



Unified Unstructured Data Management with Data Dynamics

Customer Success Stories:
The Healthcare Industry

Hospitals and healthcare organizations handle sensitive data every day, creating a need for strong data management practices. Data management in healthcare is the process of collecting, storing, analyzing, and sharing data. It's used to streamline processes such as patient registration, disease tracking, and reporting to insurance companies. These processes are becoming increasingly complex due to regulatory requirements from GDPR and HIPAA, the need for interoperability due to the advent of telehealth & telemedicine, and the adoption of new technologies like AI and the Internet of Things (IoT). With this increased complexity comes a greater need for data management systems in healthcare.

In the past year, healthcare has seen explosive growth in telehealth, preventive care, outbreak tracking, virus testing, remote working, and medical research, among other things. Did you know the Healthcare industry generates 30% of all global data! By 2025, it is projected to grow at a compound annual rate of 36%, which is 6% faster than manufacturing, 10% faster than financial services, and 11% faster than media & entertainment. 80% of the data generated is unstructured and comes from disparate sources, many of which use different data handling methods and equipment. This results in data management discrepancies, security threats, wasted storage costs, time, and resources. PHI and business-sensitive data when left unattended, unanalyzed, and unprotected is an open invitation for cyber attacks and breaches. Also, 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.

In a nutshell, healthcare data management goes beyond simply organizing medical data; it also includes consolidating and analyzing it to provide efficient patient care. To make optimum use of the substantial amounts of healthcare data, it is first necessary to organize unstructured data, then analyze it for value-based patient care, safeguard PHI security, and ensure compliance with HIPAA.

However, the most difficult step is making sense of the massive amounts of unstructured data – **What** and **where** is the data? **Who** has access? Is it **secured and compliant**?

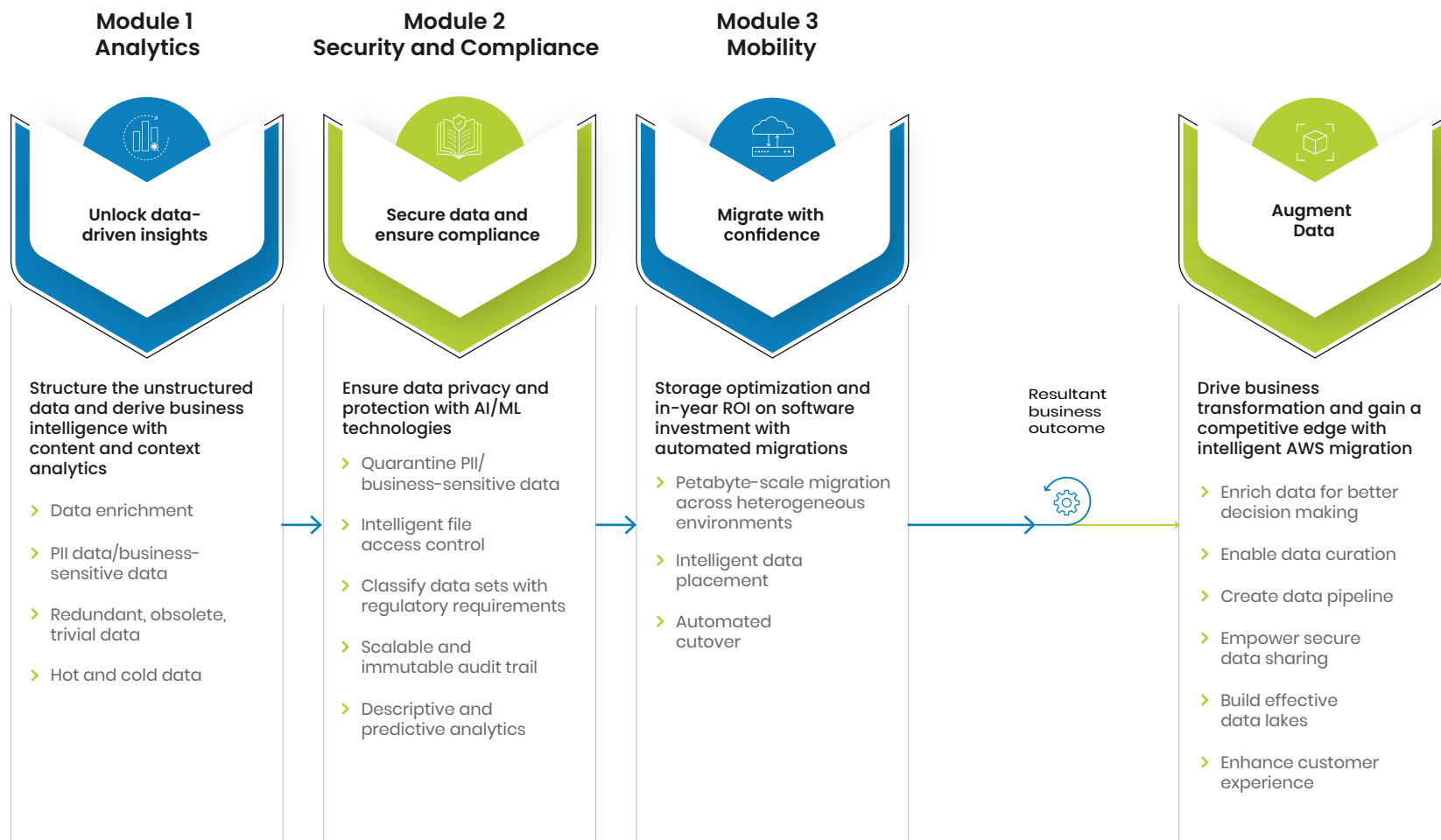
We have the answer...



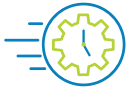
► Unified Unstructured Data Management with Data Dynamics

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 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



► 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.



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.



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.



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.



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.



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



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.





Customer Success Stories

► 96% Reduction in Customer Outage Time and 100% ROI in Data Center & Storage Migration

for One of the World's Largest Fortune 500 Healthcare Data Science Technology Company



Business Need

- Merger & Acquisition
 - Tech Refresh
 - Incompatible versions
- Heterogeneous Vendor Storage
- Data Migration and consolidation



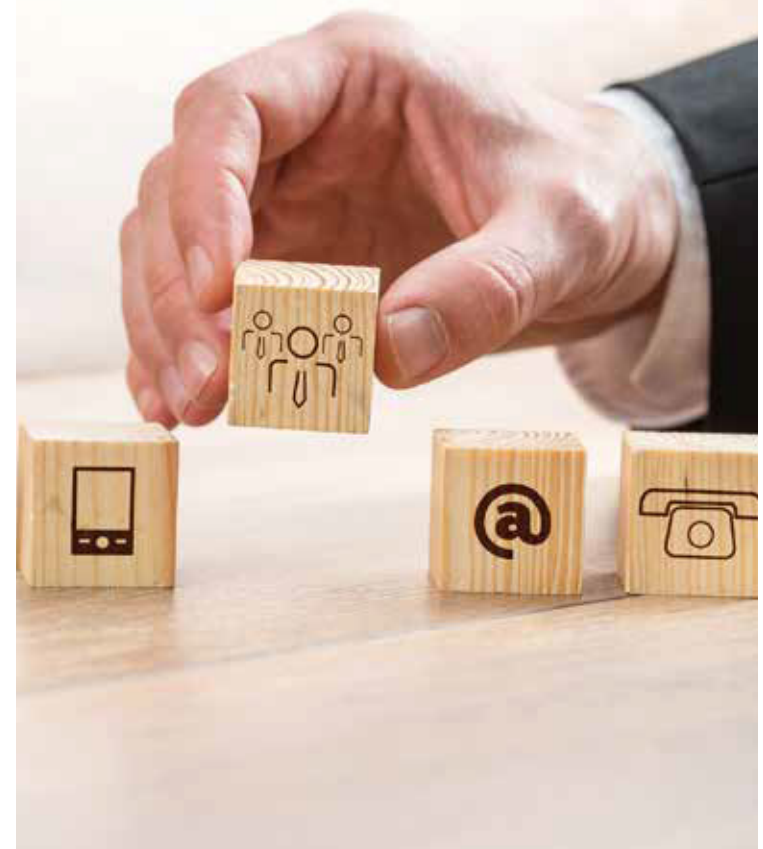
Challenges Faced

- Mixed distinct data ownership on the same volume
- 24-hour outage windows for data migrations
- Complex data integration of acquired companies
- Security and access complexity creating data loss
- Massive penalties for invalidated clinical trial data – paid \$0.5M+ in fines per occurrence



Solution Offered

- Use of automated, policy-based file data migration to ensure the right data was moved to the cloud
- Automation and standardization, using a unified platform – from 12 to 24-hour outage during data transfer to one minute
- Accelerated data integration and migration of acquired companies to the master data center by reducing the complexity of unstructured data from arrays, separate ACLs, and different domains
- Intelligent data analysis to gain visibility and knowledge of the data, for data compliance, improved productivity, and a 100% reduction in potential penalties



Business Impact Delivered

Data Dynamics' unified data management software helped the customer achieve:

- 96% reduction in customer outage and 100% ROI during data transfer
24-hour outage reduced to sub-hour
- 97% improvement in data integration of acquired companies to the master
From 30 days to one day
- Zero penalties related to invalidation of data
- Reduced cost of data migration



► \$7.5 MN Annual TCO Saved by Implementing Intelligent Data Lifecycle Management for Dark Data

For One of the Top 5 Integrated Healthcare Services Companies in the World



Business Need

- To implement Data Lifecycle Management
- Mitigate risk resulting from Data Sprawl
- Understanding the data for better accessibility, security, and management
- Manage Dark data for cost optimization
- Optimizing File Data storage



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
- Dark Data (Older than 5 years, not used)
 - 1/3 of Storage was for files untouched for 5 Years
 - 1/2 of files were orphaned



Solution Offered

- Implemented Data Dynamics StorageX capabilities.
- Analytics – Metadata scan and file level tagging
 - Archive – File to Cloud Object
 - Replication – File to File Sync
 - Migration – File to File Move/Transform/Security
 - APIs for Business Process Integration



Business Impact Delivered

- Enhance data understanding
- Enabled File metadata discovery and classification (tagging)
- Identified Dark Data and potential risk exposures
- Enrich metadata for AI, ML
- Annual savings of \$2 MM / PB
- TCO savings of \$7,500,000 annually
- DC Consolidation Acceleration

► Top 5 Medical Device Manufacturing Company Analyzes and Modernizes 2 PB of Data With Data Dynamics for One of the Top 5 Medical Device Companies in the World



Business Need

- Identify the ownership of data based on users across three company subsidiaries – energy, healthcare and airline
- Segregate healthcare data from the parent organization's global file estate and move it to the healthcare vertical
- Re-permission files based on the vertical and users
- Conduct a privacy assessment for healthcare data



Challenges Faced

Multinational conglomerate with a global file estate comprising of data from three distinct subsidiaries resulted in:

- Data silos which restricted efficient data sharing and accessibility
- Lack of ownership of data
- Lack of data knowledge
- Lack of data visibility
- Data Sprawl and risk associated with private data



Solution Offered

A unified data management software by Data Dynamics was implemented for:

Data Analysis:

- Removed duplicates and optimized search by adding data tags to identify the owner of the file (based on verticals)
- Re-permissioning of the files based on ownership
- Data analytics for higher governance and risk mitigation by identifying files with PII
- Enabled secure data sharing by supporting data obfuscation

Mobility:

- Metadata Scanned 10s of 100s of files and performed metadata analysis to discover and tag healthcare data set
- Use of automated policy-driven capabilities to migrate data across healthcare vertical



Business Impact Delivered

2 PBs of healthcare data across 6 geographical location was identified and moved to the healthcare vertical for simplified and secured data access and sharing

- Enhance data understanding: Data enrichment through file metadata discovery, classification, and tagging
- Gained visibility: Reduction of data storage waste by removal of duplicate files
- Actionable intelligence for 110M data files
- Secured access to patient diagnostics with automatic access control, policy-driven file re-permissioning, and file security management

► Modernizing 150 TB of Data for 92 Hospitals in 22 States for One of the Largest Not-for-Profit Health Care Systems in the U.S.



Business Need

- Need to decommission older PACs systems at 2 locations
- Classification of data and gaining data insights from the PACs images
- Maintain the data in the PACs images even without the original PACs systems
- Migrate images to NetApp storage grid 11 system for cost optimization
- Have the ability to retrieve patient's data in the future if necessary



Challenges Faced

- PACS systems stored images on the older NetApp StorageGrid9 platform with only CIFS/SMB and NFS protocol capabilities.
- StorageGrid9 is being retired, and it is at its end-of-support/ end-of-life stage
- Lack of knowledge about the patient's data
- High maintenance cost of the old data systems



Solution Offered

Implemented Data Dynamics' StorageX capabilities:

- The StorageX F2O API was selected because it provided a way to move each image seamlessly and added relevant object tags as files are transformed.
- It was used for metadata analysis and classification of PACs images
- A custom script was generated out of each image name after analysis of its relevant metadata. The script created a F2O API job for each image.
- StorageX was connected to an on-premises storage to collect the necessary image file, transformed it to an object of the same name in the destination SG11 bucket, and added the appropriate object tags which described the image.



Business Impact Delivered

Modernization of the data systems leading to improved patient care:

- Data enrichment through intelligent data classification by metadata analysis
- Enabled the ability to study and derive insights from the patient's data for the ease of retrieval
- The migration into object storage with improved patient's data access and cost savings
- Data can now be accessed with or without PACs system
- Addition of object tags helped in easy retrieval of patient's care for future reference, thereby enabling improved patient care
- Decommission old PACs systems and saved on the maintenance costs of the old data systems

► 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

