

Self-Service Data Management with Risk Exposure Insights

In this AI era, organizations are entrusted with vast amounts of sensitive information. However, effectively managing and securing this data can be a complex challenge. Traditional methods and point solutions often rely on reactive approaches, leaving organizations vulnerable to hidden threats and potential data breaches.

This reactive approach leads to several critical issues:

- **Unidentified Vulnerabilities:** Security weaknesses remain undetected until a breach occurs, leading to reactive responses and potential damage.
- **Limited Threat Detection Capabilities:** Traditional methods may struggle to identify complex or evolving security threats.
- **Inefficient Risk Management:** Reactive approaches often lack a holistic view of the risk landscape, leading to inefficient resource allocation.

In the face of evolving security threats and the rising costs of data breaches, how can organizations proactively identify and mitigate data security risks before they become major incidents?

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 Risk Exposure Insights empowers organizations to proactively identify and understand potential data security risks. This feature leverages multi-level logical expressions and operators combined with descriptive and diagnostic analytics to generate actionable insights into your organization's risk landscape.



82% of data breaches involve human elements, such as weak passwords or phishing attacks (Verizon).

Key Functionalities

Multi-Level Logical Expressions

Zubin allows users to define complex risk scenarios using logical expressions and/or/no operators. This enables the creation of highly customized risk models that consider various factors contributing to data security vulnerabilities. For example, a logical expression might identify data classified as "confidential" AND accessed by users outside the finance department OR stored on unencrypted portable devices.

Data Fusion and Analysis

Zubin integrates data from various sources, including:

- Metadata repositories
- Data access control sources

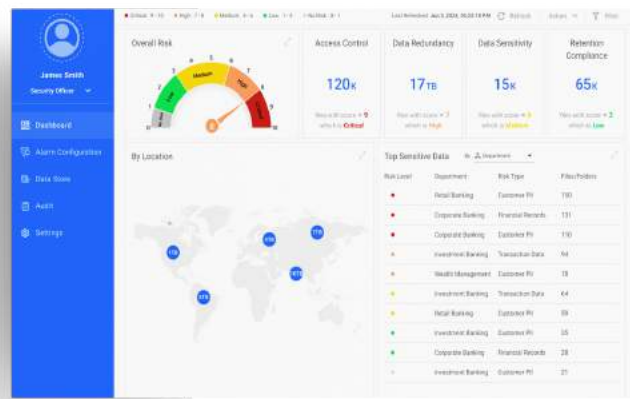
Descriptive Analytics

Zubin provides clear and concise visualizations (charts, graphs) to represent the current state of data security and identify potential vulnerabilities. This may include:

- **Risk Heatmaps:** Visually represent the severity and likelihood of various data security risks.
- **Trend Analysis:** Identify emerging threats or changes in risk profiles over time.
- **User Activity Reports:** Gain insights into user access patterns and identify anomalies that might indicate potential security breaches.

Diagnostic Analytics

Zubin goes beyond simply identifying risks by offering deeper insights into the root causes of vulnerabilities. This allows for targeted mitigation strategies and improved risk management.



[Click here for a demo](#)

Benefits

- **Proactive Defense Against 82% of Threats:** *Verizon reports that 82% of data breaches involve human error.* Zubin helps you identify potential weaknesses in your data security posture, like weak passwords, before they can be exploited by attackers.
- **27% Faster Response to Incidents:** *Accenture's research shows organizations with proactive data security experience a significant reduction in time spent responding to security incidents.* Zubin empowers you to anticipate and address potential threats before they escalate into major incidents, minimizing damage and downtime.
- **Actionable Insights for Smarter Security:** *IBM studies reveal a 19% improvement in security control effectiveness for organizations leveraging data analytics.* Zubin's data fusion and analytics capabilities provide clear, actionable insights that help you prioritize risk mitigation efforts and make informed data security decisions.
- **15% Fewer Breaches with Situational Awareness:** *Gartner highlights a 15% reduction in security breaches for organizations with strong data security awareness programs.* Zubin's descriptive and diagnostic analytics provide a comprehensive view of your risk landscape, including potential threats and their root causes, empowering you to take preventive action..
- **Empower Users, Boost Satisfaction by 22%:** *The Information Governance Institute found a 22% increase in employee satisfaction with data security practices for organizations with user-friendly data management tools.* Zubin's self-service features empower your users to manage access controls and gain insights into data usage, fostering a culture of data security and ownership within your organization.



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