



# Extract Actionable Insights From Data and Accelerate your Digital-First Journey with Unified Unstructured Data Management

## ► What's New and Trending in the Pharmaceutical Sector?

- Every year, throughout all R&D phases, pharmaceutical companies amass hundreds of terabytes of data.**  
 80%\* of this data is unstructured and comes from a various sources, many of which employ different data handling techniques and equipment. The result is a complicated and distributed web of unstructured data.
- By 2030, the pharmaceutical sector might invest more than \$4.5\*\* billion in digital transformation. The future of pharma will be AI-led drug discovery, development, and clinical research.**  
 It is anticipated that healthcare and pharmaceutical companies would spend \$2.45\*\*\* billion on AI by 2025. Big data and AI are linked in terms of research and technological innovation. AI relies on large volumes of data and supporting technologies to improve and evolve decision-making capabilities.
- Pharmaceutical and biotech firms rely on inter-industry and interdepartmental cooperation to create new treatments and improve patient care and boost profits for drug manufacturers**  
 In light of this, pharmaceutical companies are exploring ways to reduce data storage costs and facilitate strong collaboration by utilizing the cloud. In fact, 83%\*\*\*\* of pharmaceutical companies are already using the cloud to strengthen their collaborations.

Pharma companies are experts at maximizing the value of the structured data they collect, yet four additional unstructured data are gathered for every structured piece of data obtained. Effective and efficient data management begins with an understanding of the data. Modernizing existing data infrastructure with intelligent data management, analyzing & obtaining actionable intelligence for better decisions, and optimizing it by migrating to the cloud will help pharmaceutical companies become more efficient, save money on research and gain access to research and clinical trial data, allowing them to launch new products more quickly.

Source - \* TechTarget, \*\* Forbes, \*\*\* Forbes, \*\*\*\* Straits Research

## ► Why Focus on Data

- Bringing a single drug to market can take over 10 years and \$2.6 billion. It is possible to accelerate drug discovery and make it less expensive when access to the right data is available at the right time.  
 Source - [Tufts Center for the Study of Drug Development](#)
- Clinical trials alone produce an average of 3.6 million data points, which is three times the data gathered during late-stage trials ten years ago.  
 Source - [Tufts CSDD Impact Report](#)
- The exponential growth of data presents two challenges: how to lower the cost of keeping and maintaining such a massive amount of data and how to facilitate simple access to historic data for academics and collaborators when they need it.
- Most companies only analyze 12% of the data they have, which means 88% of the data that is generated goes unanalyzed.  
 Source - [Forrester](#)
- 73.4% of companies report difficulties adopting of Big Data Analytics and AI initiatives.  
 Source - [Forbes](#)
- Only a mere 26% of companies have managed to achieve a data-driven culture, whereas the remaining 74% are still struggling 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](#)

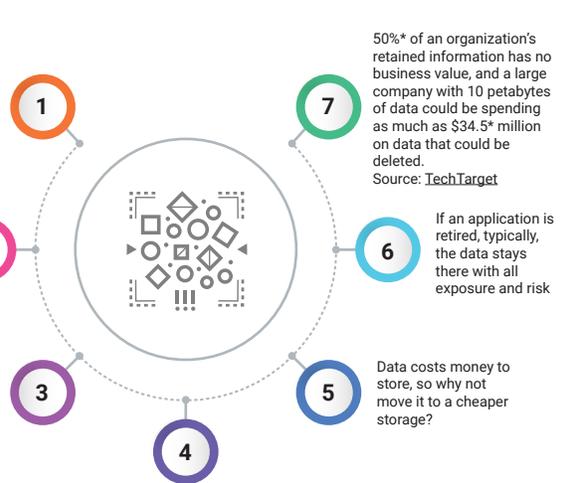
### We Need Facts to Act

Unstructured data is file data created by both applications as well as employees and customers. It is estimated to represent between 70-90% of a company's storage  
 Source: [Forbes](#)

73% of unstructured patient data and content cannot be accessed by clinical stakeholders for evaluation and analysis. This results in inefficient management of unstructured data and an inability to integrate multiple IT systems.  
 Source: [Hyland](#)

Pharmaceutical companies reported the largest cybersecurity breaches compared to other industries. For organizations to understand what kind of unstructured data they have and take action, it is necessary to structure the data.

### What else?



AI and Blockchain are transforming clinical trials and drug discovery in the pharmaceutical industry. Big Data lays the groundwork for many of these breakthroughs. But a long-standing problem with unstructured data must be solved for innovations like AI to reach their full potential.

## ► Data is a Liability, Unified Data Management Makes It an Asset!



With data analytics in clinical trials, it is possible to implement ML algorithms for matching or recruiting patients, resulting in **85%** reduction in manual intervention, lowering costs and saving time



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



Reduction in data sprawls and consolidation of multiple data lakes using data analytics can help reduce TCO by upto **60%** and reduce the risk of data exposure through efficient identification of sensitive/PHI data



Implementing intelligent data lifecycle management for dark data and can lead to an average of **50%** data reduction from primary storage and **80%** risk mitigation related to rogue accesses



**99.64%** error rate reduction, **280X** reduced cost of error recovery, and **96%** reduction in customer outage time

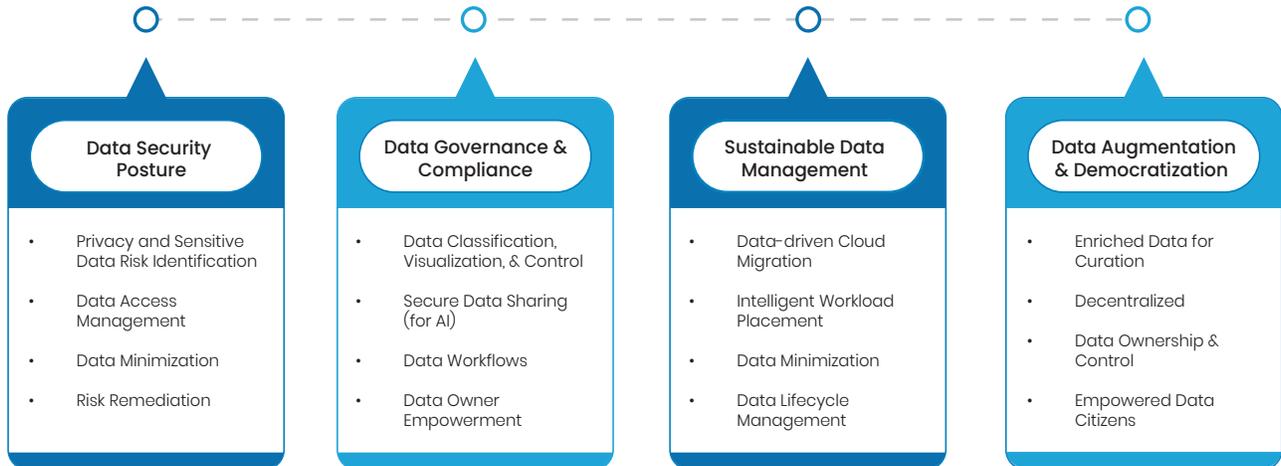


By migrating the right data to the cloud in an optimized and governed manner, pharmaceutical companies can accelerate their cloud adoption by **200%** and develop new technology innovations to meet patient and market demands

Data Dynamics is a leading provider of enterprise data management solutions, helping pharmaceutical organizations structure unstructured data with a Unified Unstructured Data Management Software. Proven in over 28 of the 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.

## ► Data Empowerment with a Dynamic Software

Run the Business ← Data Dynamics UDM → Innovation Software



### Business Value Delivered:



## ► 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> |
| Benefits   | Secure and efficient clinical and insurance data exchange between practitioners, patients, and healthcare centers. | Classification of patient data for retention, deletion, and future queries   | Safeguarding confidential patient data and ensuring chain of custody  | Establishes a method for demonstrating that patient data meets HIPAA requirements                      |

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

[Click to view](#)

## ► Accelerate Cloud Adoption and Enterprise Modernization with Intelligent Unified Unstructured Data Management

Pharmaceutical firms encounter enormous volumes of sensitive and intellectual data daily, which, together with compliance and regulatory requirements, prevent them from implementing cloud computing. While their concerns could not be allayed a few years ago, cloud technology today has since developed and offered better privacy, security, and compliance. Over 83%\*\*\*\* of pharmaceutical companies are currently utilizing the cloud, according to a survey by the Healthcare Information and Management Systems Society. Pharmaceutical companies benefit from the cloud because it offers scale, cost reduction, flexibility, seamless collaboration, support for pharma marketing operations, and secure data sharing during clinical trials that make drug innovation faster and more cost-effective.

Migration to the cloud is the first step toward cloud adoption; however, pharmaceutical companies are facing the below top three challenges:

- The sprawl of unstructured data
- The risk associated with sensitive data
- Surpassing the budgeted amount

The key is to break free from traditional lift-and-shifts, 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, where cloud providers and pharmaceutical organizations 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, carbon emissions can be reduced, power and cooling capacity can be restored, resilience can be restored, and 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 the 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 create 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

\$7.5 MN annual TCO saved by implementing intelligent data lifecycle management for dark data

[Read the Case Study](#)

Data sharing & rationalization in marketplace, and risk mitigation for 100s of billions of data files using AI, ML, and Blockchain

[Read the Case Study](#)

96% reduction in customer outage time and 100% ROI in data center & storage migration

[Read the Case Study](#)

## ► 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 Globee Winner - Globee 2022



Disruptor Company Award for Information Technology Software - Globee 2022



Most Innovative Tech Company of the Year - Globee 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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