

Think Smarter. Modernize your Data with Intelligent Azure Adoption.

Free | Secure | Swift | Scalable



In the Cloud, Let Data Reign...

Data is the backbone of today's digital economy. It's a valuable asset, and extracting useful insights from it can greatly benefit 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 helps them remain profitable.

Data management may be even more daunting for businesses across industries, given the massive sprawl of unstructured data. Did you know that 80% of enterprise data is unstructured, and most companies analyze 12% of their data?

Dealing with unstructured data is like a black hole of unknown possibilities and risks. Enterprises are unaware of what's in there and what they must prepare for. Furthermore, they are entirely oblivious to sensitive information in the sprawl and have no way of securing it while moving to the cloud. They resort to the traditional lift-and-shift approach without data analysis and are prone to incurring more cost, time, and risk. **The key is to adopt a data-driven approach and build a strong Cloud foundation.** The benefits of this approach are significant. The following are a few we can help you accomplish:

10X

higher productivity

60%

lower total cost of data ownership

50%

data reduction from primary storage

80%

risk mitigation

100%

ROI in data center & storage migration

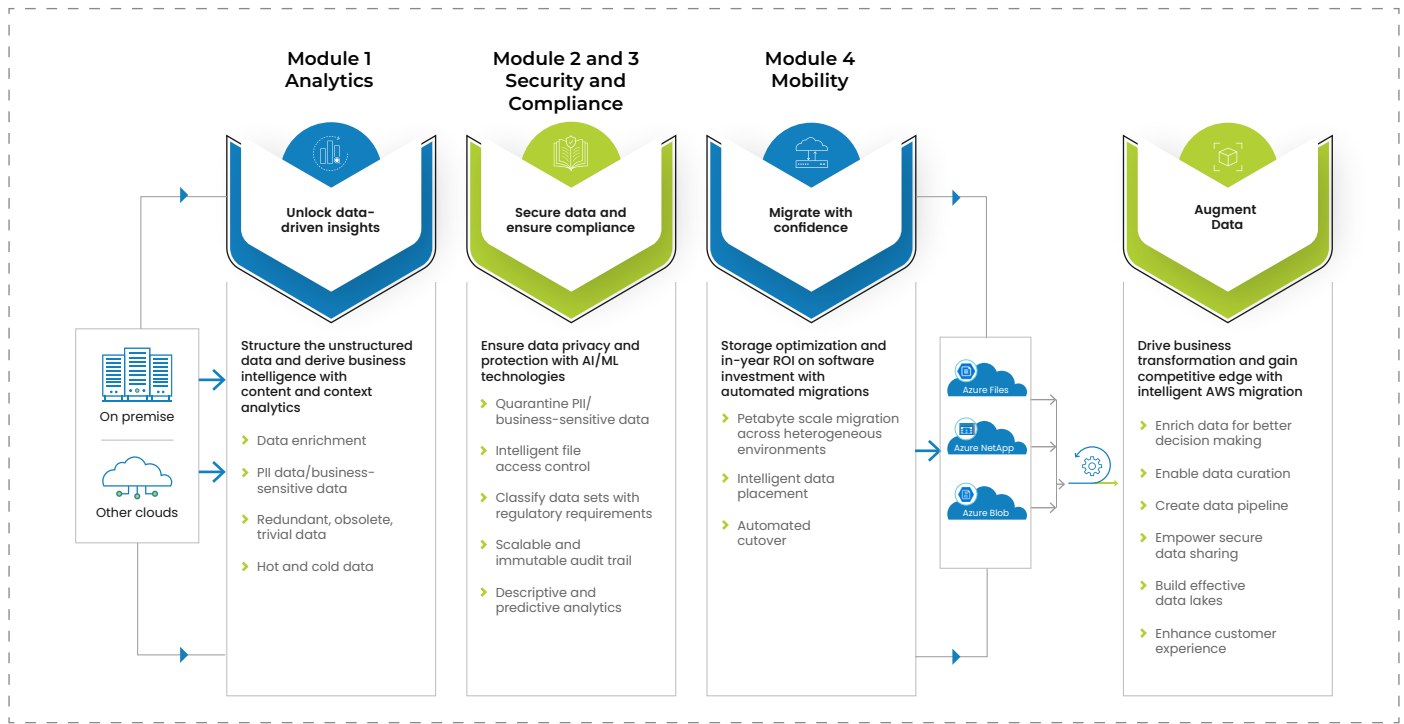
200%

faster cloud adoption










Data Dynamics is collaborating with Microsoft through the Azure File Migration Program to build strong cloud foundations, facilitate efficient and effective cloud adoption, reduce risk, ensure compliance, and enable unparalleled scale and compute power. Our goal is to empower enterprise customers to become Data Custodians of the future by structuring unstructured data and maximizing value through data-driven cloud adoption.

Accelerate Azure Adoption and Enterprise Modernization with Intelligent Unified Unstructured Data Management

Data Dynamics is a leading provider of enterprise data management solutions, helping organizations structure unstructured data with a Unified Unstructured Data Management Platform. Proven in over 26 of the Fortune 100, the Platform 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 platform to structure their unstructured data, unlock data-driven insights, secure data, ensure compliance and governance and drive cloud data management.



Business Value Delivered:

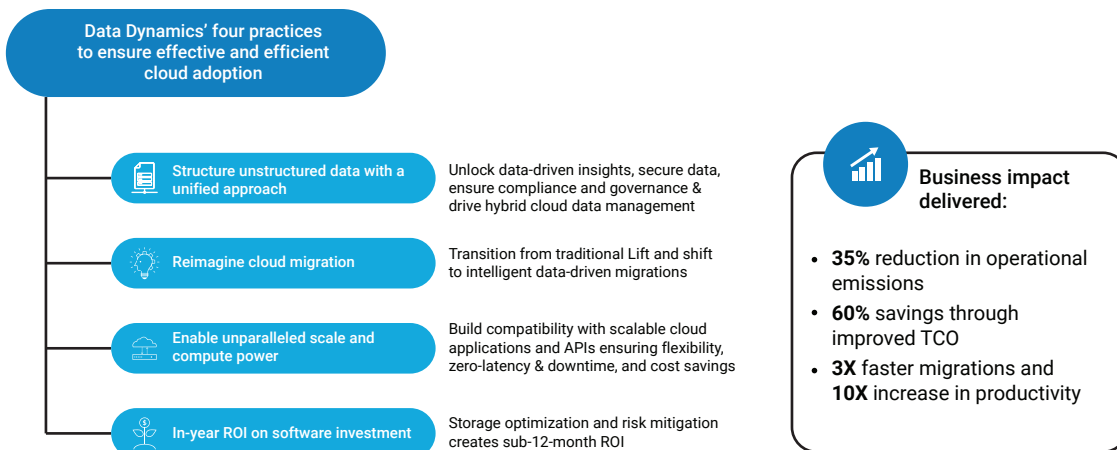
| | | |
|--|---|---|
|  Intelligent Data Management across On-Premise, Azure and Hybrid Cloud. |  Structuring the unstructured data across heterogeneous and Microsoft data sources with classification tagging based on ownership, access, metadata, and content |  Driving intelligent data placement where data is placed closest to the applications that meet data governance and compliance requirements |
|  Automated data migrations to Azure files, Azure NetApp files & Azure Blob |  Automated access control and file security management |  3X faster migrations, 10X more productivity, and 60% reduced TCO |
|  In-year ROI on software investment |  Customers' data growth in Azure applies to their Microsoft Azure Commit to Consume (MACC) |  High-touch customer engagement model-training and 24/7 support |

► Business Outcomes Across Industries

| | Module | Mobility | Analytics | Security | Compliance |
|----------|--------------------|--|---|--|--|
| Benefits | Finance | Policy driven intelligent data mobility to support consolidation and divestitures | Identify personal and business sensitive data to ensure PII protection | Ensuring customer information in banking documents have appropriate access permissions | Immutable audit reporting for SEC, EBA, and other regulatory financial authorities |
| | Energy | Place data as required across regional sites, mega data centers and cloud providers | Conduct in-depth research for actionable insights and interpret production-related findings in real-time to optimize field production | Quarantine upstream or downstream data from risk of ransomware | Records for safety and OSHA reporting in a secure and immutable manner |
| | Pharma/ Healthcare | Secure and efficient exchange of clinical and insurance data between practitioners, patients and healthcare centers. | Classification of patient data for retention, deletion, and future queries | Safeguarding confidential patient data and ensuring chain of custody | Establishes a method for demonstrating that patient data meets HIPAA requirements |
| | High tech | Effective data life-cycle management across teams to optimize infrastructure use. | Extract business data to accelerate time to market and gain a competitive edge. | Isolates data to prevent rogue usage of personal or business sensitive information | Assures state-wide data privacy laws are met and satisfies CCPA regulations |
| | Life Sciences | Effective data life-cycle management across teams to optimize infrastructure use. | Extract business data to accelerate time to market and gain a competitive edge. | Isolates data to prevent rogue usage of personal or business sensitive information | Assures state-wide data privacy laws are met and satisfies CCPA regulations |

► Reducing Enterprise Carbon Emissions with Intelligent Cloud Adoption with Data Dynamics

A new era of co-innovation is rising where cloud providers and organizations are working together to lower their carbon footprint. By consolidating on-premises data centers and data lakes to the cloud in a single data ocean, carbon emissions can be reduced, power and cooling capacity can be restored, resilience can be restored, operational costs can be cut down, and total ownership costs can be reduced. With technology-driven cloud adoption capabilities that are intelligent, secure, scalable, and compliant, Data Dynamics helps companies realize their net zero goal.



Be Azure Smart.

Register your cloud project and start moving data into Azure today. Migrations into Azure are FREE.

Get started here.

► How does Data Dynamics migrate unstructured data to Azure?

- Analytics drives share and export movement based on your data and query criteria. You identify a set of matching shares/exports to be moved and streamline moving them.
- Automated data movement policies facilitate the transfer or migration of SMB/NFS source files across heterogeneous storage resources. Move an entire share or export to a new share or export.
- We give you automated access control security management for Security Identifiers (SIDs). Make changes to SIDs, remove orphaned SIDs, and preserve SIDs during file movement.
- Cutover Estimation estimates the time required to move your data. Use the estimate to decide when you will "cutover" when you stop sharing the source and start redirecting users to the file data in the new location.

Data Dynamics Vs. Traditional Migration Tools: A comparative study. [Click to view](#)

Interoperability Matrix

| Feature | SMB | NFS | Advantage | Feature | S3 | Azure Blob | Cross-platform | Advantage |
|----------------------------|---------------------------|-----------------------------|---------------------------------------|------------------------------|----------------------|--------------------------|-------------------------------------|--|
| Migration | SMB to SMB | NFSv3 to NFSv3 | Can be combined for multi-protocol | Object-to-object replication | S3 to S3 replication | Azure Blob to Azure Blob | S3 to Azure Blob & Azure Blob to S3 | Replicate data to increase data protection |
| File-to-object archive | SMB to Azure Blob Storage | NFSv3 to Azure Blob Storage | Archive data to optimize cost | | | | | |
| File-to-object replication | SMB to Azure Blob Storage | NFSv3 to Azure Blob Storage | Replicate data to increase protection | | | | | |

Note: Conditions apply

► Business Value Delivered

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

[Read the Case Study](#)

59% in run rate reduction & 10X increase in productivity by implementing intelligent data lifecycle management for one of the largest Fortune 50 oil and gas companies

[Read the Case Study](#)



80 billion files of data sprawl – intelligent data management to protect customer privacy and reduce the risk of data exposure for a Fortune 50 U.S. Bank with more than 50M users worldwide

[Read the Case Study](#)

40 petabytes of data migrated, managed, and consolidated with a unified unstructured data management platform for a Fortune 20 financial services institution

[Read the Case Study](#)

► Customer Speak



"Data Dynamics has helped improve our efficiency and effectiveness for data migration and management. By quickly analyzing and filtering data sets, they gave us the perfect control over our data and saved us significant time."

- CTO in the Services Industry



"The ability to solve unstructured data migration problems is very impressive. We used Data Dynamics for dark data assessment and workload tiering and were particularly impressed by their solution's speed and robustness."

- Software Engineer in the Manufacturing Industry



"NAS Migrations were seamless and error-free. Our overall experience is fantastic, and we got an engineer online on-demand. Also, the services team is very helpful in providing training and support during the migrations."

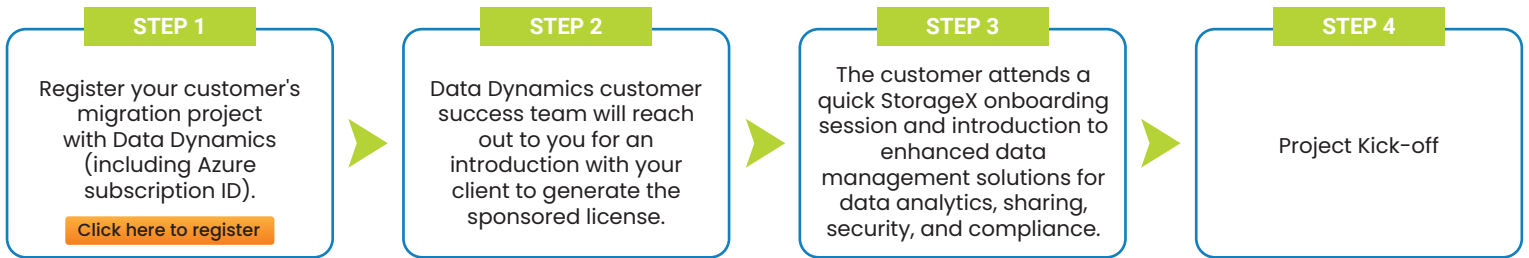
- Program Manager in the Services Industry



"The product performs faster analysis on the huge amount of data and provides astonishing results. This can result in better data management and reduce cost on the organization by eliminating redundant data."

- Senior Software Engineer in the Services Industry

► Four Simple Steps for Your Customers to Begin Migrating Data into Azure with Data Dynamics



► Awards



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



Achievement in Product Innovation – Bronze 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 platform



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

► Trusted by Global Companies

300+
Customers

26 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

Contact us

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