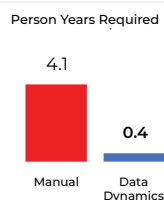
69.8% Reduced Cost



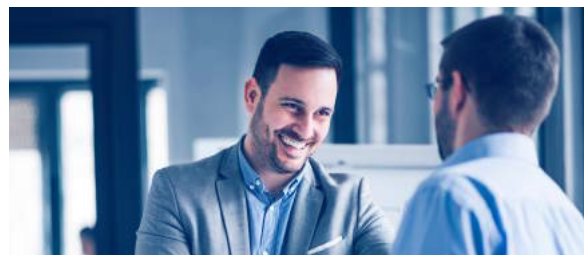
99.64% Error Rate Reduction



88.6% Higher Efficiency



Customer Success Stories



- ④ 40 Petabytes of Data Migrated, Managed, and Consolidated
- Fortune 20 financial services institution
[Read More](#)
- ④ 3+ Petabytes of Unstructured Data Analyzed, Cleansed, and Archived
- Fortune 50 automotive company
[Read More](#)
- ④ 59% reduction in cost & 10X increase in productivity
- Fortune 50 energy company
[Read More](#)
- ④ 78.7% Lower TCO with Smart Data Lifecycle Management
- Fortune 400 bank
[Read More](#)
- ④ 80B files of data sprawl optimized to protect customer privacy and reduce risk
- Fortune 50 Bank
[Read More](#)
- ④ \$7.5 MN annual TCO saved with intelligent data lifecycle management
- Top 5 integrated healthcare services 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 block-chain 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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