DATA DYNAMICS®

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.
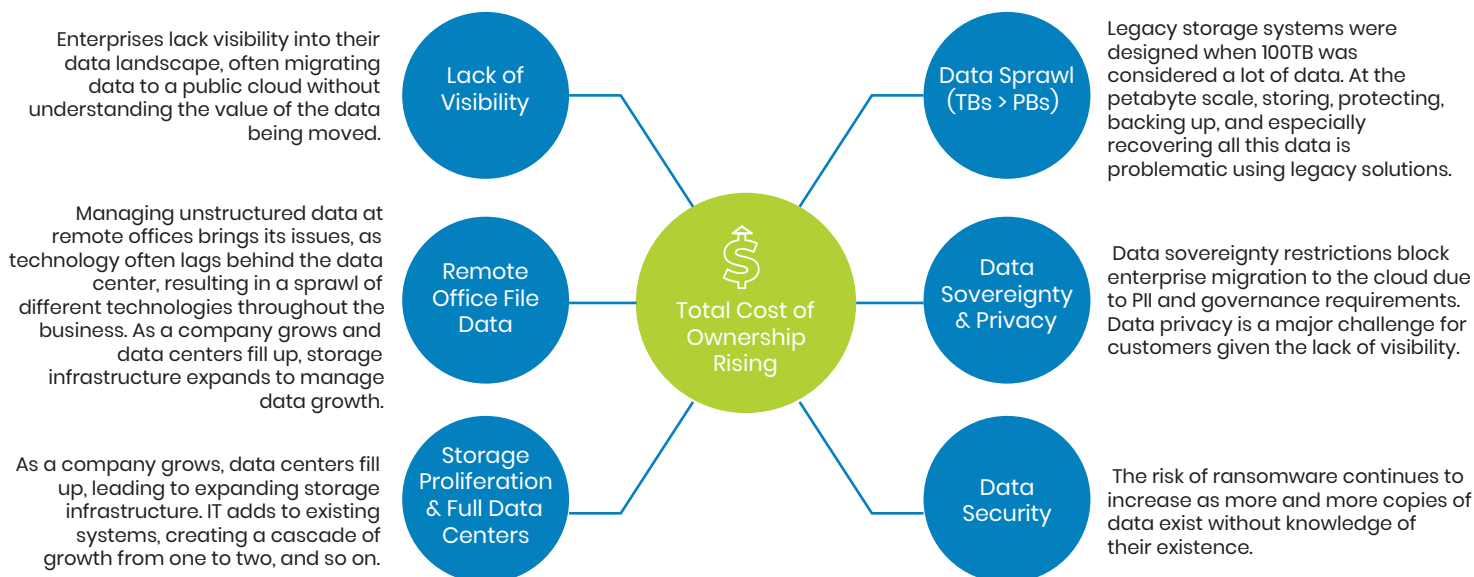
In today's highly connected world, where physical and digital worlds merge, and every interaction generates data, companies must embrace digitization and implement effective data management to remain competitive. Businesses can modernize themselves in various ways, both in the long term and short term. 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.
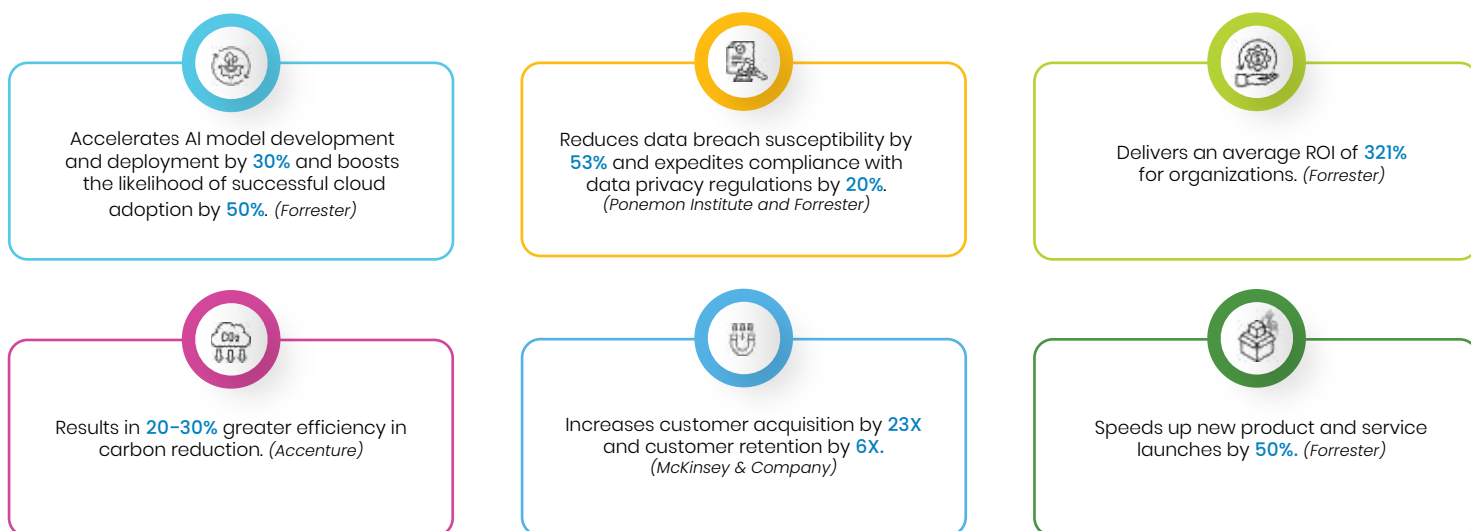
What and where is the data? Who has access? Is it secured and compliant? The answer lies in orchestrating a comprehensive data strategy that facilitates the discovery, analysis, and application of its data.

▶ 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

Total Cost of Ownership Rising

Lack of Visibility
Enterprises lack visibility into their data landscape, often migrating data to a public cloud without understanding the value of the data being moved.

Data Sprawl (TBs > PBs)
Legacy storage systems were designed when 100TB was considered a lot of data. At the petabyte scale, storing, protecting, backing up, and especially recovering all this data is problematic using legacy solutions.

Remote Office File Data
Managing unstructured data at remote offices brings its issues, as technology often lags behind the data center, resulting in a sprawl of different technologies throughout the business. As a company grows and data centers fill up, storage infrastructure expands to manage data growth.

Data Sovereignty & Privacy
Data sovereignty restrictions block enterprise migration to the cloud due to PII and governance requirements. Data privacy is a major challenge for customers given the lack of visibility.

Storage Proliferation & Full Data Centers
As a company grows, data centers fill up, leading to expanding storage infrastructure. IT adds to existing systems, creating a cascade of growth from one to two, and so on.

Data Security
The risk of ransomware continues to increase as more and more copies of data exist without knowledge of their existence.

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

Accelerates AI model development and deployment by **30%** and boosts the likelihood of successful cloud adoption by **50%**. *(Forrester)*

Reduces data breach susceptibility by **53%** and expedites compliance with data privacy regulations by **20%**. *(Ponemon Institute and Forrester)*

Delivers an average ROI of **321%** for organizations. *(Forrester)*

Results in **20–30%** greater efficiency in carbon reduction. *(Accenture)*

Increases customer acquisition by **23X** and customer retention by **6X**. *(McKinsey & Company)*

Speeds up new product and service launches by **50%**. *(Forrester)*

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 software is used by some of the biggest names in the industry:

8 Fortune 100 banks and financial institutions

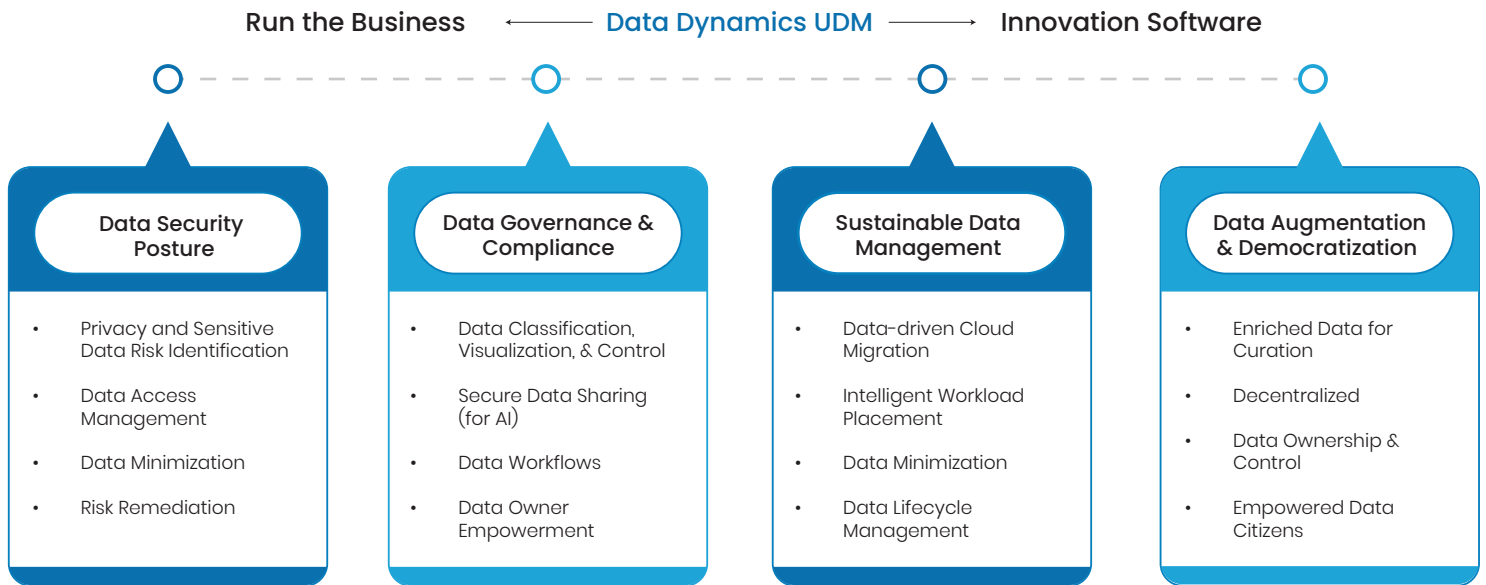**4 Fortune 500 energy enterprises**

6 Fortune 500 manufacturing enterprises

15 Top healthcare and Lifescience enterprises

Data Empowerment with a Dynamic Software

Run the Business ← Data Dynamics UDM → Innovation Software

Data Security Posture

- Privacy and Sensitive Data Risk Identification
- Data Access Management
- Data Minimization
- Risk Remediation

Data Governance & Compliance

- Data Classification, Visualization, & Control
- Secure Data Sharing (for AI)
- Data Workflows
- Data Owner Empowerment

Sustainable Data Management

- Data-driven Cloud Migration
- Intelligent Workload Placement
- Data Minimization
- Data Lifecycle Management

Data Augmentation & Democratization

- Enriched Data for Curation
- Decentralized
- Data Ownership & Control
- Empowered Data Citizens

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.

Our Software Encompasses Four Modules:

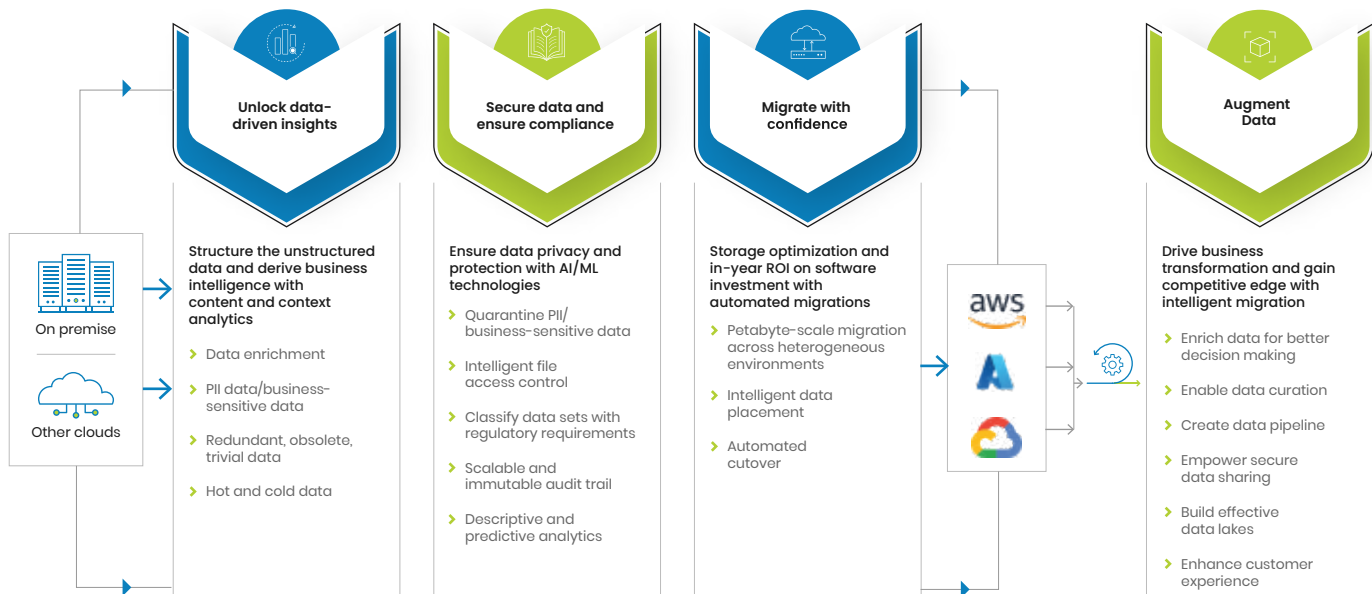| Module	Mobility	Analytics	Security	Compliance
Finance	Deploys policy-driven intelligent data mobility to support consolidation and divestitures.	Identifies personal and business-sensitive data to ensure PII protection.	Ensures appropriate access permissions for customer information in banking documents.	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.

(Row header: **Benefits**)

Data Dynamics' Data Management Software 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 th emselves in the dark about the contents and necessary preparations. What's more, sensitive information within this data chaos can easily go unn oticed, posing a potential threat when transitioning to the cloud. Customer feedback consistently highlights the challenges of migratin g file data across various storage platforms – it's time-consuming, labor-intensive, and intricate. Many resort to the traditional "lift-an d-shift" approach, missing out on the benefits of data analysis, and as a result, incurring higher costs, longer timelines, and increased risks. T he key to a successful cloud strategy lies in being data-driven, unlocking IT cost savings, boosting productivity, enhancing business agili ty, and ensuring operational stability.
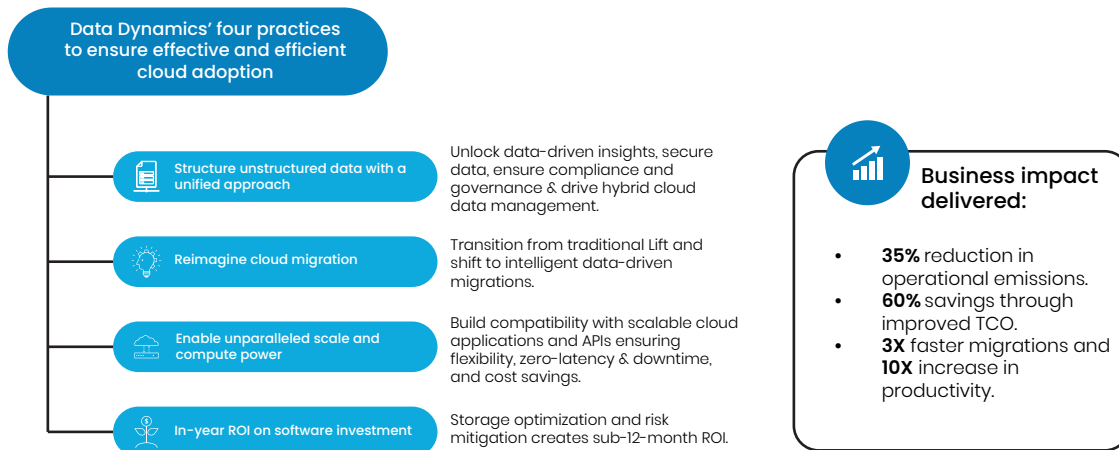
Data Dynamics has collaborated with leading cloud service providers to establish a robust cloud foundation. This empowers effic ient and effective cloud adoption, risk reduction, compliance assurance, and the harnessing of unparalleled scale and computing performa nce. Our ultimate aim is to empower enterprise customers to take charge of their data's future by transforming unstructured data into st ructured, maximizing its value through data-driven cloud migrations.

Unlock data-driven insights

Secure data and ensure compliance

Migrate with confidence

Augment Data

On premise

Other clouds

Structure the unstructured data and derive business intelligence with content and context analytics
- Data enrichment
- PII data/business-sensitive data
- Redundant, obsolete, trivial data
- Hot and cold data

Ensure data privacy and protection with AI/ML technologies
- Quarantine PII/ business-sensitive data
- Intelligent file access control
- Classify data sets with regulatory requirements
- Scalable and immutable audit trail
- Descriptive and predictive analytics

Storage optimization and in-year ROI on software investment with automated migrations
- Petabyte-scale migration across heterogeneous environments
- Intelligent data placement
- Automated cutover

aws

Drive business transformation and gain competitive edge with intelligent migration
- Enrich data for better decision making
- Enable data curation
- Create data pipeline
- Empower secure data sharing
- Build effective data lakes
- Enhance customer experience

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, po wer 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 ne t-zero emissions goals.

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

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

Read the Case Study

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

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

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

$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

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

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

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 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

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.