DATA DYNAMICS®

Unified Unstructured Data Management with Data Dynamics

Customer Success Stories:
The Energy Industry

Global Warming! Climate Change! …Industrialization!

These frightening terms are part of today's reality and are increasing at an alarming rate. As a result of the global industrial revolution and population explosion, the carbon footprint is increasing, contributing to global warming and climate change. One of the world's most pressing challenges is reducing carbon footprint, and every energy company is looking for ways to reduce greenhouse gas emissions. Energy companies are adapting newer technologies to transform towards clean and renewable energy sources, become carbon neutral and eventually attain their net-zero dream.

The Energy industry typically generates 10TBs of data daily from its thousands of disparate sensors planted across various locations. The data from these sensors need to be interpreted in real-time to optimize field production. But often, this data is in silos, unstructured, and unknown. This creates data management discrepancies and adds to unnecessary costs, time, and resources. Analyzing personnel, equipment, operational performance, weather, geological, and other data helps interpret and optimize field production in real time. Moreover, when it comes to implementing new technology and transforming an enterprise digitally, it is difficult, given the massive amounts of data generated every day. Cloud computing is one such technology that is in high demand but can get easily derailed if data is not analyzed, secured, governed, and migrated effectively.

It is imperative for energy organizations to adopt effective data management practices to modernize their existing infrastructure. The biggest challenge, however, is making sense of massive sprawls of unstructured data - **What** and **where** is the data? **Who** has access? Is it **secured and compliant** ?
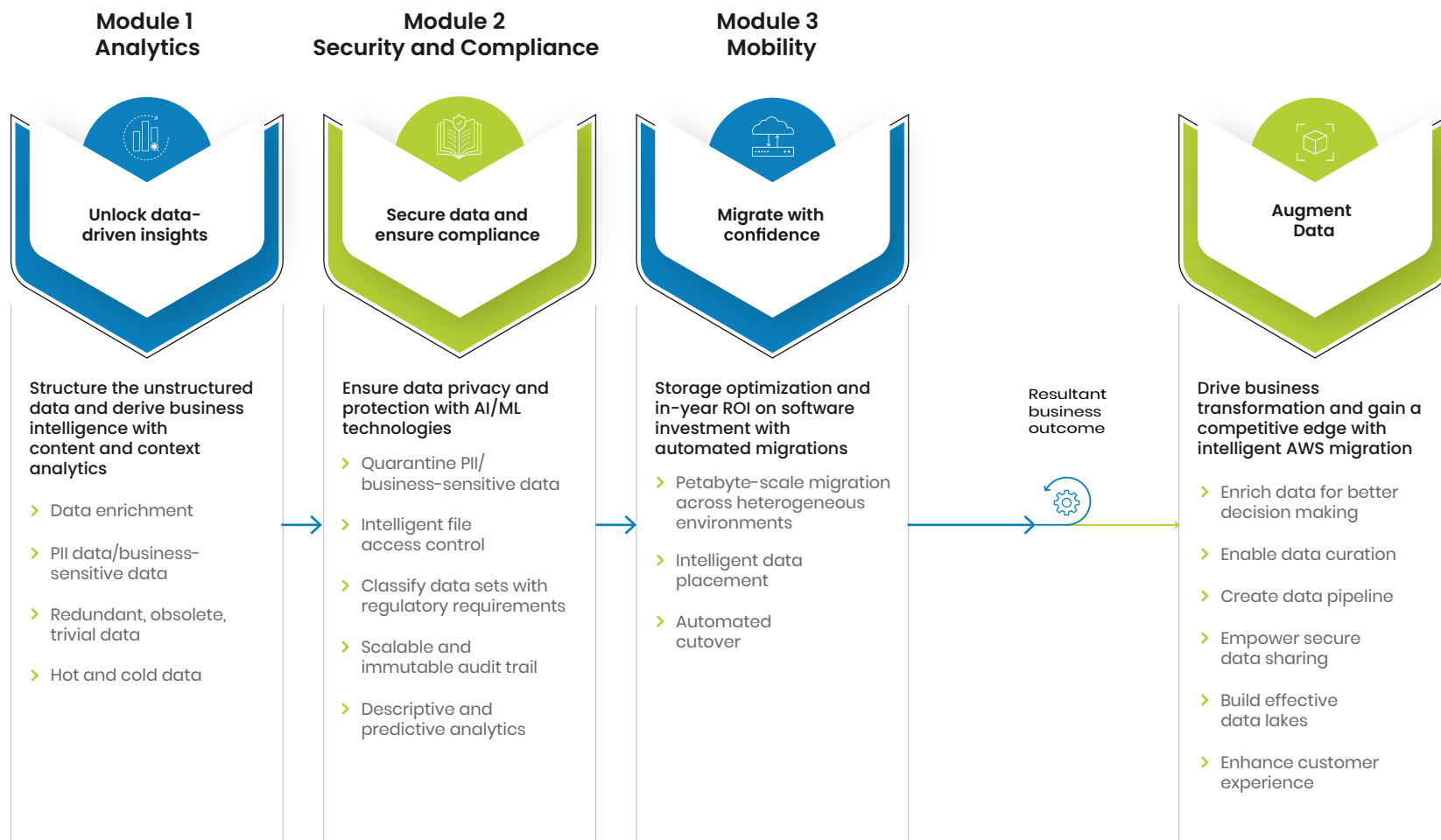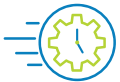
We have the answer…

Unified Unstructured Data Management with Data Dynamics

Data Dynamics Inc. offers a unified unstructured data management software that provides enterprises and customers with comprehensive and coherent data management by structuring their unstructured data. 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 software to structure their unstructured data, unlock data-driven insights, secure data, ensure compliance and governance and drive cloud data management.

The software encompasses four modules

Module 1 Analytics	Module 2 Security and Compliance	Module 3 Mobility		Augment Data
Unlock data-driven insights	**Secure data and ensure compliance**	**Migrate with confidence**		**Augment Data**
Structure the unstructured data and derive business intelligence with content and context analytics	Ensure data privacy and protection with AI/ML technologies	Storage optimization and in-year ROI on software investment with automated migrations	Resultant business outcome	Drive business transformation and gain a competitive edge with intelligent AWS migration
> Data enrichment	> Quarantine PII/ business-sensitive data	> Petabyte-scale migration across heterogeneous environments		> Enrich data for better decision making
> PII data/business-sensitive data	> Intelligent file access control	> Intelligent data placement		> Enable data curation
> Redundant, obsolete, trivial data	> Classify data sets with regulatory requirements	> Automated cutover		> Create data pipeline
> Hot and cold data	> Scalable and immutable audit trail			> Empower secure data sharing
	> Descriptive and predictive analytics			> Build effective data lakes
				> Enhance customer experience

Business Outcomes

10X Higher Productivity: Unstructured data analysis through data classification, visualization, risk identification, and downstream automation results in higher overall productivity. It elevates operational efficiency and positions enterprises at the pinnacle of innovation, driving sustained success and a competitive advantage in a dynamic business landscape.

80% Risk Mitigation & 50% Data Sprawl Reduction: Intelligent data lifecycle management for dark data marks as a pivotal advancement in data sprawl reduction, driving substantial data optimization and fortifying governance against cyber threats and unauthorized access. It enhances organizational resilience and positions enterprises at the forefront of data-driven security, ensuring continued growth and innovation.

200% Faster Cloud Migrations: Sustainable data modernization needs data-driven cloud adoption, blending data analytics, optimization, policy-based automation, & data lifecycle management. This enhances overall efficiency & accelerates net-zero goals. Enterprises, by transcending traditional boundaries, position themselves as transformation leaders in the dynamic era of AI advancements.

Data Democratization: Empowering enterprises with a strategic approach to achieve data democratization. This enables data owners to swiftly access, comprehend, and extract optimal insights from expansive unstructured data landscapes in a governed, secure, and optimized manner.

60% Lower Total Cost of Ownership: Consolidating multiple data lakes through advanced data analytics significantly reduces the total cost of ownership (TCO) and strengthens the overall security posture. This process empowers data owners and positions enterprises at the forefront of cost-effective, secure, and agile data management practices.

In-year ROI on Software Investment: Aligning storage optimization and risk mitigation initiatives culminates in a sub-12-month ROI, maximizing resource efficiency & financial prudence. By enabling data owner empowerment, enterprises are poised to accelerate the realization of tangible returns and foster a culture of control, innovation, and trust.

99.64% error rate reduction and 280X reduced cost of error recovery: Data-driven, policcy-based migrations that reduce errors and enable intelligent, fast, aand secure petabyte-scale unstructured data migrations across heterogeneous environments.

Customer Success Stories

▶ 600 TBs of Data Migrated in 20 Days and Cost Savings of Millions of Dollars in Data Center Closure
for One of the World's Seven Multinational Energy "Supermajors" Fortune 50 Company

🎯 Business Need

- To rapidly reduce carbon footprint
- Drive cost improvements
- Consolidate data centers to the cloud

Challenges Faced

- Azure data migration delays causing an expenditure of $10s of millions of dollars
- 600 TB Data Center Closure
  - Migrate data to ANF
  - Maintain proper ownership and access
- 250+ volumes
- 45 days to move
- Additional challenges include manpower & migration expertise, performance lags, lack of scalability, loss of metadata/security, and complexity

💡 Solution Offered

The deployed solution was a blend of multiple tiers of Azure NetApp Files, Azure Files, Azure Blob, with Data Dynamics' StorageX for efficient data migration within strict timelines:

- Identified a set of matching shares/exports to be moved
- Facilitated the transfer or migration of SMB/NFS source files across heterogeneous storage resources
- Enabled automated access control security management for Security Identifiers (SIDs)
- Made changes to SIDs, removed orphaned SIDs, and preserved SIDs during file movement
- Provided cutover estimation estimates for the time required to move the data

Business Impact Delivered

- 600 TBs of data migrated in 20 days
  - File migration to ANF Ultra
  - File Tiering with ANF Ultra and Standard
- Recognized data center closure savings of $10s of millions of dollars

59% in Run Rate Reduction & 10X Increase in Productivity by Implementing Intelligent Data Lifecycle Management
for One of the Largest Fortune 50 Energy Companies

Business Need

- Implementing Storage Lifecycle Management
- Mitigating risk resulting from Data Sprawl & obsolete technology
- Streamline data management and operations for cost optimization
- Classification of data for identification of critical and dark data

Challenges Faced

- Unstructured Data Growth and Sprawl
  - Created Business Risk (Legal and Compliance)
  - Created IT Risk (Stressed Production, Backup, and HA Systems)
  - Non-Critical Data managed as Critical Data
- Lack of data understanding and lifecycle management
- Risk associated with obsolete technology
  - Decreased productivity, increased support cost, parts availability

Solution Offered

Leverage Data Dynamics' Intelligent Data Management software for:

Mobility
- Use of automated policy-driven capabilities of StorageX to migrate data across different storage vendors and tiers
- Scan 10s of billions of files

Analysis
- Use AI/ML to classify data
- Intelligent identification of sensitive data
- Metadata analysis for storage optimization

APIs for Business Process Integration

Business Impact Delivered

- Enhance data understanding
  - Data enrichment through file metadata discovery and classification (tagging)
  - Remediation of dark and sensitive data
- Cost saving through data classification and storage optimization
  - Every 1% of data archival from file to S3 resulted in a reduced cost of $3 million / year
  - Data rationalization – optimizing infrastructure use to reduce cost
- 59% cost savings through improved TCO/efficiency for high-risk file storage environments
- 10X increase in productivity
- Eliminate Risk from end of life / out-of-support environment

Reduced Enterprise Carbon Emissions with Intelligent Cloud Adoption
for Fortune 20 Energy Company

Business Need

- To rapidly reduce carbon footprints
- Drive cost improvements
- Consolidate data centers to the cloud in order to reduce carbon footprints.
- Reduce oil and gas production and lower emissions while keeping up cash flow by growing bioenergy.
- Accelerating net-zero ambition – the aim is to be net-zero by 2050 or sooner across operations, production and sales.

Challenges Faced

- Azure data migration delays causing an expenditure of $10s of millions of dollars
- 600 TB Data Center Closure
    - Migrate data to ANF
    - Maintain proper ownership and access
- 250+ volumes
- 45 days to move
- Additional challenges include manpower & migration expertise, performance lags, lack of scalability, loss of metadata/security, and complexity

Solution Offered

- Structured the unstructured data with Data Dynamics combined the CDMC™ Cloud Data Management Capabilities Framework and four proprietary practices to ensure effective cloud adoption:
- An unified approach – Unlock data-driven insights, secure data, ensure compliance and governance & drive hybrid cloud data management
- Reimagining cloud migration – Transition from traditional Lift and shift to intelligent data-driven migrations
- Assured in-year ROI on software investment – Storage optimization and risk mitigation creates sub-12-month ROI
- Enabled unparalleled scale and compute power – Build compatibility with scalable cloud applications and APIs ensuring flexibility, zero-latency & downtime, and cost savings

Business Impact

- 600 TBs of data migrated in 20 days
- 35% reduction in operational emissions
- Low carbon energy projects grew by 400%
- 60% savings through improved TCO
- 3X faster migrations and 10X increase in productivity
- Recognized data center closure savings of $10s of millions of dollars

▶ 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

▶ The Data Dynamics Difference 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

Request a demo today

or get in touch with our experts at **solutions@datdyn.com** | **(713)-491-4298**
www.datadynamicsinc.com