



# Unified Unstructured Data Management with Data Dynamics

Customer Success Stories:  
The Manufacturing Industry

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Globally, every industry is heavily dependent on data. Manufacturing is no exception. Since 2012, several companies have taken the lead in implementing Industry 4.0 across their manufacturing networks. They are investing significant time and money in their digital transformations and harnessing new technologies like advanced analytics, AI, and machine learning (ML). Companies at the top of the pack are capturing benefits throughout the entire manufacturing value chain – increasing production capacity & reducing material losses, improving customer service & delivery lead times, achieving higher employee satisfaction, and reducing their environmental impact.

Manufacturing companies have kept data at the center of their digitalization strategy. 53% of industrial manufacturers believe information and analytics provide their organizations with a competitive advantage. They have realized that taking a deep dive into historical process data, identifying patterns and relationships among discrete inputs and outputs, and optimizing them can have the biggest impact on yield. Additional benefits include identifying patterns in production and labor, quickly adapting to changes in buying behavior, minimizing operational downtime, and reducing business risks.

A manufacturer's first step to leveraging all these benefits is to assess what kind of data it has in its possession. In most companies, vast amounts of process data are collected but used only for tracking purposes, not for improving operations. There is no structure and no definition to the data, which quickly leads to unstructured data sprawls and, consequently unstructured data swamps.

The manufacturing industry is inundated with unstructured data. The unstructured data in enterprises is over 80% – 90%, increasing at a rate of 55% – 65% per year due to digitization. Data collected from within and outside the company is often stored using multiple data lakes across disparate storage environments. This data contains valuable information that must be structured, centralized, and indexed to help analyze patterns, extract actionable insights, and optimize processes.

With manufacturers realizing the importance of improved data visibility, analytics, and governance, it is imperative they adopt a modern data management approach. 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?

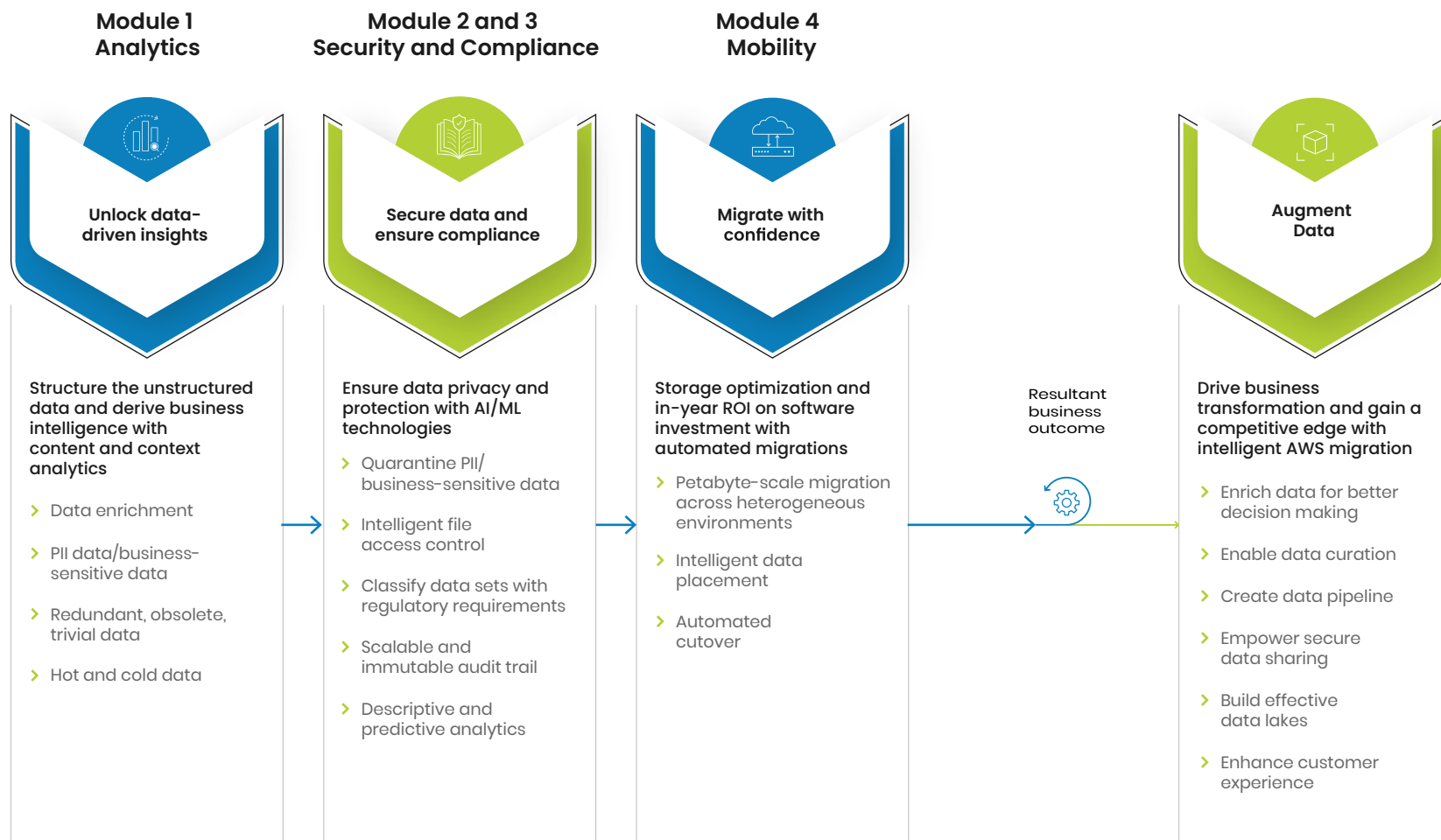
**We have the answer...**



## ► Unified Unstructured Data Management with Data Dynamics

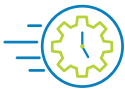
Data Dynamics Inc. offers a unified unstructured data management software that provides enterprises and customers with comprehensive and coherent data management by structuring their unstructured data. Proven over 28 of the Fortune 100, the Software uses a blend of automation, AI, ML, and blockchain 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

## ► 3+ Petabytes of Unstructured Data Analyzed, Cleansed, Tiered, and Archived Using a Lightweight Single Data Management Software for Fortune 50 multinational automotive company



### Business Need

- Getting data insight (metadata) into the file share environment
- Data cleansing, tiering, and archival after analysis
- Data access management
- Self-service portal for admins to provide access to specific owners of the Shares
- Data storage optimization



### Challenges Faced

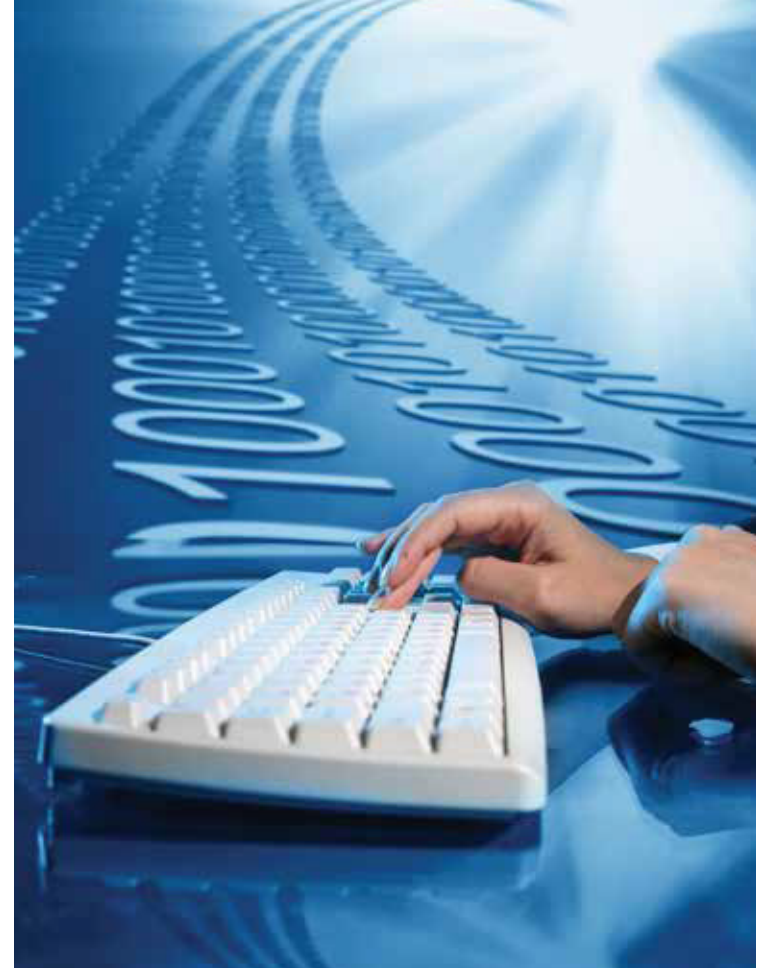
- More than three petabytes of unstructured data in a NetApp/Isilon File Share Environment
- A dark data sprawl residing across an entire file share environment
- Increasing storage costs due to lack of unstructured data storage optimization
- The missing link between data and business value
- Challenges in ensuring the Right access to the right people to the right data



### Solution Offered

Data Dynamic's Unified Unstructured Data Management Software – StorageX:

- Single and unified software to manage the unstructured data sprawl of more than three petabytes residing on NetApp/Isilon File Share environment
- Assessment, identification, and classification of data for better search and storage optimization
- Custom tagging extended data search results for deep analytics and data tiering
- The automated, policy-based approach for maximized user data access
- Creating an immutable audit log backed by blockchain technology to track the data access activities
- Intelligent data insights for data-driven business and higher governance and risk mitigation



### Business Impact Delivered

- Metadata-driven data management
- Identified dark data for storage optimization
- Dynamic storage scaling on the basis of changing workloads
- Data governance across data silos
- Role-based access and privacy controls
- Data intelligence to modernize the data estate and reduce the data sprawl



## ► 37.5 Million Directories Migrated with the Final Cutover 48 Hours Using StorageX

for a Fortune 10 US-based Technology Company



### Business Need

- Move billions of files from NetApp's Infinite Volume to a Flex Group on the same cluster
- Moving millions of directories with millions of files within an allotted time.
- Sync incremental updates in the files
- Achieving optimal throughput while migrating files



### Challenges Faced

- During the file movement process, the file system was constantly being updated, causing additional efforts in comparison and update.
- Allotted cutover window of 48 hours only
- The previous tool was unable to sync the incremental copies of the baseline copies delaying the process and adding glitches
- Achieving optimal throughput while migrating the files with accuracy



### Solution Offered

StorageX was selected to perform the migration of the process:

- Single pane view across migration process
- The policy-based approach maximized the data access, minimized cutover windows, user downtime, and other disruptions related to file storage rebalancing, migrations, and tech refreshes
- Minimal disruption to business for cutover, meeting the estimated target of 48 hours
- Sync up of incremental copies of the baseline copies
- Ability to set QoS during replication to minimize client impact



### Business Impact Delivered

37.5 million directories with 977 million files migrated with the final cutover of 48 hours

- Greater efficiency with incremental migration
  - Enabled automated data replication policies facilitating the replication of source files to destination location. The policy ran while migrating the baseline and incremental copies.
- Reduced Outage – Accelerated the migration process within the cluster with minimal disruption





## ► 250 terabytes of data moved to Azure File Share in 16 days for FREE for a Fortune 500 multinational mining company



### Business Need

- Consolidate two data centers from data lakes on Azure cloud environment for better data management
- To close the data centers in order to save cost associated with it
- The company's vision is to move all their legacy infrastructure to Azure in a phase-by-phase manner.



### Challenges Faced

- High cost associated with Data center management:
- Increasing CapEX – Increase in on-prem data center cost related to server hardware, server software licensing, network infrastructure, storage, and backup infrastructure.
- Increasing OpEX – Increase in on-prem data center cost related to server hardware support, software support, network infrastructure support, storage warranty, data center power and facilities, current system admin labor, IT training, and IT staff turnover.
- Had trouble archiving data and optimizing storage because 250 TBs of data contained 84% cold data.



### Solution Offered

Utilized Microsoft's sponsored Data Dynamics' StorageX for free data migration through the Azure File Migration Program.

#### Mobility

- Large amounts of unstructured data from on-premise datacenters were migrated for free into Azure.
- Identified a set of matching shares/exports to be moved
- Provided automated and policy-based migration
- Data from two data centers was consolidated by moving it to Azure File Share.
- Scan 10s of billions of files
- Minimal disruption to business for cutover.

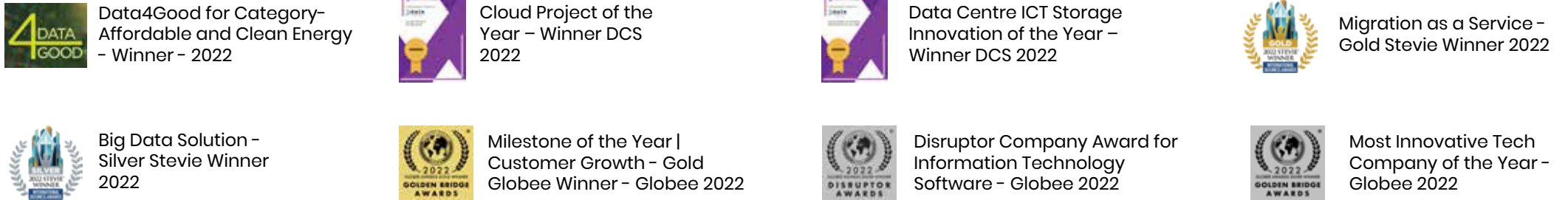


### Business Impact Delivered

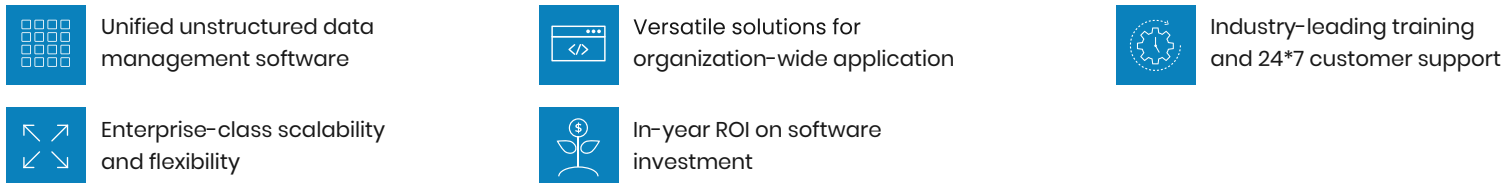
- Consolidated on-premise data centers into Azure File Share resulted in enhanced data management, cost savings, improved efficiency, and next-level risk management.
- FREE migration of data into Azure through Microsoft sponsored Data Dynamics' StorageX helped the company to save a huge amount of migration cost
- Migrated millions of files in just 16 days in a fast, secured, and efficient manner
- 3X faster migration, 10x more productivity through automated and policy-based migration



## ► Awards



## ► The Data Dynamics Difference



## ► The Data Dynamics Difference Trusted by Global Companies



**Request a demo today**

or get in touch with our experts at [solutions@datdyn.com](mailto:solutions@datdyn.com) | (713)-491-4298  
[www.datadynamicsinc.com](http://www.datadynamicsinc.com)

