

## Use Case

# Data Owner Empowerment To View and Act On Their Data

The tides of data governance are shifting. Regulations like GDPR and CCPA empower individuals with more control over their personal information (PII). Organizations now face a crucial mission: data owner empowerment. This means granting individuals the ability to view, understand, and act upon their data. But how can you achieve this with both security and scalability in mind?

### ► This is where Zubin can help.

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.

This solution brief explores six key Zubin use cases, designed to empower data owners and navigate the complexities of data governance. Embark on a journey where data owners become active participants, shaping their data destiny.



# Comprehensive Data Discovery & Classification

For an organization with data scattered across file shares, cloud storage, and data lakes is like a treasure trove with no map. Identifying and classifying sensitive data like PII can be a monumental task. Without this visibility, data owners may be unaware of the data they hold and its potential impact on them.



Organizations manage an average of **800 data sources**.

## Shining a Light on the Dark Data with Zubin



Zubin's one-two punch of Metadata Analytics and Content Analytics, powered by NLP (Natural Language Processing), offers a comprehensive solution for data discovery and classification. Metadata Analytics acts as your first line of defense, scouring your network for data repositories – no cloud storage location or on-premises file share is left unseen. Content Analytics then zooms in, analyzing the content of this data to identify sensitive data types like PII (e.g., Social Security numbers, credit card information, health records). This powerful combination creates a detailed map of your entire data landscape. Data owners can easily locate and understand the data they have a stake in, fostering transparency and trust within your organization.

*A large hospital network faced mounting concerns from patients about their data privacy. Zubin's Data Discovery & Classification can be used to identify the vast amount of unclassified patient data scattered across various systems. This included radiology scans stored on a legacy system and research databases containing patient data. By leveraging content analytics to pinpoint PHI within this data, the hospital could classify the data appropriately and implement stricter access controls. This newfound transparency will empower patients and address their privacy concerns.*



## Granular Data Access Control with RBAC Down to the Owner Layer

Traditional access controls may limit data owners' ability to manage access to their data. They may struggle to specify who can access their data, at what level (read, write, edit), and from where.

## Putting You in the Driver's Seat with Zubin



Zubin's RBAC (Role-Based Access Control) goes beyond the ordinary, empowering data owners to define access down to the individual data owner layer. Imagine this: a data owner uploads a customer service transcript containing PII. With Zubin, they can specify that only authorized customer service representatives within their specific department can access the transcript. They can even restrict access to specific geographic locations to ensure compliance with regional data privacy regulations. This granular control ensures data owners have a fortress around their data, determining exactly who sees it and from where.

*A major insurance company was modernizing its claims processing system. They wanted to ensure only authorized adjusters could access sensitive customer data like medical records and accident reports. Zubin's RBAC Down to the Data Owner Layer can provide the solution. Data owners could specify who could access their claim data and at what level. This granular control over access empowered policyholders and fostered trust in the claims process.*



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## Transparent Data Usage & Traceability

Data owners often lack visibility into how their data is being used within the organization. Without this transparency, they may be concerned about unauthorized access or misuse of their data. Imagine a customer uploading a product review containing personal preferences. They have a right to know how this data is being used – is it simply for internal analysis, or is it being shared with third-party vendors?

### Know Where Your Data Goes and Take Control with Zubin



Ensure complete transparency with Zubin's Data Usage & Traceability. This powerful tool provides a centralized record of all data movement within your organization. Get a clear picture of every transfer, including source, destination, purpose, and timestamp. Empowering data ownership, Zubin offers personalized dashboards that allow owners to see precisely how their data is being used. This fosters trust and accountability within your organization. But Zubin goes beyond visibility. Data owners can take direct action to optimize their data by migrating, archiving, or even deleting it. They can also leverage features like data transformation and risk remediation through file repermissioning and data quarantine. Zubin empowers you to not only track your data, but also manage it effectively.



*We are familiar with bank customers uploading financial documents for a loan application. They might worry about how this data is being used and if it is being shared with third parties without their knowledge. Zubin's Data Usage & Traceability provides a centralized record of all data movement within the bank. Data and application owners can access user-friendly dashboards to see how customer data is being used and share this information with customers. This fosters transparency and trust, assuring customers that their data is used responsibly and only for authorized purposes.*

## Self-Service Data Classification & Migration

Data owners may lack the technical expertise to classify and manage their data effectively. Relying on IT for data classification can be cumbersome and time-consuming. Imagine a data scientist working on a research project – they need to classify their data as "highly confidential" and migrate it to a secure storage location.

### Take Action on Your Data with Zubin



Zubin empowers data owners to take control with Self-Service Data Classifications. Classify your data based on pre-defined templates tailored to specific data types or industry regulations, or create custom criteria for unique datasets. Imagine a healthcare provider using a pre-built template to instantly classify patient medical records as "highly confidential – HIPAA compliant." But Zubin goes beyond simple labels. Our software's workflow engine allows you to trigger automated actions based on your classifications. For instance, classifying data as "highly confidential" could automatically migrate it to a secure storage location with restricted access controls. Need more flexibility? Zubin's self-service migration tools empower you to move data to specific storage locations or cloud platforms based on your needs.

*A global pharmaceutical company was conducting clinical trials for a new treatment. Researchers needed to classify patient data as "highly confidential" and migrate it to a secure cloud storage environment. Zubin's Self-Service Data Classifications can be used to help researchers easily classify the data based on pre-defined templates. Once classified, automated workflows can securely migrate the data to a designated cloud storage location with restricted access controls. This will empower researchers to manage their data efficiently and securely, ensuring compliance with data privacy regulations governing clinical trials.*



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## Data Observability & Root Cause Analysis

Imagine a financial institution building a credit risk assessment model. If the training data contains errors like incorrect income information or missing loan repayment history, the model might misclassify borrowers, leading to unfair loan denials.

### Ensure Data Integrity with Zubin



Zubin's Data Observability & Root Cause Analysis goes beyond discovery – it ensures your data stays healthy. By leveraging the power of metadata and content analytics, Zubin continuously monitors data usage within pipelines. Personalized dashboards keep data owners informed, while automated alerts flag potential issues. Imagine a data scientist working on a credit risk model being notified of potential data quality problems through an alert. Zubin empowers them to easily identify the root cause of the issue (ROT), preventing bad data from impacting the accuracy of their model. This proactive approach ensures your data is reliable and trustworthy, leading to better decision-making across your organization.



*A common challenge faced by banks is building accurate credit risk assessment models. If the training data used for these models contains errors, such as incorrect income information or missing loan repayment history, the model might misclassify borrowers. Zubin's Data Observability & Root Cause Analysis utilizes machine learning to continuously monitor data quality within pipelines and pinpoint anomalies such as ROT that could skew the model. This allows them to identify and rectify errors in the training data, leading to more accurate and reliable credit risk models.*

## Data Owner Control & Actionability

Data owners often lack the technical skills or user-friendly tools needed to effectively manage their data. This can lead to a feeling of helplessness and a lack of control over their data.

70% of consumers want more control over their personal data.



### Empower Informed Action with Zubin

Zubin goes beyond just finding your data; it puts you in control. The user-friendly self-service interface features pre-built dashboards and personalized data workflows. This intuitive design allows data owners to easily access information about their data, understand its usage, and take decisive action. Data owners can see a clear breakdown – what types of data they hold, where it's stored, and who has access to it. Zubin's platform empowers them to take action directly. They can request data deletion (where applicable), restrict access for specific users, or initiate data transfers – all without writing a single line of code. Zubin makes data management accessible, placing the power of control firmly in the hands of data owners.

*A hospital researcher faces challenges managing scattered patient data across departments, risking data silos that hinder collaboration and research progress. Zubin's Data Owner Observability, Control & Actionability empowers researchers and clinicians with user-friendly dashboards for easy access and oversight of patient data. This ensures compliance with privacy regulations while facilitating secure data sharing among colleagues, accelerating medical advancements.*

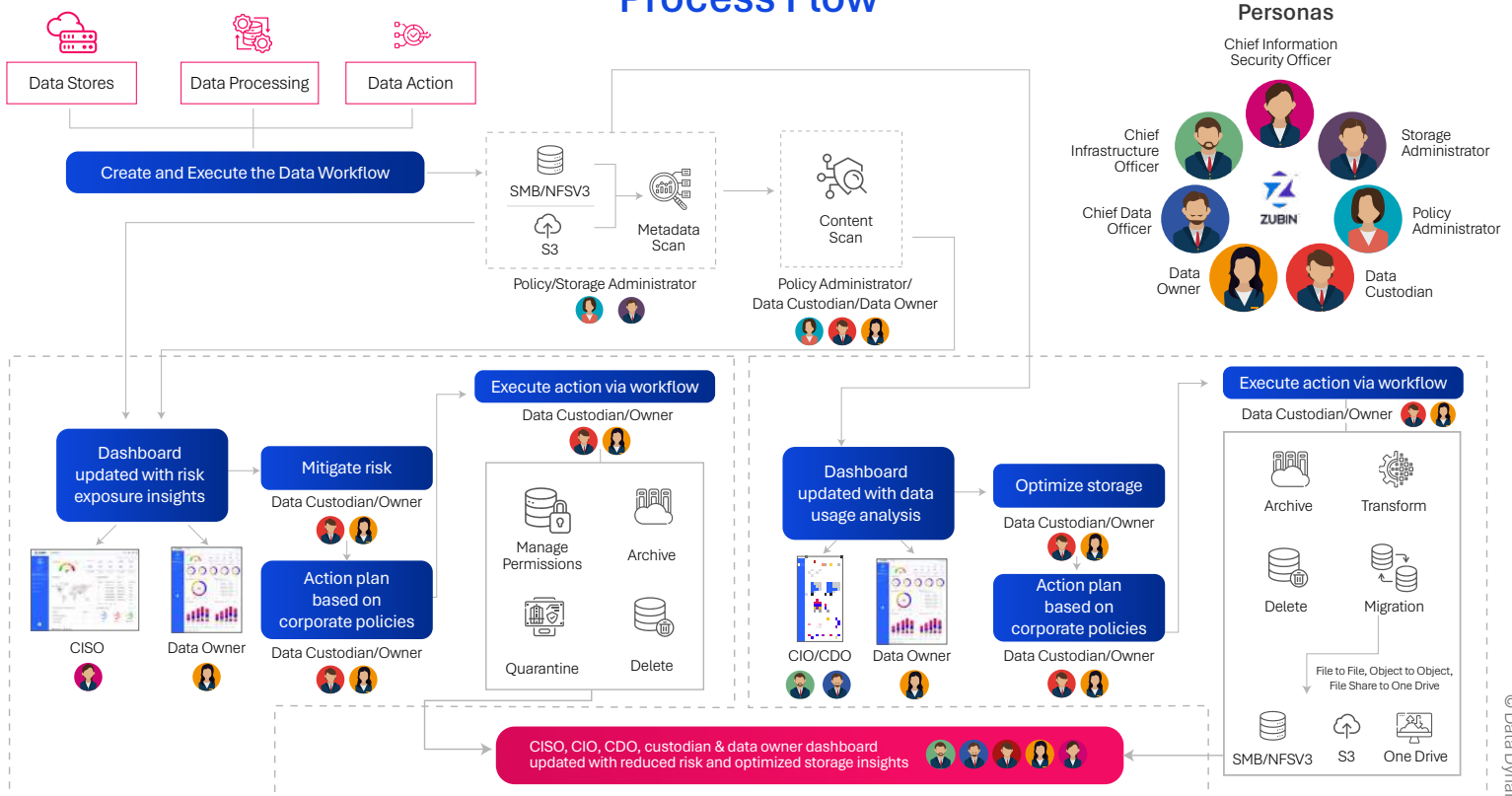


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# A Closer Look at What Makes Zubin Stand Out



## Process Flow



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

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