

Self-Service Data Management with Data Classification

In today's data-driven world, organizations are accumulating information at an unprecedented rate. However, managing and securing this vast data landscape remains a significant challenge. Manual data classification, the foundational step towards effective data governance and security, is often a time-consuming and error-prone process. This inefficiency hinders organizations from unlocking the full potential of their data and exposes them to security vulnerabilities and compliance risks.

- **Data Silos and Inconsistency:** Unclassified data becomes fragmented and scattered across various systems, hindering collaboration, data discovery, and access control.
- **Security Vulnerabilities and Compliance:** Unidentified sensitive data becomes a security liability, increasing the risk of unauthorized access, potential data breaches and non-compliance.
- **Limited Scalability:** As data volumes grow exponentially, manual classification quickly becomes unsustainable. Large organizations struggle to keep pace with the sheer volume of data that needs to be classified.

How can organizations overcome the limitations of manual data classification and leverage automation to gain a comprehensive understanding of their data landscape, mitigate security risks, and ensure compliance with evolving regulations?

This is where Zubin steps in.

Zubin is Data Dynamics' AI-powered self-service data management software, bringing a fresh approach to privacy, security, compliance, governance and optimization in the world of AI-led workloads. It empowers enterprises by enabling users across all levels - from C-suite to data owners - to discover, define, act, transform, and audit data through a user-friendly interface. Zubin brings correlation, consistency and standardization across your organization by delivering granular insights, deriving recommended workflows, and automating actions using personalized policies and RBAC-driven processes. This transformation fosters a culture of data ownership, where everyone becomes a data champion, and the organization fulfills its responsibility as a data custodian.

Zubin's Data Classification provides a comprehensive solution for automated and intelligent data classification. The software delivers advanced classification, tagging, and indexing based on metadata and content scan, creating an inventory of processed, collected, stored, and shared data.



On average, 30% of an IT team's time is dedicated to data management activities like classification (IDC)

Key Functionalities

Automated Data Classification

Zubin utilizes a combination of techniques for automated data classification:

- **Metadata Analysis:** Extracts valuable insights from existing metadata tags associated with data assets.
- **Content Scan:** Analyzes the actual content of data files to identify sensitive information, data types, and relevant keywords.

Customizable Classification Scheme

Zubin allows you to define a customized data classification scheme aligned with your organization's specific needs and compliance requirements. This scheme may include categories such as:

- **Data Sensitivity:** Classify data based on its sensitivity level (e.g., public, confidential, highly confidential).
- **Data Security:** Open share reporting and access control list reporting
- **Data Context:** Name, size, type, age, and source
- **Data Ownership:** Top-level access permissions, file ownership, the largest consumers of data
- **Data Usage:** Activity, modification and redundant data reporting

Automatic Tagging and Indexing

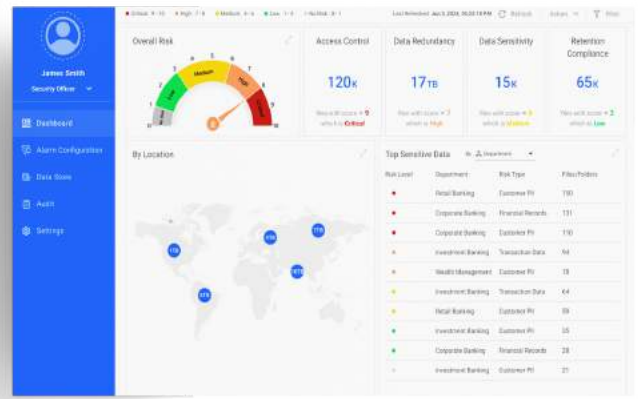
Based on the classification results, Zubin automatically assigns relevant tags and indexes data for efficient search and retrieval.

Data Inventory Management

Zubin creates and maintains a comprehensive inventory of all classified data, including its location, type, sensitivity level, and access controls. This facilitates data discovery, usage tracking, and informed decision-making.

Statistical Sampling

Using advanced sampling methodologies, Zubin selects representative subsets for metadata and content analysis with executive, team, and user-level insight and reporting.



[Click here for a demo](#)

Benefits

- **Reclaim 30% of Your IT Team's Time:** *Industry data shows IT teams spend 30% of their time on manual data classification tasks like tagging and sorting (IDC).* Zubin automates this process, freeing up your team to focus on strategic initiatives like data analysis, innovation, and driving business value.
- **Fortress Your Data and Mitigate Risk by 3x:** *Studies by Ponemon Institute reveal organizations struggling with data classification are 3 times more likely to experience a data breach.* Zubin automatically identifies sensitive information, minimizing the risk of unauthorized access and breaches, protecting your data and your reputation.
- **Boost User Satisfaction with Data Discovery by 22%:** *Forrester Research indicates 22% increase in user satisfaction with data searchability for organizations utilizing automated data classification tools.* Zubin automatically classifies and tags data, making it easier for users to find the information they need, fostering collaboration and driving overall productivity.
- **Effortlessly Navigate Compliance Audits with an 18% Time Reduction:** *Gartner reports that organizations leveraging automated data classification solutions experience an 18% reduction in time spent on compliance audits.* Zubin simplifies compliance with regulations like GDPR and CCPA by automatically classifying relevant data, saving valuable time and resources.
- **Empower Informed Decisions for 12% Cost Optimization:** *McKinsey research highlights a 12% improvement in cost optimization related to data storage for organizations with strong data governance practices.* Zubin provides a comprehensive data inventory, allowing you to make informed decisions about data storage, access control, and data lifecycle management, optimizing costs and maximizing data value.



Your next chapter of success awaits; let's write it together with Zubin.

[Click here for a demo](#)

For more information, visit us at www.datadynamicsinc.com or reach out to our team at solutions@datdyn.com