

Orchestrating Data Democratization in a Climate-Focused Digital World

Enter a New Era of Unified Data Management with Data Dynamics



What's new and trending in the world of DIGITAL?

- **Staying Competitive in the Age of AI:** AI has transcended buzzword status, becoming a game-changer for businesses, but the demand for dependable, well-managed data is crucial for optimal AI performance, ethics, and compliance.
- **Data Democratization:** Over 80% recognize the value of their data, with 90% of consumers demanding transparency in data collection.
- **Net Zero Goals:** U.S. data centers, consuming 2.7% of electricity in 2023, significantly impact carbon emissions. Companies must optimize data infrastructure and embrace data-driven cloud solutions for sustainability.
- **Citizen Data Privacy:** The era of AI-driven insights shouldn't compromise individual privacy but set new ethical standards. Embracing AI-driven security protocols is vital for data privacy and ethics.
- **Cloud Migration Necessity:** Shrinking budgets makes the transition to the cloud imperative.
- **Regulatory Challenges:** An ever-evolving regulatory landscape demands increased compliance stringency.
- **Cybersecurity Imperative:** Escalating data breaches and cybercrime compel businesses to implement robust cybersecurity practices.
- **COVID (or what's next):** The new normal is defined by virtual workspaces, accelerating the pace of digitization.

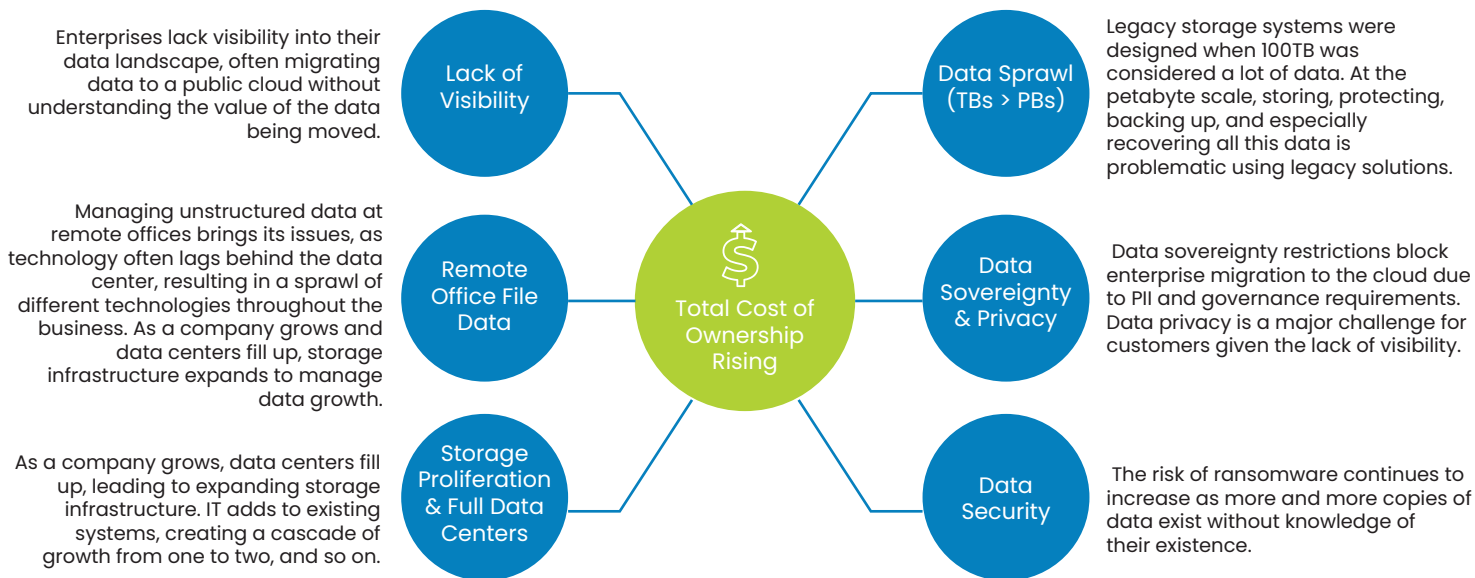
In today's highly connected world, where physical and digital worlds merge, and every interaction generates data, companies must embrace digitization and implement effective data management to remain competitive. Businesses can modernize themselves in various ways, both in the long term and short term. Still, one approach can provide immediate results: modernizing their existing data infrastructure with intelligent data management, analyzing the data, gaining actionable insights, and migrating to the cloud to optimize the business.

However, this is easier said than done. Every business faces a great deal of complexity in managing data volumes, making digital transformation a challenge as it involves people, processes, and technology. According to Forbes, 85% of respondents said they wanted to improve their use of data insights to make business decisions, but 91% said it was difficult.

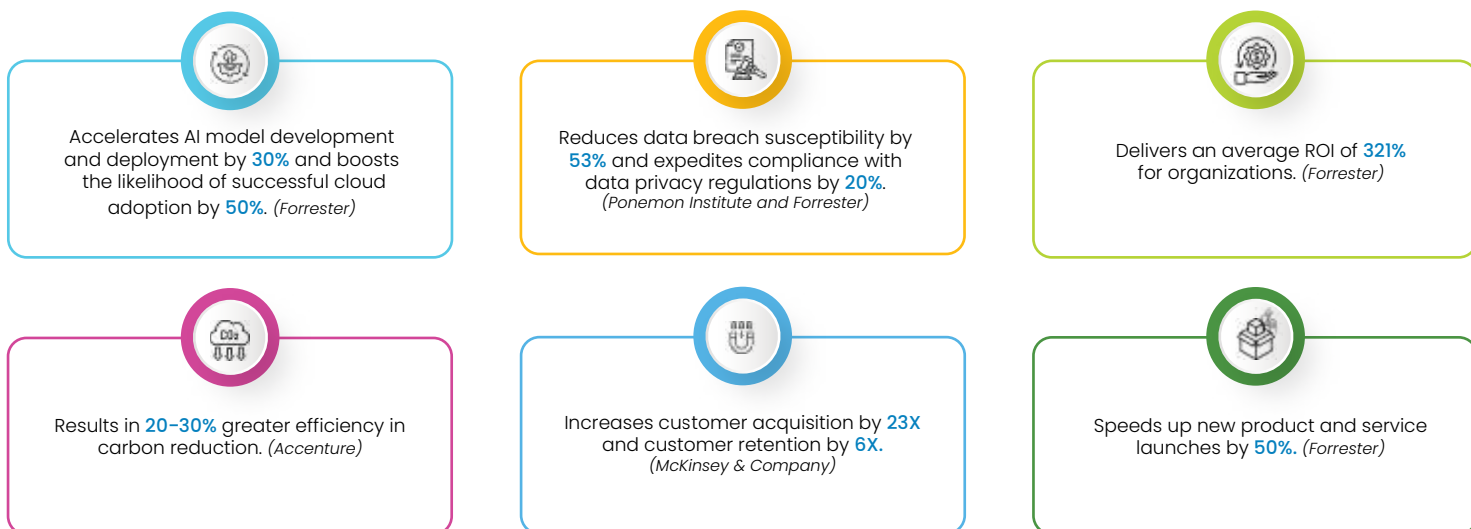
What and where is the data? Who has access? Is it secured and compliant? The answer lies in orchestrating a comprehensive data strategy that facilitates the discovery, analysis, and application of its data.

► Why Focus on Data?

- 80% of data generated is unstructured, and most companies only analyze 12% of it.
Source: [Forbes](#) and [SAP](#)
- 73.4% of companies report difficulties adopting Big Data Analytics and AI initiatives.
Source: [Forbes](#)
- Only 26% of companies have achieved a data-driven culture, whereas the remaining 74% still need help with the same.
Source: [Harvard Business Review](#)
- 95% of businesses cite the need to manage unstructured data as a problem for their business
Source: [Forbes](#)
- Every second, 68 records are lost or stolen. It takes an average of 206 days for a data breach to be discovered within a business.
Source: [Dataprot](#)
- The average number of security breaches businesses report each year is 130.
Source: [PurpleSec](#)
- According to 62% of Americans, it is impossible to live a normal life without businesses collecting information about you.
Source: [Pew Research Center](#)
- For 88% of users, a company's level of trust affects their willingness to share personal information.
Source: [PwC](#)



► Data Is a Liability; Unified Data Management Makes It an Asset!



In an era marked by the growth of data due to the rise of AI, Data Dynamics recognizes the urgent demand for innovative strategies to address some of our most critical enterprise needs: rapid technology advancement, ensuring fair ownership and distribution of digital information, achieving net-zero emissions, safeguarding consumer data privacy, strict adherence to compliance, and adaptability based on consumer and market requirements.

With over a decade of industry expertise, Data Dynamics has been at the forefront of harnessing and rationalizing data to address these pressing needs for their clients, including some of the world's largest global brands, including 28 Fortune 100 companies. Central to their solution is their award-winning unified data management software, designed to break down data silos, streamline data management, and usher in a new era where data becomes a priceless asset for organizations. This unified data management approach empowers enterprises to attain a granular level understanding of enterprise data, enabling individuals with varying technical backgrounds to access, comprehend, and extract valuable insights from extensive and unstructured data repositories in a manner that's protected, governed, and optimized.

Our platform is used by some of the biggest names in the industry:



6 Fortune 100 banks and financial institutions



4 Fortune 500 energy enterprises

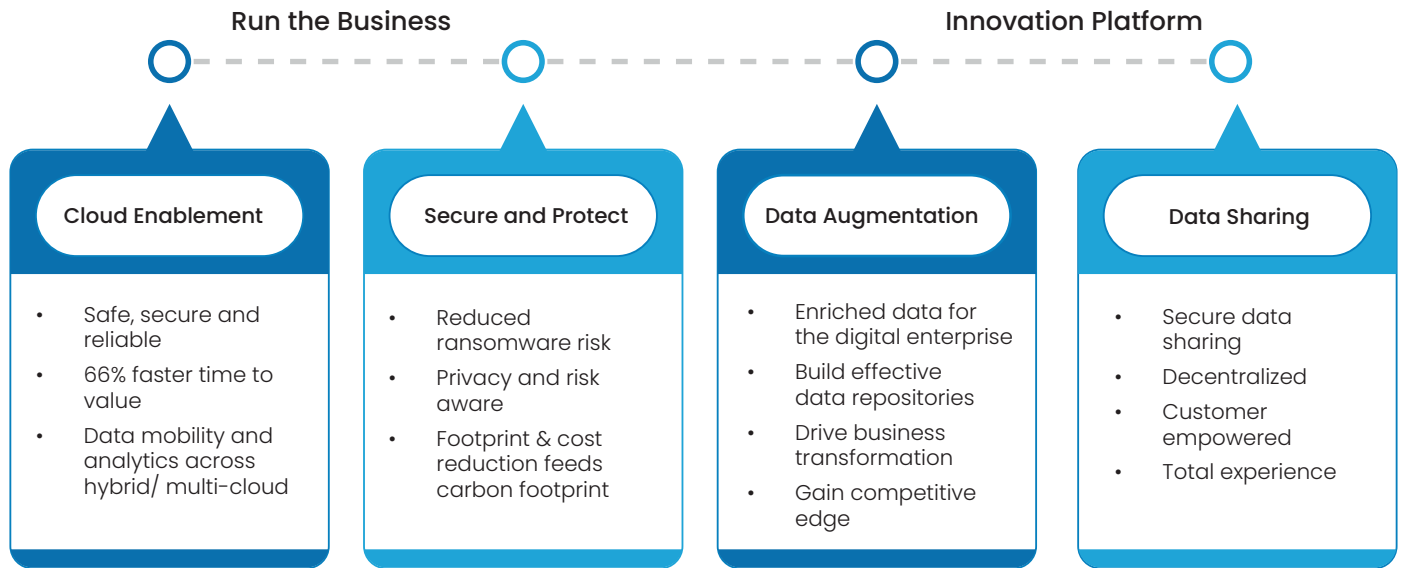


6 Fortune 500 manufacturing enterprises



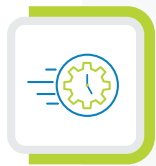
15 Top healthcare and Lifescience enterprises

► Data Empowerment with a Dynamic Platform



► Business Value Delivered

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



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



99.64% error rate reduction and 280X reduced cost of error recovery: Data-driven, policy-based migrations that reduce errors and enable intelligent, fast, and secure petabyte-scale unstructured data migrations across heterogeneous environments



60% lower total cost of ownership: Consolidating multiple data lakes using data analytics reduces TCO and minimizes the risk of data exposure through efficient identification of sensitive data.



In-year ROI on software investment: Storage optimization and risk mitigation create sub-12-month ROI



50% data reduction from primary storage and 80% risk mitigation: Implementing intelligent data lifecycle management for dark data results in significant data optimization and improved governance against cyber threats and rogue access



Empower Data Democratization: Enable enterprises to achieve data democratization by allowing data creators to partake in the value of the data they create



200% faster cloud migrations: By migrating the right data to the cloud in an optimized and governed manner, companies can accelerate cloud adoption and develop new technology innovations to meet customer and market demands

► Our Platform Encompasses Four Modules:

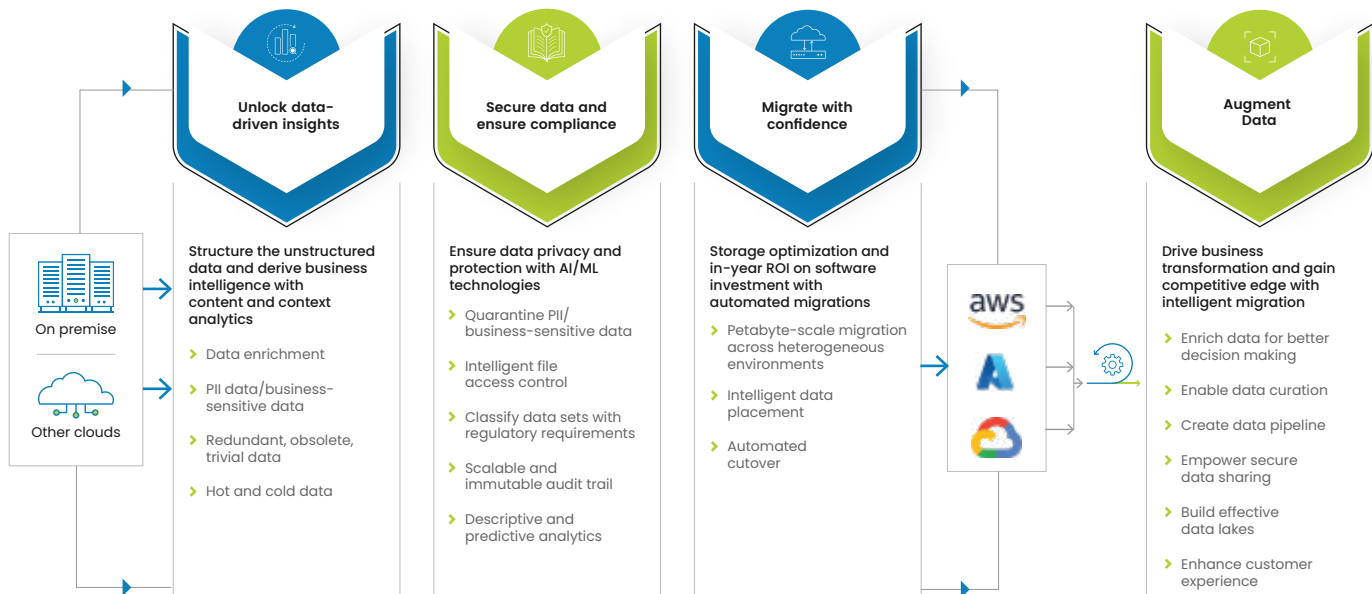
Module	Mobility	Analytics	Security	Compliance	
Benefits	Finance	Deploys policy-driven intelligent data mobility to support consolidation and divestitures.	Identifies personal and business-sensitive data to ensure PII protection.	Ensures appropriate access permissions for customer information in banking documents.	Generates immutable audit reporting for SEC, EBA, and other regulatory financial authorities.
	Energy	Places data as required across regional sites, mega data centers, and cloud providers.	Identifies IoT devices with IP addresses in files for upstream business.	Quarantines upstream or downstream data to mitigate the risk of ransomware.	Maintains records for safety and OSHA reporting in a secure and immutable manner.
	Pharma/ Healthcare	Secures and efficiently exchanges clinical and insurance data between practitioners, patients, and healthcare centers.	Classifies patient data for retention, deletion, and future queries.	Safeguards confidential patient data and ensures a chain of custody.	Establishes a method for demonstrating that patient data meets HIPAA requirements.
	Life Sciences	Facilitates secure data sharing within and across research teams.	Captures information to monitor the performance of drugs or clinical trial phases.	Implements policy-driven or user-led re-permissions to ensure proper data management.	Promotes data democratization and GDPR governance.
	Manufacturing	Enabling seamless data mobility for hybrid cloud adoption.	Uses advanced analytics for data lifecycle management through usage pattern analysis and data relevance assessment.	Implements strict security protocols to protect intellectual property, sensitive data, and proprietary processes from unauthorized access.	Supports compliance to industry-specific regulatory standards, ensuring product quality, traceability, and transparency.
	High tech	Implements effective data lifecycle management across teams to optimize infrastructure use.	Extracts business data to accelerate time to market and gain a competitive edge.	Isolates data to prevent rogue usage of personal or business-sensitive information.	Ensures compliance with state-wide data privacy laws and meeting CCPA regulations.

Data Dynamics' Data Management Platform Vs. Conventional Data Management platform: A comparative study [Click to view](#)

► Intelligent Data-driven Cloud-Adoption with Data Dynamics

Navigating unstructured data is akin to venturing into a black hole of unknown possibilities and risks. Companies often find themselves in the dark about the contents and necessary preparations. What's more, sensitive information within this data chaos can easily go unnoticed, posing a potential threat when transitioning to the cloud. Customer feedback consistently highlights the challenges of migrating file data across various storage platforms – it's time-consuming, labor-intensive, and intricate. Many resort to the traditional "lift-and-shift" approach, missing out on the benefits of data analysis, and as a result, incurring higher costs, longer timelines, and increased risks. The key to a successful cloud strategy lies in being data-driven, unlocking IT cost savings, boosting productivity, enhancing business agility, and ensuring operational stability.

Data Dynamics has collaborated with leading cloud service providers to establish a robust cloud foundation. This empowers efficient and effective cloud adoption, risk reduction, compliance assurance, and the harnessing of unparalleled scale and computing performance. Our ultimate aim is to empower enterprise customers to take charge of their data's future by transforming unstructured data into structured, maximizing its value through data-driven cloud migrations.



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

A new era of co-innovation is dawning, as cloud providers and companies join forces to minimize their environmental impact. By consolidating on-premise data centers and data lakes in the cloud into a single data ocean, carbon emissions can be reduced, power and cooling capacity can be restored, resiliency can be enhanced, operating costs reduced, and the total cost of ownership reduced.

By offering data-driven, policy-based, and automated migration capabilities, Data Dynamics helps organizations achieve their net-zero emissions goals.



► Customer Success Stories

78.7% Lower TCO with Smart Data Storage Lifecycle Management for a Fortune 400 Investment Banking Services Company

[Read the Case Study](#)

700 TB of Data Scanned, Categorized, and Quarantined to Avoid Sanctions and Reputational Loss for a Big 4 Accounting Firm

[Read the Case Study](#)

\$7.5 Mn Annual TCO Saved by Implementing Intelligent Data Lifecycle Management for Dark Data for a Top 5 Integrated Healthcare Services Companies

[Read the Case Study](#)

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

[Read the Case Study](#)

Reduced Enterprise Carbon Emissions with Intelligent Cloud Adoption for Fortune 20 Energy Companies

[Read the Case Study](#)

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 the Case Study](#)

40 PB of Data Migrated, Managed, and Consolidated with a Unified Unstructured Data Management Platform for a Fortune 20 Financial Services Institution

[Read the Case Study](#)

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 the Case Study](#)

Awards



Gold TITAN Innovation Winner - 2023
Innovation in technology| Big Data



Gold TITAN Innovation Winner - 2023
Innovation in technology| Cloud Technology



Cloud Project of the Year - Winner DCS 2022



Data Centre ICT Storage Innovation of the Year - Winner DCS 2022



Data4Good for Category-Affordable and Clean Energy - Winner - 2022



Migration as a Service - Gold Stevie Winner 2022



Milestone of the Year | Customer Growth - Gold Globee Winner - Globee 2022



Storage Transformation Project of the Year - Winner - SDC Awards 2022

The Data Dynamics Difference



Unified unstructured data management platform



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

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.