DATA DYNAMICS®

Unified Unstructured Data Management with Data Dynamics

Customer Success Stories:
The Finance Services Industry

Data is the new oil of the digital economy. It's a valuable asset, and extracting useful insights from it in today's digital world is greatly beneficial for businesses. Knowing revenue and costs is not enough anymore. Data helps enterprises understand what influences their KPIs and business goals. It accelerates their digital journey and helps them meet the ever-changing needs of their customers and markets. Deriving valuable insights from existing data gives businesses an edge over their competition, meets trending demands, and remain profitable.

Data management may be even more daunting for businesses, especially the banking and financial services industry, given a large amount of customer data such as credit card and bank account numbers, pin numbers, and other highly sensitive information. PII and business sensitive data, when left unattended, unanalyzed, and unprotected, is an open invitation for cyber-attacks and breaches. 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 in high demand, but can get easily derailed if data is not analyzed, secured, governed, and migrated effectively.

It is imperative for financial services 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** ?
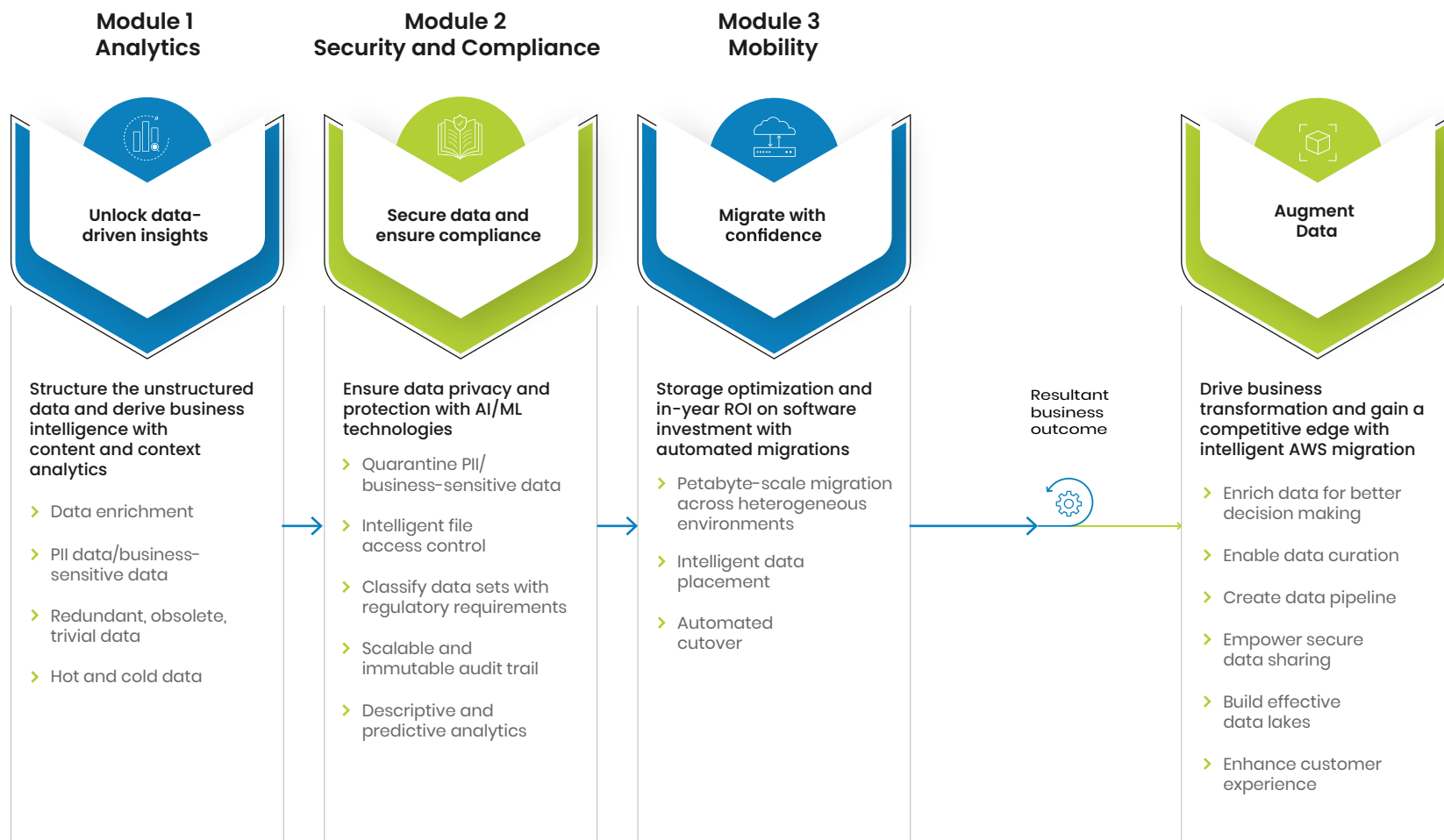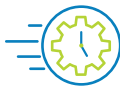
We have the answer...

▶ 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 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

Unlock data-driven insights

Structure the unstructured data and derive business intelligence with content and context analytics

- Data enrichment
- PII data/business-sensitive data
- Redundant, obsolete, trivial data
- Hot and cold data

Module 2
Security and Compliance

Secure data and ensure compliance

Ensure data privacy and protection with AI/ML technologies

- Quarantine PII/ business-sensitive data
- Intelligent file access control
- Classify data sets with regulatory requirements
- Scalable and immutable audit trail
- Descriptive and predictive analytics

Module 3
Mobility

Migrate with confidence

Storage optimization and in-year ROI on software investment with automated migrations

- Petabyte-scale migration across heterogeneous environments
- Intelligent data placement
- Automated cutover

Resultant business outcome

Augment Data

Drive business transformation and gain a competitive edge with intelligent AWS migration

- Enrich data for better decision making
- Enable data curation
- Create data pipeline
- Empower secure data sharing
- 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

▶ 80 billion Files of Data Sprawl – Intelligent Data Management to Protect Customer Privacy and Reduce Risk of Data Exposure
for a Fortune 50 U.S. Bank with more than 50M users worldwide

Business Need

- Data sharing for internal constituents while protecting customer privacy
- Integrating organizational data silos with data governance to enhance security, compliance, and privacy controls

Challenges Faced

- Unstructured, unsecured, duplicate, and ungoverned data sprawl of customer PII leading to potential data exposure, cyber threat, and non-compliance
- Lack of customer data intelligence leading to multiple customers follow-ups and poor CRM
- Lack of centralized data management, interoperability, and efficient data sharing & access

Solution Offered

Identification
- A preliminary assessment of data sets and identifying deep insight within data
- Classification of data location, format, extension, type of data, and more

Analysis
- Removing duplicates and optimization of search by adding data tags
- Data analytics for higher governance and risk mitigation
- Identify files with privacy information

Action
- Applying intelligence to the high-risk data for compliant and secure data management
- Creating an immutable audit log backed by blockchain technology to track the data access activities
- Data consolidation to drive compliance, analytics, and security, and giving role-based access

Business Impact Delivered

- 80 billion files of data sprawl optimized to reduce the risk of data exposure

- In an era where the average cost of a data breach in the USA is $7.91 million, we helped the bank mitigate potential penalties with a fortified compliance & security ecosystem by:
  - Consolidating the data governance across data silos and role-based access
  - Data intelligence to optimize data sprawl and technology-driven privacy controls
  - Realized an ability to report to regulators efficiently
  - Strengthening customer trust
  - Eliminated reputational risk

▶ Data Migration from Non-trusted Storage to Azure Cloud Storage
for a partially acquired leading third-party administration (TPA) solutions provider

Business Need

- Migrating millions of files from untrusted storage source to Azure cloud in a partially acquired company environment
- Moving ACLs along with the data for the new users and groups in the new organization
- Migrating users from one domain to the new one as per the ACLs

Challenges Faced

- Migrating data from an unknown and untrusted infrastructure hosted on another domain
- Complexities involved in building trust while migrating the data from an unknown source
- No software for data migration that guarantees privacy while moving data from an unknown source to Azure
- Migrating and redirecting SIDs from old users in another domain to the new users in the new domain

Solution Offered

StorageX Migrations

- StorageX Migration for moving data to Azure from the unknown and untrusted data center and fileservers.
- StorageX's capability to migrate data across domains, even the untrusted ones, was one of the key highlights of this solution.
- While doing the Migration, StorageX's capability of performing inline SID translation turned out to be a lifesaver for the holding company, as they could preserve the ACLs. At the same time, StorageX translated the old user SID to the new one on the target.

Business Impact Delivered

- Quick and safe Migration between heterogeneous infrastructure
- Scale-out using a central console and remote universal data engines
- Smooth transit of business processes from the acquired company to the holding company

▶ 40 Petabytes of Data Migrated, Managed, and Consolidated with a Unified Unstructured Data Management Software
for Fortune 20 financial services institution

Business Need

- Data sharing for internal constituents while protecting customer privacy
- Integrating organizational data silos with data governance to enhance security, compliance, and privacy controls

Challenges Faced

- A massive expanse of unstructured data
- Lack of consistency across a global footprint
- Varying legacy standards as a result of multiple acquisitions
- Increasing storage cost
- Complexities in unstructured data management
- Risks in moving from legacy infrastructure to the new platform

Solution Offered

Data Dynamic's Unified Unstructured Data Management Platform:

- A single platform to manage CIFS and NFS migrations from NAS platforms to NetApp Data ONTAP, ensuring data security and migration without any risk
- Automation of the migration process by updating the DFS links automatically
- The policy-based approach maximized user data access, minimized cutover windows, user downtime, and other disruptions related to file storage rebalancing, migrations, consolidations, and tech refreshes
- Data migration by consolidating their data centers and introducing effective data governance, intelligent data insights, and data lifecycle management in parallel

Business Impact Delivered

- Data consolidation resulted in global standardization for enhanced downstream automation, significantly improved efficiency as well as next-level risk management
- Migration of more than 40PBs of data distributed across 35,000 volumes on 876 filer nodes, delivering data location optimization, cost savings of over $37M, and data analysis
- This automated migration process ensured that the infrastructure deployed was consistent across all the data centers globally
- StorageX 8.5 enabled customers to manage and consolidate petabytes of data with a single pane of glass

▶ 3 Million Files Scanned for PII identification with a Unified Unstructured Data Management Software
for a Fortune 50 Financial Institution with offices in 50+ countries

Business Need

- Data consolidation across multiple locations globally
- Identification of sensitive information from the millions of files spread across the globe
- Ensure data protection for sensitive data identified and plan remediation for enhanced data compliance and governance

Challenges Faced

- Massive unstructured data spread across multiple geographical regions and needed data consolidation across the US, UK, Europe & Asia Pacific
- Increasing storage costs because of the widespread global data estate
- Complexities in unstructured data management
- Concerns related to the risk of moving data to a new S3 platform

Solution Offered

Data Dynamics' unstructured data management software

- Single installation of software for data consolidation and multiple regions.
- Content Analytics backed by Data Science Engine for a Single Pane view of Personal Identifiable Information (PII) data
- Risk Classification using industry-standard compliance and governance templates (system & custom)
- Empower user to perform a free text search for a processed analysis set
- Remediation for the identified sensitive data – Quarantine, Secure, and Audit Trail backed by Blockchain

Business Impact Delivered

- Centralizing the management of the sensitive data for key geographies

- 21K files with PII/sensitive data detected from 3MN files scanned for better risk management and remediation

- Audit Trail: Immutable audit log for better security

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 Globe 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