

# Unlocking Object Storage Optimization with Zubin



## Transform unstructured data into a strategic advantage

Enterprises are dealing with explosive growth in unstructured data stored in object buckets. Each object may carry metadata such as access points, ACLs, content type, custom metadata, last modified time, object names, sizes, eTags and storage classes which hints at how critical or costly it is to retain. Without intelligent management, organizations struggle to contain costs, address security exposures and maintain compliance.

## Challenges in unstructured object data

Data sprawl across buckets makes it difficult to identify unused, duplicate or sensitive objects.

Lack of visibility into bucket ACLs and object level permissions increases security risk.

Older or infrequently accessed objects remain on expensive storage classes because lifecycle policies are unclear.

Orphaned or redundant data persists due to missing ownership or duplication across regions.

Compliance mandates and privacy laws require granular visibility into where data resides and who can access it.

## Zubin: a unified self service platform

Zubin is an AI powered self service data management platform that gives data owners control over unstructured data across on premises and cloud environments. It provides a single interface for managing risk, security, privacy, sovereignty, optimization and sustainability, while ensuring centralized governance with decentralized decision making.

# Unified capabilities



Analytics, mobility, security & compliance in one platform – Data Dynamics describes its unified data management platform as providing analytics, mobility, security and compliance. Leveraging insight, intelligence and automation allows enterprises to drive risk mitigation, enhance data security and optimize their storage from a single platform.



Metadata discovery, classification & tagging – Zubin’s analytics suite delivers AI/ML-powered content and context analytics to discover sensitive data, classify it and tag it with metadata. These insights inform decisions about data security, compliance and storage optimization.



Risk exposure management & data containment – Built-in analytics identify over-exposed or sensitive data and help isolate it. Access control and open-share reporting allow administrators to rectify permissions and reduce risk.



Policy driven data mobility – Zubin automates migrations and tiering across SMB, NFS and S3 clouds. Integrated risk controls, secure data sharing and petabyte scale data mobility support hybrid cloud initiatives.



Intelligent tiering & storage reduction – By analyzing file age and access patterns, Zubin uncovers orphaned data and enables intelligent data tiering to reduce storage sprawl and costs.



Continuous analytics & federated governance – Zubin continuously analyzes data patterns and vulnerabilities and balances decentralized actions with centralized policy enforcement. Risk analysis automates classification, quarantines sensitive data and enforces role based access controls.



Data democracy by design – Zubin centralizes governance while empowering stakeholders from data creators to C suite executives to discover, define, and act on their data through a low code self service interface. Granular location controls and compliance monitoring help organizations adapt to evolving privacy regulations.

# Optimization through metadata heuristics

Below are some of the ways metadata heuristics can be combined with Zubin’s insights to drive cost optimization and platform efficiency



## Storage class & last modified time :

Identify objects that have not been accessed for months and tier them to cheaper archival classes. Zubin can propose policy recommendations based on age and last access.



## Object size & content type :

Highlight inefficiencies, such as numerous tiny log files or large cold media objects. Consolidate small files and archive seldom accessed media to reduce storage and request costs.



## eTag & object name :

Detect duplicates across buckets or regions. Duplicate objects can be deduplicated or moved to cheaper storage tiers.



## ACLs & access points :

Review bucket and object permissions to close public buckets, revoke stale access points and remediate over permissive ACLs.



## Custom metadata & tags :

Categorize data by project, department or compliance requirement. Enable cost attribution and targeted lifecycle policies (e.g., delete logs after 90 days).

Through Zubin, these heuristics become actionable. The platform surfaces duplicate and aged objects, flags unused access points and highlights over exposed data. IT teams can then implement native storage policies like lifecycle rules or tiering to migrate, consolidate or delete objects.

# Benefits and business impact

## Cost savings :

Data Dynamics reports that intelligent analysis, remediation and storage optimization have saved clients overUS\$250million in storage costs and 170+years of project time.

## Reduced risk :

Granular access control shrinks the attack surface and support compliance with GDPR, India’s DPDP Act and industry regulations.

## Operational efficiency :

AI driven classification, tiering and policy driven migrations boost productivity, with cloud migrations completing up to three times faster.

## Data trust & sovereignty :

Location aware governance ensures data is stored and processed in the right jurisdiction, while self service controls build trust among stakeholders.

## Scalability & future proofing :

Continuous analytics and federated governance adapt to evolving regulations and AI trends, enabling businesses to innovate while staying secure and compliant.

## Proven results

Enterprises across healthcare, finance and energy have realized dramatic gains. By analyzing and migrating over 400 PB of data, Data Dynamics’ unified platform delivers intelligent analysis and actionable remediation. Customers report tens of millions in savings, TCO reductions exceeding 78%, and rapid migrations of hundreds of terabytes all while ensuring sensitive data is classified, quarantined and compliant with global regulations.

## Next steps

Unlock the full value of your object storage. Contact Data Dynamics to schedule a demo or start a proof of concept. Empower your data owners, optimize your storage footprint and build a future where data is a trusted, strategic asset.



*Secure, Optimize, and Comply – The Future of Data Management Starts Here.*

Your next chapter of success awaits; let's write it together with Zubin.

[Click here for a demo](#)