DATA DYNAMICS®
Manage Your Data®

Realize Your Net-Zero Dream with Data Dynamics

The Ultimate Catalyst for Optimizing Your Data Infrastructure and Data-Driven Cloud Migrations

In today's eco-conscious world, the drive to cut enterprise carbon emissions is paramount. The EPA reports that U.S. data centers accounted for 2.7% of the country's total electricity consumption in 2023, significantly impacting carbon emissions. As companies pursue sustainability, data infrastructure optimization and data-driven cloud adoption play a pivotal role. The Uptime Institute notes that adopting energy-efficient data strategies can reduce energy consumption by 50%, delivering substantial carbon footprint reductions. However, realizing infrastructure optimization, tech updates, and cloud integration hinges on a profound grasp of your data, making it accessible, analyzable, and structured to meet user needs. This underscores the importance of 'data about data' in achieving carbon emission goals.

- What data is being collected and where does it come from?

- Where does it reside?

- Who accessed it last, and for what purpose?

- Who owns it and controls its use, analysis, storage, and disposal?

- Which data is ROT (redundant, obsolete, trivial) and can be safely purged?

- Which data is hot and which is cold?

- How much orphan, aged, and duplicate data is lurking?

- What is the extent of consumer or sensitive business data that is susceptible to cyber risk and non-compliance?

- How many open shares are out there?

- Which data can be archived?

The biggest challenge – 80% of enterprise data 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 and Reduce Enterprise Carbon Emissions?

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 – **Data Analytics, Mobility, Security, and Compliance** – and has already been proven successful in over 300 organizations, including 28 Fortune 100 enterprises. By marrying data analytics with environmental concerns, they create a dynamic mechanism for organizations to track and reduce their carbon emissions. The software's AI capabilities play a pivotal role in data analytics, enabling visualization, minimization, optimization and curation of data, thereby contributing significantly to the global net-zero emissions target.

Utilizing a proprietary **5S approach (Streamlined, Secured, Stringent, Structured and Smart),** the software provides a structured and refined view of the data, transforming it from mere storage to valuable business assets.

STREAMLINED DATA VISIBILITY & OPTIMIZATION

STEADFAST DATA SECURITY & PROTECTION

STRINGENT ADHERENCE TO COMPLIANCE
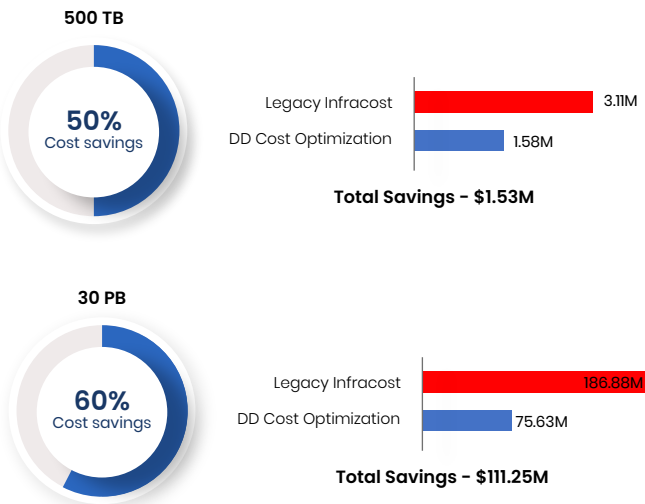
STRUCTURED DATA ARCHIVAL

SMART DATA-DRIVEN MIGRATION

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

01 — Streamlined Data Visibility & Optimization

Data Discover & Cataloging: Discover, catalogue, and analyze all data types for informed data management decisions, including on-premises, cloud, and hybrid environments, as well as structured, unstructured, and semi-structured data.

Metadata Analytics: Metadata discovery, classification, and tagging for data lifecycle management and usage pattern analysis. Supports data relevance assessment and data retention and disposal policies, reducing data sprawl, consolidating data lakes and optimizing storage resources.

Context Analytics: Utilize machine learning for contextual analysis of unstructured data, considering content, structure, and data relationships. Get deeper insights into data context, enhancing decision-making and user experiences.
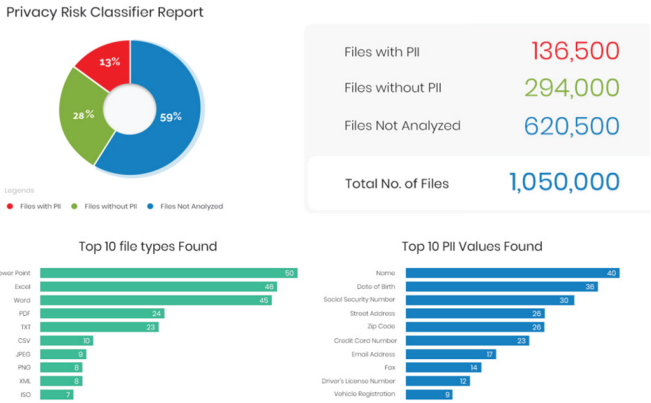
500 TB

50% Cost savings

Legacy Infracost	3.11M
DD Cost Optimization	1.58M

Total Savings – $1.53M

30 PB

60% Cost savings

Legacy Infracost	186.88M
DD Cost Optimization	75.63M

Total Savings – $111.25M

02 — Steadfast Data Security & Remediation

Content Analytics: Content Analytics powered by a Data Science Engine, AI/ML, and NLP for accurate discovery and classification of data according to its sensitivity, consumer information, business value, and other criteria.

Risk Exposure Insights: Generate actionable insights using multi-level logical expressions and operators, providing a comprehensive understanding of risk exposure through descriptive and diagnostic analytics.

Risk Remediation: Quarantine high-risk sensitive data in secure storage, such as file shares on storage resources or object storage buckets, enhancing data security.

Access Control and file re-permissioning: Implement policy-based and robust file permissions management, including functions like preserving, repermissioning, and security reassignments via SID Mapping.

Open Share Reporting: Enhance security by identifying sensitive data within open shares and rectifying permissions accordingly.

Privacy Risk Classifier Report

Files with PII	136,500
Files without PII	294,000
Files Not Analyzed	620,500
Total No. of Files	1,050,000

Legends
● Files with PII   ● Files without PII   ● Files Not Analyzed

Top 10 file types Found

Power Point	50
Excel	48
Word	46
PDF	24
TXT	23
CSV	10
JPEG	9
PNG	8
XML	8
ISO	7

Top 10 PII Values Found

Name	40
Date of Birth	36
Social Security Number	30
Street Address	26
Zip Code	26
Credit Card Number	23
Email Address	17
Fax	14
Driver's License Number	12
Vehicle Registration	9

03 — Stringent Adherence to Compliance

Data Mapping: Perform scans to identify files containing personal data, creating an inventory of processed, collected, stored, and shared data.

Classification: Employ industry-standard compliance and governance templates to classify data based on regulatory guidelines, ensuring adherence to standards.

Immutable Audit Log: Leverages blockchain technology to create immutable audit logs for data access activities, ensuring the generation of reliable governance reports for compliance.

Data Tagging: Establish file and folder tagging along with security protocols to ensure the protection of personal data.

04 — Structured Data Archival

Custom Metadata Tags: Enhance data management by identifying files suitable for cost-effective object storage migration and ensuring data quality through custom metadata tags.

Archive Policies: Streamline data movement with flexible archive policies, making the seamless transition of unstructured data a breeze.

File Preservation: Safeguard original content by effortlessly converting archived files into object format, preserving data integrity.

Efficient Data Retrieval: Retrieve data with ease, whether through the software or RESTful API, from object resources, ensuring quick access when needed.

Search and Discovery: Simplify audit and legal discovery with user-friendly search and file-saving features, improving efficiency and compliance.

S3-Compliant Access: Access object files conveniently using S3-compliant browsers or custom applications via REST APIs, ensuring compatibility and ease of use.

Data Identification, Classification, and Location Mapping:
Accurate data identification, classification, and mapping of physical and virtual data locations. Manage transaction files and their location and ultimate destination.

Policy-Based Data Migration: Policy-driven automated data movement, including migration, replication, transform & sync, and archiving across various platforms, both on-premises and in the cloud (File to File, File to Object, Object to Object). We support Azure (Free Migration), OneDrive, GCP, AWS, etc.

Integrated Risk Controls: Safeguard sensitive data and ensure regulatory compliance through the seamless integration of risk controls across file and object platforms.

Intelligent Tiering and Placement: Dynamically allocate resources and data storage to optimize performance based on usage patterns and requirements.

Secure Data Sharing: Enable secure data sharing in data lakes and pipelines with appropriate access controls to maintain data confidentiality and privacy compliance.
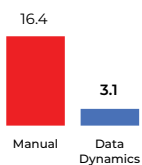
Scalability and Performance: Manage a high volume of policies and data files, serving data science, cloud, and governance teams for secure and reliable data management.

Dedicated Migration Factory: Allow users to design, build, deploy, report, and audit data migrations with their dedicated engineering team for a seamless data migration process.
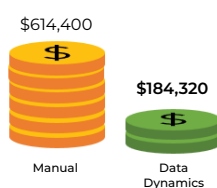
Post Migration Testing, Optimization, and Data Retention:
Post-migration analysis, audit log examination, defining retention and deletion criteria, and establishment of data lifecycle policies.

1 PB Data
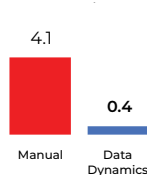
81.4% Faster Migrations

Months for Migration

16.4 — Manual
3.1 — Data Dynamics

69.8% Reduced Cost

Total Cost of Migration

$614,400 — Manual
$184,320 — Data Dynamics

99.64% Error Rate Reduction

Number of Expected Errors

280 — Manual
1 — Data Dynamics

88.6% Higher Efficiency

Person Years Required

4.1 — Manual
0.4 — Data Dynamics

Customer Success Stories

> **35% reduction in Operational Emissions With Intelligent Cloud Adoption**
> - Fortune 20 Energy Company
>
> Read More

> **40 Petabytes of Data Migrated, Managed, and Consolidated**
> - Fortune 20 financial services institution
>
> Read More

> **3+ Petabytes of Unstructured Data Analyzed, Cleansed, and Archived**
> - Fortune 50 automotive company
>
> Read More

> **78.7% Lower TCO with Smart Data Lifecycle Management**
> - Fortune 400 bank
>
> Read More

> **80B files of data sprawl optimized to protect customer privacy and reduce risk**
> - Fortune 50 Bank
>
> Read More

> **$7.5 MN annual TCO saved with intelligent data lifecycle management**
> - Top 5 integrated healthcare services company
>
> Read More

Embark on a journey towards unleashing the true power of your data with Data Dynamics. Elevate your AI capabilities, strengthen your Consent Management strategy, and stride confidently into the future of data-driven excellence.

Book a Demo   **Visit Website**