

## What's Trending at Data Dynamics

### Data Dynamics Unveils Zubin, AI-Powered Self-Service Data Management Software

Introducing Zubin, the game-changer you've been waiting for! Data Dynamics proudly presents this AI-powered self-service data management software that lets organizations take the wheel on data risk, privacy, sovereignty, optimization, and sustainability. With Zubin, we're breaking new ground with a DIY-first approach—because who better to own, control, and act on data than the creators themselves? Empowerment just got an upgrade!



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### Rethinking Data Security: Improving Privacy & Compliance with a Shared Approach

In an AI-powered landscape, achieving the right balance between safeguarding data and maintaining usability is crucial. This paper explores how a Data Democracy by Design approach—shifting data control to data owners through self-service data management—empowers organizations to secure privacy, uphold sovereignty, and meet compliance standards.

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#### EDM Council Webinar:

### Data Privacy & Sovereignty: Self-Service Data Management in an AI World

In today's AI-driven world, how can organizations strike the perfect balance between innovation and the growing demands of citizen data rights and privacy regulations? Join Piyush Mehta, CEO of Data Dynamics, James Arnold, and James Halcomb as they dive deep into the role of self-service data management in helping enterprises protect, manage, and localize sensitive data—empowering every stakeholder, technical or not.

Tuesday, Oct 8, 2024 - 11:00 A.M. EST



[Register Here](#)



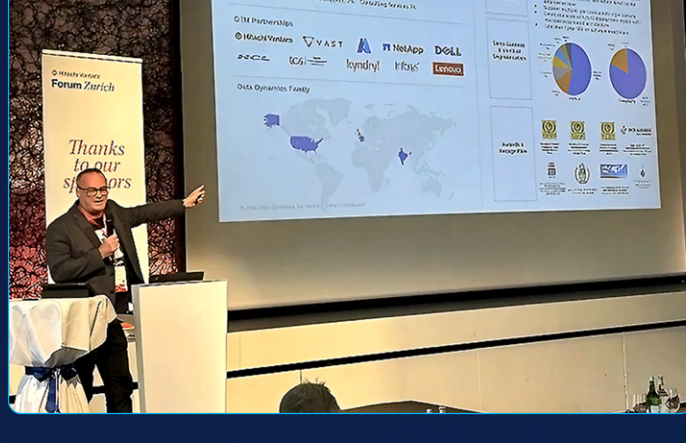
### How to Treat Data as a Dynamic, Fluid Asset While Maintaining Security & Compliance

Data's the lifeblood of innovation, and with volumes set to hit 180 zettabytes by 2024, we're at the edge of massive opportunities—and big risks. As Piyush Mehta, CEO of Data Dynamics, says, "The businesses that win in 2024 will treat data as a secure yet flexible asset." Enter Data Fluidity—a game-changer that breaks silos and keeps data flowing securely.

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### Hitachi Vantara's EMEA Partner Day in Switzerland

Data Dynamics was thrilled to sponsor Hitachi Vantara's EMEA Partner Day in the stunning Swiss Alps! Danny O'Connor and Achim Grotz from our team took the stage to talk all things unstructured data. From optimizing strategies to safeguarding data privacy in our AI-obsessed era, they covered it all. Oh, and as if that wasn't enough, attendees got an exclusive sneak peek of our upcoming AI-powered self-service data management software—because who doesn't want full control of their data?



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### Data Dynamics Wins Business Intelligence Group's Stratus Award for Cloud Computing 2024!

We're over the moon to announce that Data Dynamics has snagged the Stratus Award for Cloud Computing 2024 from the Business Intelligence Group! This win highlights our relentless drive to shape a data-driven future, all while keeping privacy and security at the heart of everything we do.

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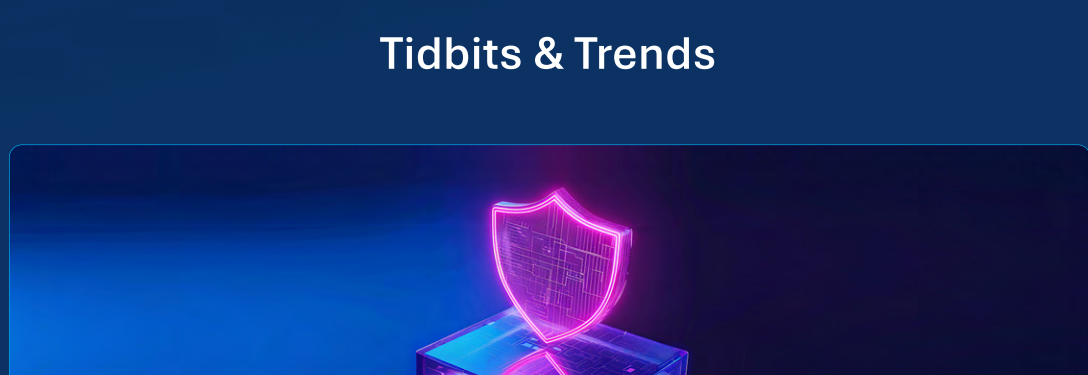
### Changemakers of Tomorrow by Shell

What an unforgettable experience at the "Changemakers of Tomorrow" event hosted by Shell in Bangalore, India! Data Dynamics, in partnership with TCS, explored the future of AI-powered data management in the energy sector. The key focus: As AI workloads surge and data centers expand, can energy enterprises strike a balance between innovation and sustainability, or will one hinder the other?



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### Tidbits & Trends



### Privacy by Design: Is It Really a Foolproof Guarantee Against Data Breaches in Today's Digital Landscape?

Privacy by Design advocates for integrating privacy into the development process right from the start, making it a fundamental aspect of any system rather than an afterthought. In theory, this should create a more secure digital environment, reducing the risk of data breaches. However, the stark reality is that even with these principles in place, breaches are far from rare. In fact, they continue to occur with alarming frequency, raising the question: Is Privacy by Design really delivering on its promise?

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### Data Quality: A Persistent and Dynamic, Ever-Evolving Challenge, Not Just a One-Time Fix

Data is the new oil, they say. But unlike its physical counterpart, data is prone to impurities, inconsistencies, and outright falsehoods. It's a resource that, despite its immense value, remains stubbornly dirty. The prevailing narrative, however, is that this is a solvable problem – a one-time cleanup job that, once completed, will yield pristine data for eternity. This is a dangerous illusion. Data quality is not a destination; it's a journey.

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