



Unified Data Management

With Data Dynamics





Business Overview

Est 2012, HQ: Teaneck, NJ

Unstructured Data Management Software

ANALYTICS

- Data Discovery
- Classification
- Index and Search

SECURE

- Data Sharing
- Risk Discovery
- Risk Management

COMPLIANCE

- Privacy
- Governance
- Audit Log

MOBILITY

- Migration
- Data Pipeline
- Copy and Archive

Revenue Breakdown:

Software: 92% Maintenance & Support: 7% Consulting Services: 1%

GTM Partnerships



Data Dynamics Family



Key Highlights

Trusted & Proven

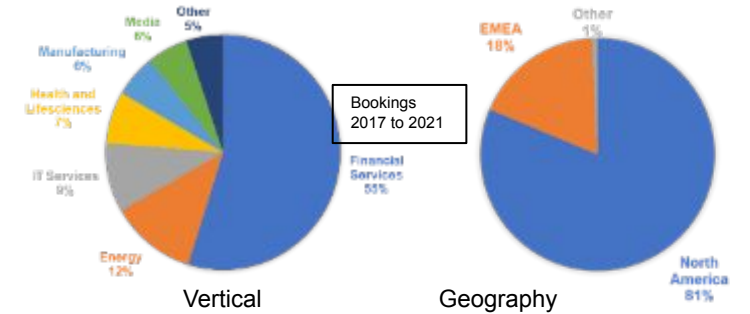
- 300+ clients and 28 of Fortune 100
- Over 400PB of data analyzed & migrated
- Net customer retention rate of 160%¹
- 4.9 out of 5 Customer support rating

Differentiated Value Add

- Unified software vs point solutions
- Support multiple use cases across organizations
- Enterprise scale w/ hybrid deployment model
- Less than 1 year ROI on software investment
- Industry leading training & support

Sales Success & Vertical Segmentation

- Exit ARR +69% CAGR ('17 to '22B)
- Bookings +46% CAGR ('17 to '22B)



Awards & Recognition



» Our North Star - Vision, Mission, and Values



Vision

Empower data democratization by creating transparency that leads to trust between those whose data is stored and the custodians storing it.



Mission

Provide individuals, as owners of the data, to partake in the use and commercial benefit of their data. Provide enterprises, as custodians, a holistic Data Management Software to extract the greatest value from data stored in a secured, governed, and optimized manner.

Core Values

Data Democratization

Our mission is data democratization, ensuring everyone—consumers, employees, stakeholders—has the right to control their data, empowering decision-makers at all levels. It goes beyond data accessibility, focusing on providing knowledge for meaningful change. Privacy and security aren't just features; they're fundamental rights in our solutions.

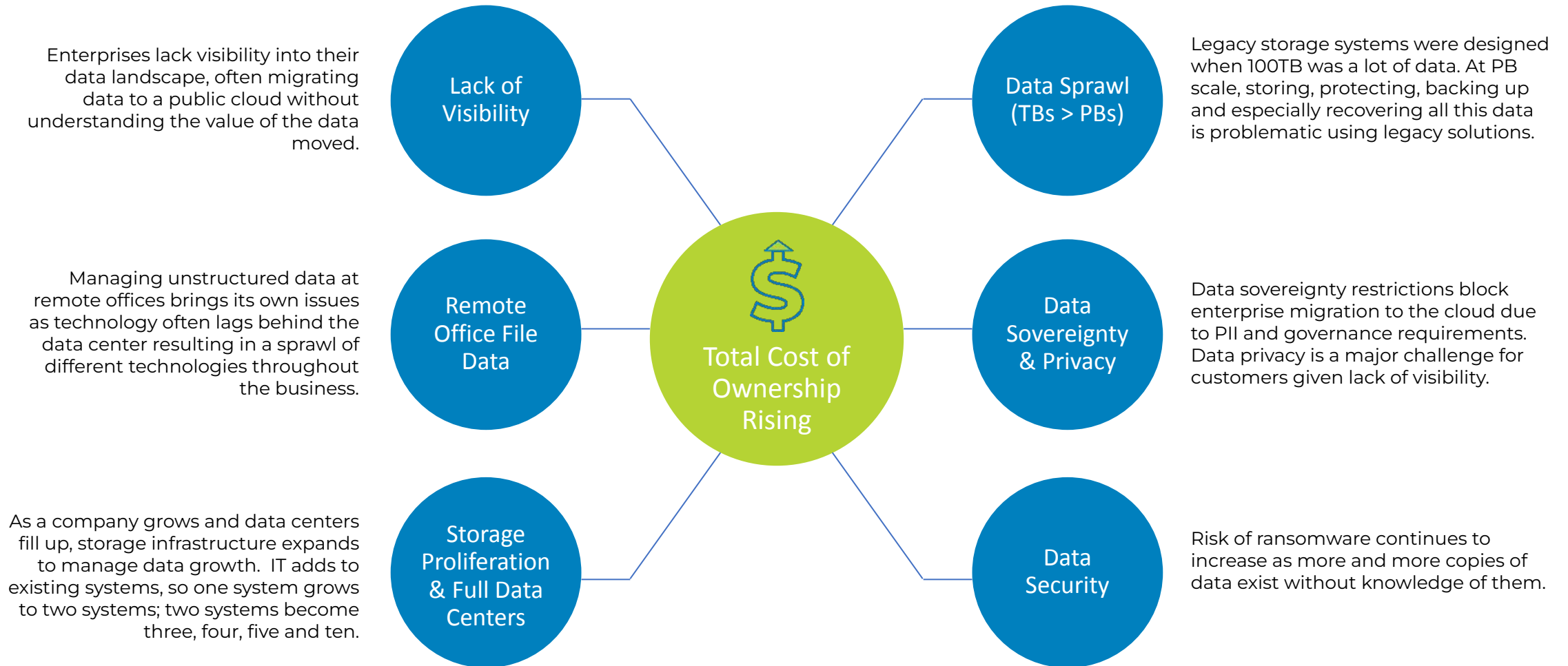
Ethical Data Management

Committed to excellence, we champion ethical data management. Upholding principles of responsible data handling, citizen data rights, and custodianship, we empower customers with next-gen solutions. Our focus is on respecting individuals' data rights, providing maximum control, and embracing a responsible custodian role in the data ecosystem.

Net-Zero Commitment

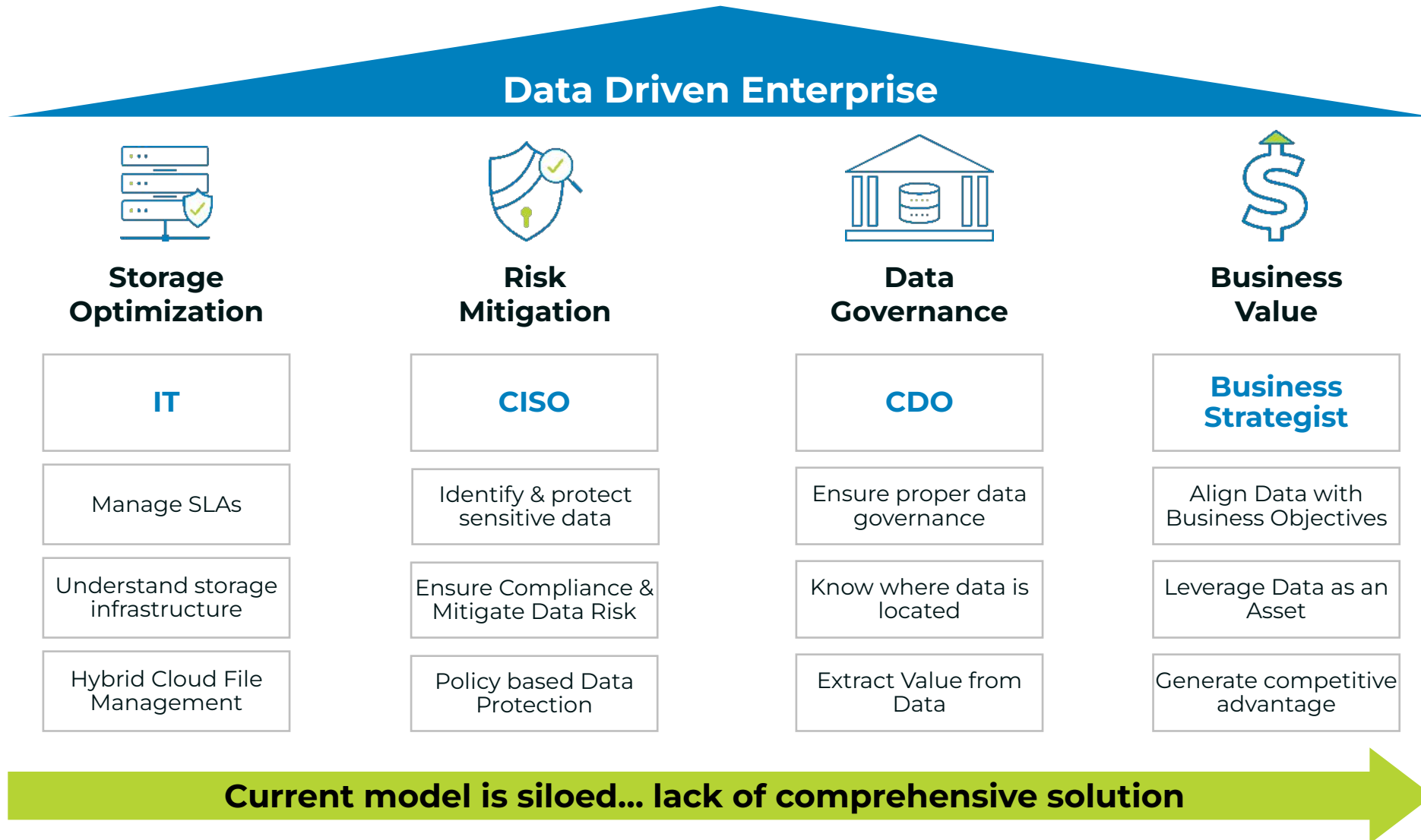
Beyond business transformation, our journey is a commitment to a net-zero future. Our software empowers enterprises to make sustainable decisions, contributing positively to the environment. As technology stewards, we embrace our responsibility, aiming to leave a positive legacy for future generations.

» By 2025, 85% of The Worlds' Data Will Be Unstructured

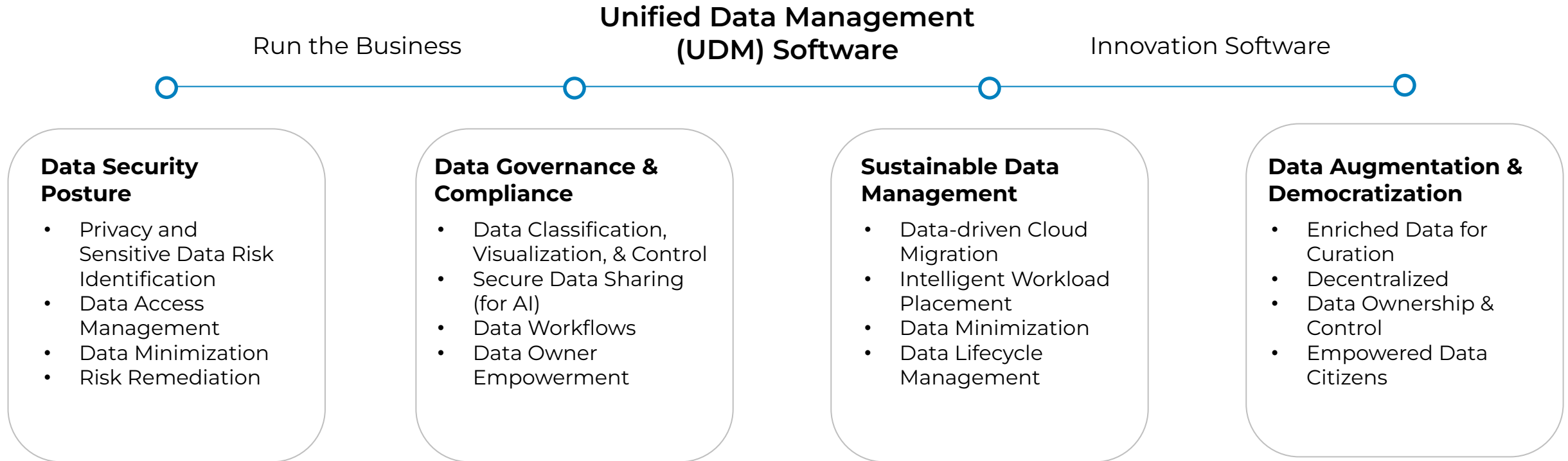


Source: IDC.

» Data Bottlenecks Create Business Bottlenecks



» Customers Can Eliminate Silos With Our...



Our software is used by some of the biggest names in the industry:

300+
enterprises
across
geographies

Eight F100
banks and
financial
institutions

Four F100
energy
enterprises

Six F100
manufacturing
enterprises

Fifteen Top
life sciences
enterprises

» UDM Software: Key Features and Value

1. Data Analytics

Optimize data lifecycle management through metadata discovery, classification, and tagging for insightful usage patterns. AI/ML-powered content analytics discovers and classifies sensitive data, while context analytics provides deeper insights into data context, content, structure, and data relationships.

4. Data Mobility

Automate policy-driven migration across on-premises and cloud platforms seamlessly (Azure, OneDrive, GCP, AWS, etc). Integrated risk controls, like Microsoft Information Protection, ensure secure data sharing, enable petabyte-scale data management, and provide dedicated migration support for intelligent and governed cloud adoption.



2. Data Security

Enhance risk awareness with descriptive and diagnostic analytics. Swiftly isolate sensitive data using data containment, enforce file permissions with access control, and rectify permissions via open share reporting. Advanced data modeling, powered by Regex and AI, ensures precise and adaptive pattern recognition.

3. Data Compliance & Governance

Identify personal data files through data classification and tagging, ensuring regulatory compliance. Blockchain-backed immutable audit logs capture data access activities for reliable internal governance reports.

» Six Key Business Outcomes for Growth and Innovation

80% Risk Mitigation & 50% Data Sprawl Reduction

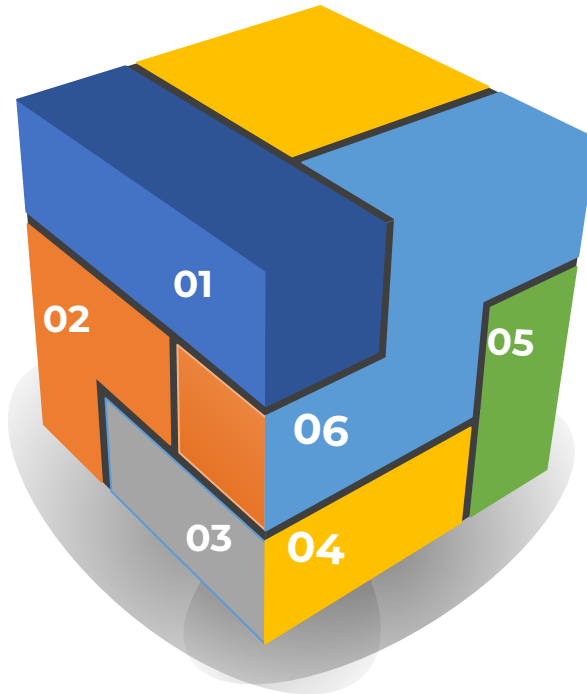
Intelligent data lifecycle management for dark data reduces sprawl, optimizing data and bolstering cybersecurity and governance. Enhance resilience, position your enterprise at the forefront of data-driven security for sustained growth and innovation.

10X Higher Productivity

Analyzing unstructured data through classification, visualization, risk identification, and automation enhances productivity and operational efficiency, propelling enterprises to sustained success.

200% Faster Cloud Migrations

Blend data analytics, optimization, policy-based automation, and lifecycle management for efficient data-driven cloud adoption, ensuring sustained data modernization. Accelerate net-zero goals and lead the transformation in the dynamic AI era.



60% Lower Total Cost of Ownership

Consolidating data lakes with advanced analytics cuts costs and enhances security. Empower data owners and position enterprises as leaders in cost-effective, secure, and agile data management.

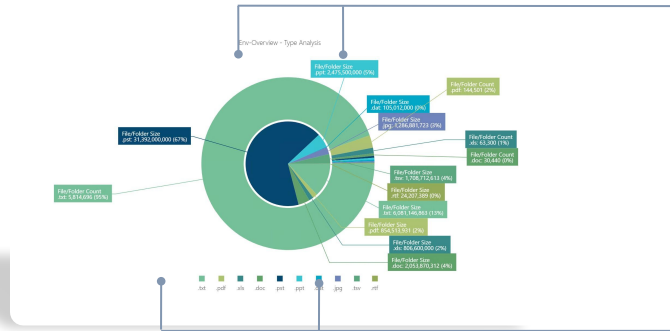
In-year ROI on Software Investment

Aligning storage optimization and risk mitigation delivers sub-12-month ROI, boosting resource efficiency. Empower data owners for accelerated tangible returns, fostering a culture of control, innovation, and trust.

Empower Data Democratization

Empowering enterprises with a strategic approach to achieve data democratization. Enable swift access, comprehend, and extract optimal insights from vast unstructured data in a governed and secured manner.

UDM Software Sneak Peak

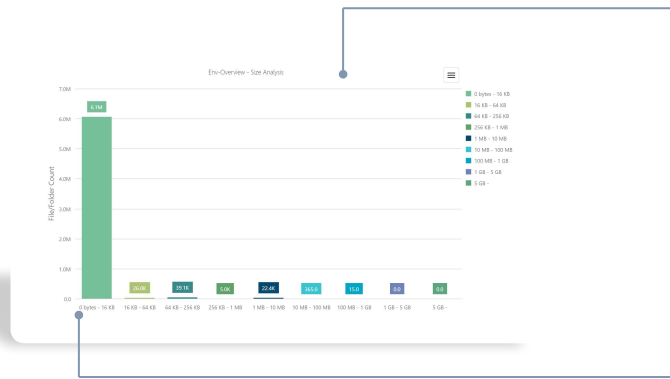


File Type Analysis

Open Share Reporting

Share/Export Summary

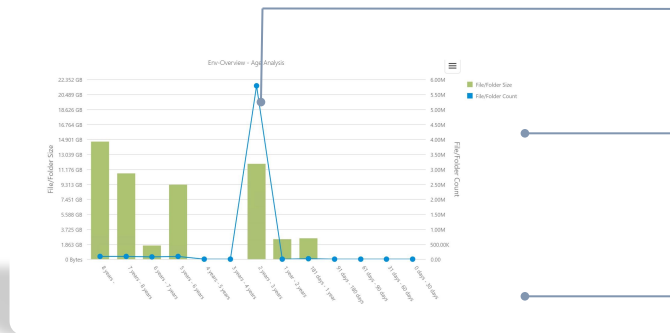
Share/Export Name	Device Name	File/Folder Count	Total Size (in Bytes)
lqunt	se-ak-sw1-npb.local	1	0
share2	se-ak-sw1-npb.local	1	0
vol_1q	se-ph-sw1-npb.local	8	1,421,605
qfs_wd8	se-ad-sw1-npb.local	1	37,819,403
vol_2g	se-ph-sw1-npb.local	29	268,490,617
share2	se-ad-sw1-npb.local	263	1,631,888,813
se-test1	se-ph-sw1-npb.local	522	2,008,647,704
lquntivoid	se-ph-sw1-npb.local	522	2,053,683,140
share1	se-ak-sw1-npb.local	522	2,053,683,140
ph_share1	se-ad-sw1-npb.local	727	2,408,027,278
share3	se-ad-sw1-npb.local	1,007,734	2,748,866,710
share4	se-ad-sw1-npb.local	477,607,5	4,892,582,351
homedrive	se-ph-sw1-npb.local	184,576	19,472,601,740
share5	se-ad-sw1-npb.local	184,735	19,548,166,112



File Size Analysis

Data Dynamics UDM Software

Top Consumer Analysis

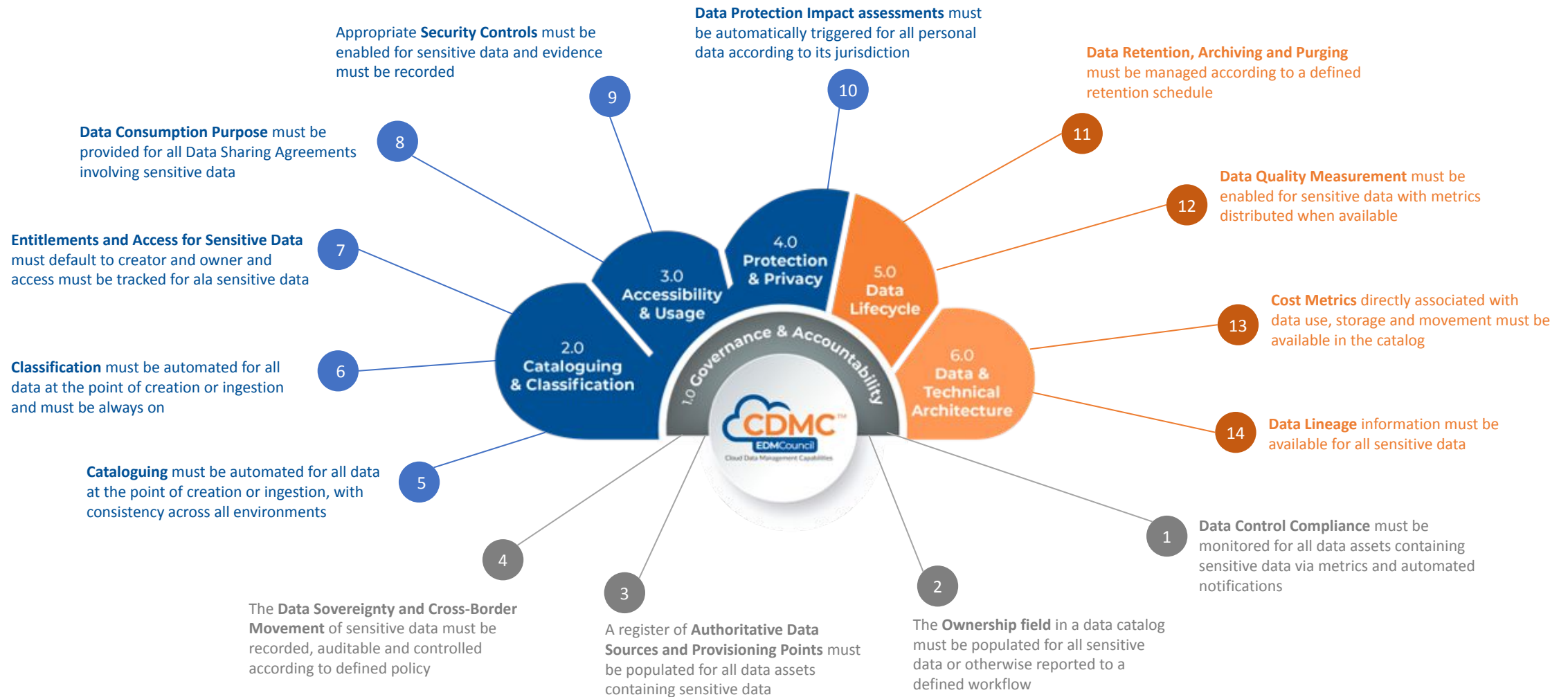


Industry-Wide Use Cases



Finance	Oil & Gas	Healthcare	High Tech	Life Sciences	Manufacturing
Analytics					
Identify personal and business sensitive data to derive more value for the financial customer.	Identify IOT devices with IP addresses in files for upstream business	Classification of patient data for retention, deletion, and future queries	Extract business data to accelerate time to market and gain a competitive edge.	Captures information to keep a track on the performance of drugs or clinical trial phases	Uses advanced analytics for data lifecycle management through usage pattern analysis and data relevance assessment.
Security					
Ensuring customer info in banking documents have appropriate access permissions	Quarantine upstream or downstream data from risk of ransomware	Safeguarding confidential patient data and ensuring chain of custody	Isolates data to prevent rogue usage of personal or business sensitive information	Policy-driven or user-led re-permissions ensure proper data management	Implements strict security protocols to protect intellectual property, sensitive data, and proprietary processes from unauthorized access.
Compliance					
Immutable audit reporting for SEC, EBA, and other regulatory financial authorities	Records for safety and OSHA reporting in a secure and immutable manner	Establishes a method for demonstrating that patient data meets HIPAA requirements	Assures state-wide data privacy laws are met and satisfies CCPA regulations	Chartering data democratization and GDPR governance	Supports compliance to industry-specific regulatory standards, ensuring product quality, traceability, and transparency.
Mobility					
Policy driven intelligent data mobility to support consolidation and divestures	Place data as required across regional sites, mega data centers and cloud providers	Secure and efficient exchange of clinical and insurance data between practitioners, patients and healthcare centers.	Effective data life-cycle management across teams to optimize infrastructure use.	Data sharing within and across research teams in a secure manner.	Enabling seamless data mobility for hybrid cloud adoption

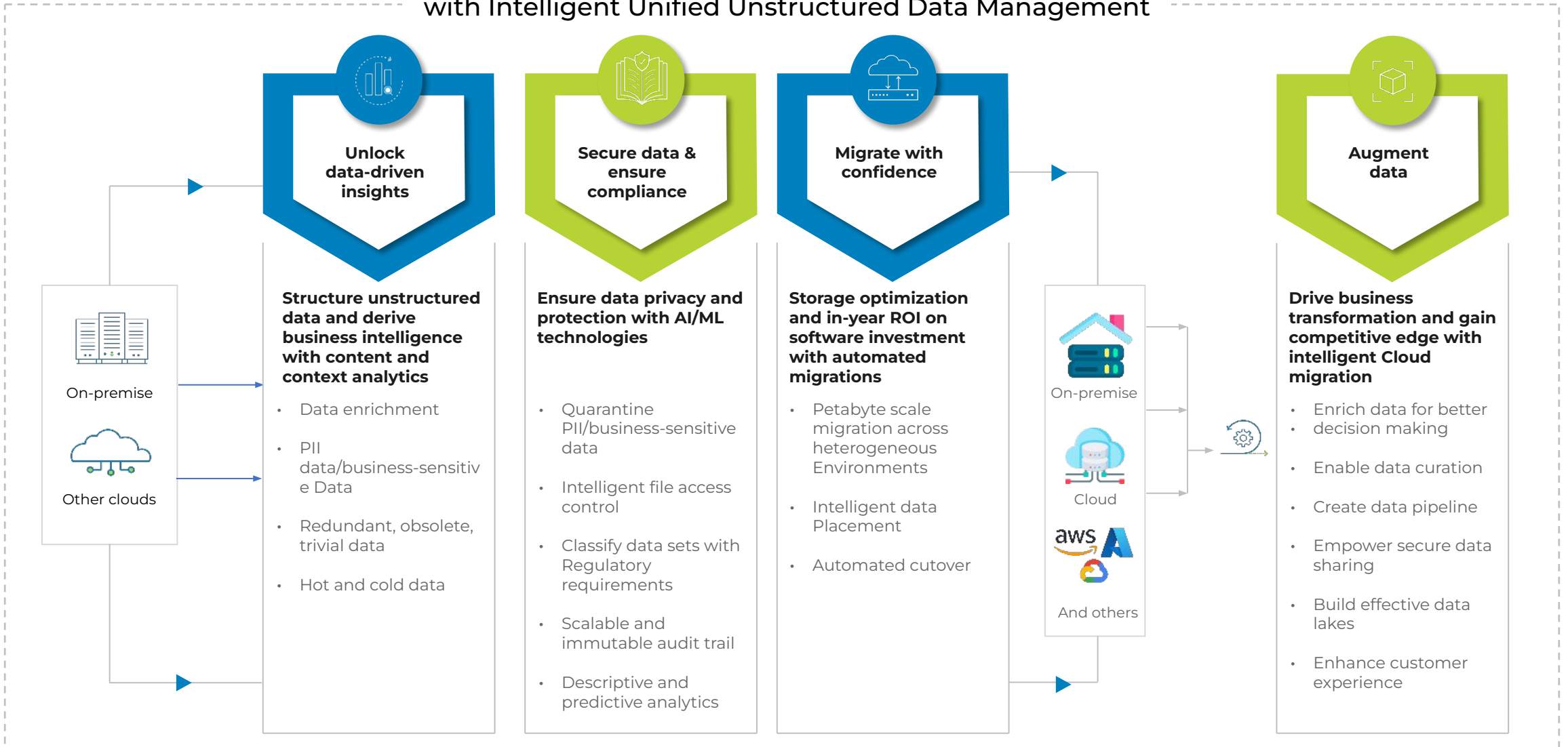
» Our Software Touches All 14 Aspects of Cloud Data Management



Source: EDM Council's whitepaper on Cloud Data Management Capabilities Framework.

» Intelligent Data-driven Cloud-adoption with Data Dynamics

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



» Reducing Carbon Emissions with Data-Driven Cloud Adoption

Data Dynamics' four practices to ensure effective and efficient cloud adoption



Structure unstructured data with a unified approach

Unlock data-driven insights, secure data, ensure compliance and governance & drive hybrid cloud data management



Reimagine cloud migration with a data-driven approach

Transition from traditional lift and shift to intelligent data-driven migrations



Enable unparalleled scale and compute power

Build compatibility with scalable cloud applications and APIs ensuring flexibility, zero-latency & downtime, and cost savings



In-year ROI on software investment

Storage optimization and risk mitigation creates sub-12-month ROI

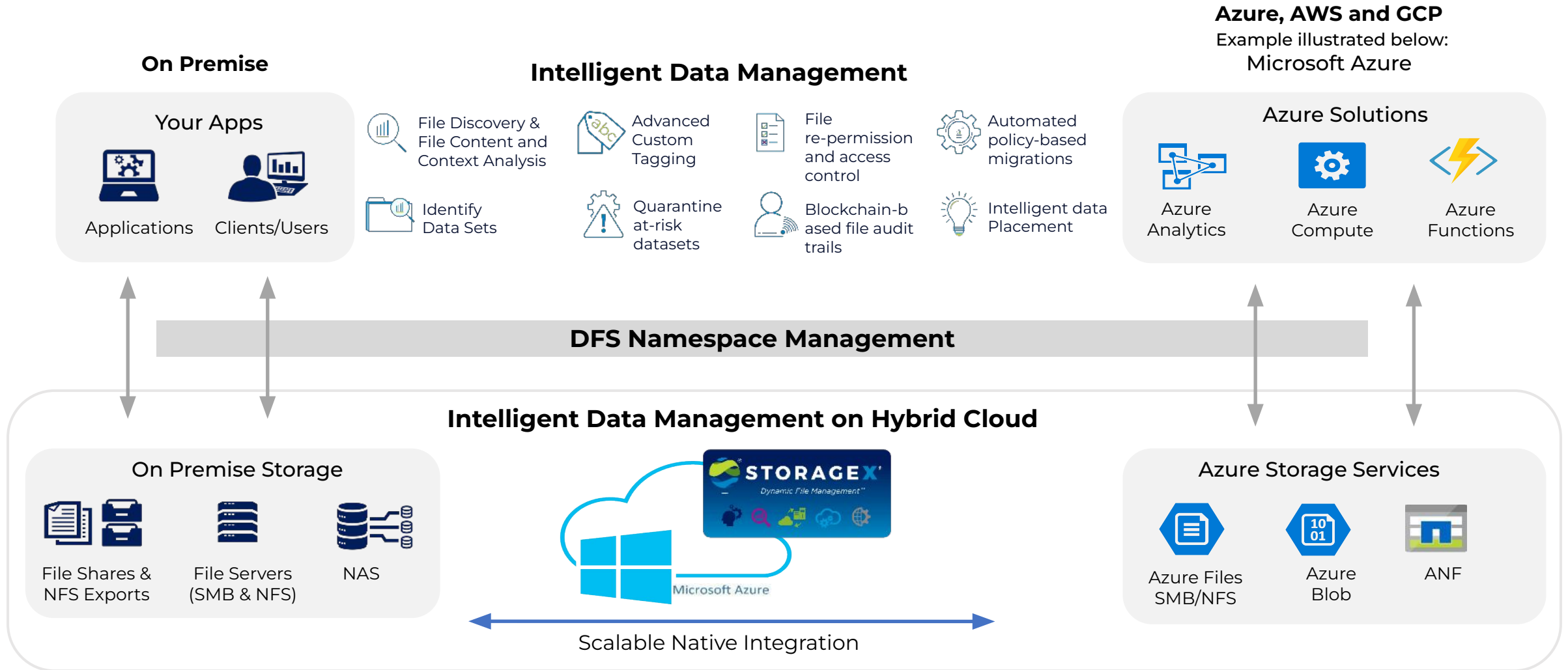


Business impact delivered:

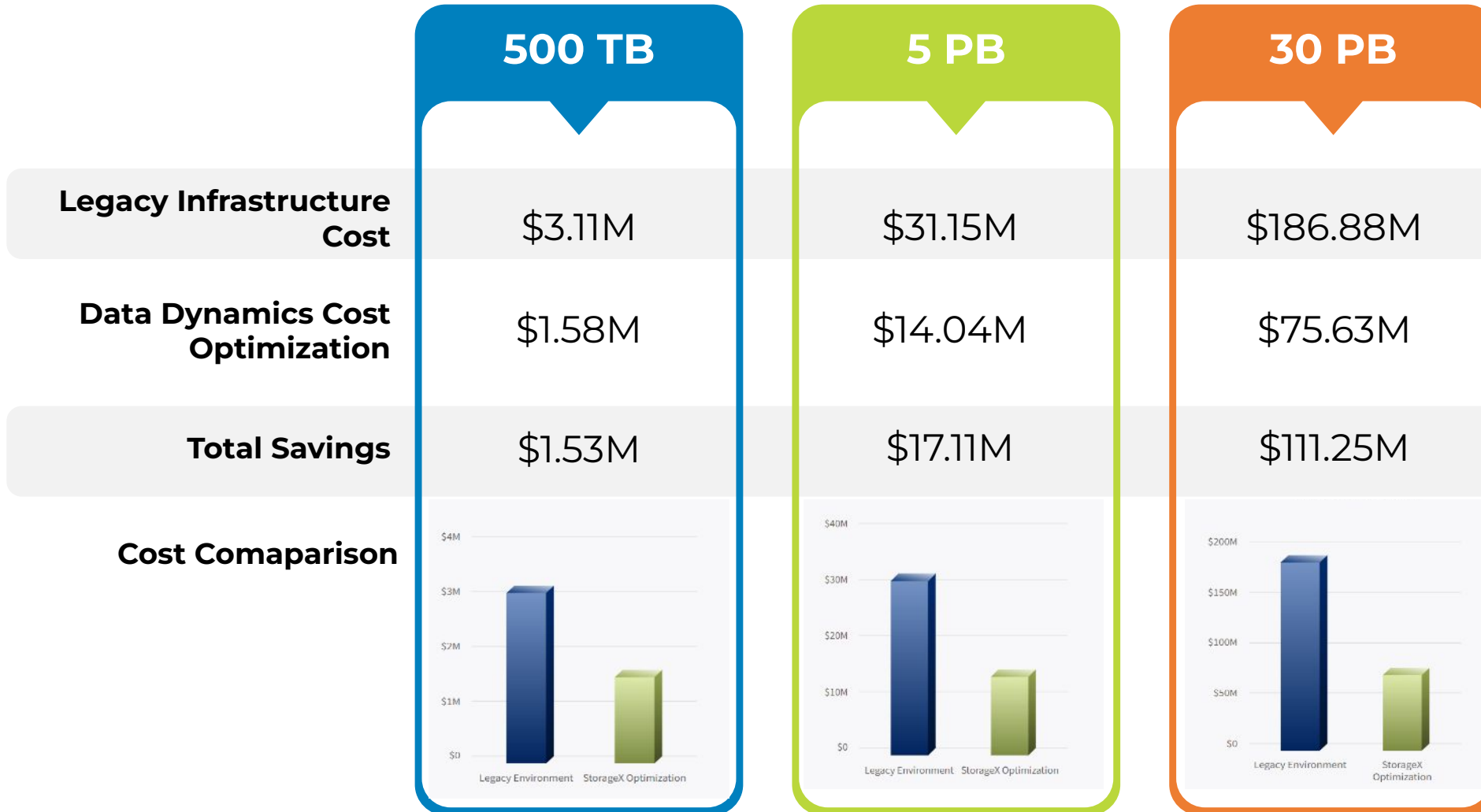
- **35%** reduction in operational emissions
- **60%** savings through improved TCO
- **3X faster** migrations
- **10X increase** in productivity

Data Dynamics was recently awarded the Affordable and Clean Energy Data4Good award by CDO Magazine and EDM Council!

» How We Do What We Do – Architecture



» The Data Dynamics Impact on Bottom-Line



» Collaborating to Exceed Expectations: Our Unique Advantage

As an extension of your team, we strive to deliver **unmatched data-driven business intelligence** that enhances **profitability** and establishes a **competitive advantage**.

Our aim is to differentiate your business and **foster a culture of data democratization**, leading to sustained growth and new avenues for business expansion.

Piyush Mehta
CEO, Data Dynamics



We pioneer a **unified approach to data management**, integrating diverse functionalities for a comprehensive solution, setting us apart from competitors relying on 'single value' tools.



We empower our clients with actionable data insights, **fostering data democratization** for users of all technical backgrounds to access, comprehend, and extract profound insights from



We stand as a beacon in enterprise data management, **harmonizing data security, governance, and intelligence within the steadfast guardrails of IT**, ensuring a fortified foundation for strategic decision-making.



We **adapt dynamically to hybrid, multi-cloud, and legacy landscapes globally**, extending our vision beyond the conventional, ensuring unparalleled flexibility across industries and geographies



We recognize the uniqueness of every client, **custom-tailoring deployments and championing a high-touch customer engagement model** to match their distinct requirements that aligns with their organizational goals.



We guarantee **in-year return on investment**, ensuring that your software investment yields tangible results and drives immediate business value.

» 33 Awards in Two Years and Counting...

SDC Awards 2023



DCS Awards 2023



CRN 2023



Titan Innovation Awards 2023



Titan Innovation Awards 2023



Stevie Awards 2022



Globee Golden Bridge Awards 2022



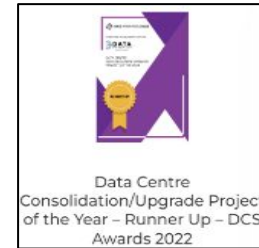
Globee Disruptor Awards 2022



DCS Awards 2022



GBT Awards 2022



CDO Awards 2022



GBT Awards 2022



HRD Awards 2022



CRN Awards 2022



Market Research Community



Customer Success Stories



» Success Beyond Tales – From Vision to Execution

Proactive Risk Management

Identifying and Remediating **21k Files** with Sensitive Data for a **Fortune 50 Bank**, Ensuring Efficient Risk Management

Fortifying Privacy

Optimizing **80B Files** of Data Sprawl for a **Fortune 50 U.S. Bank** to Protect Customer Privacy and Mitigate Data Exposure Risks

Strategic Compliance

Safeguarding Reputation by Scanning, Categorizing, and Quarantining **700 TB** of Data to Avoid Sanctions for a **Big 4 Accounting Firm**

Cloud Transformation

Migrating **600 TBs in 20 Days** Unlocks Million-Dollar Cost Savings for a **Fortune 20 Energy Titan**

Sustainable Innovation

35% Reduction in Operational Carbon Emissions Achieved through Intelligent Cloud Adoption for a **Fortune 20 Energy Giant**

Elevating Cost Efficiency

78.7% Reduction in TCO through Smart Data Storage Lifecycle Management for a **Fortune 400 Investment Bank**

Optimizing Data Footprint

Unlocking **\$7.5 Mn in Annual Savings** through Intelligent Dark Data Lifecycle Management for a **Leading Integrated Healthcare Services Provider**

Unified Data Excellence

Managing and Migrating **40 PB** of Data for a **Fortune 20 Financial Services Institution** with a Unified Data Management Software



21k Files with Sensitive Data Detected from 3M Files Scanned for Efficient Risk Management and Remediation

For a Fortune 50 Financial Institution with Offices in 50+ Countries

Business Need

- **Data center consolidation** across multiple locations globally
- **Identification of sensitive information** from the millions of files spread across the globe
- Sensitive data protection and remediation for **enhanced data compliance and governance**

Challenges Faced

- **Massive unstructured data** spread across multiple geographical regions - US, UK, Europe & Asia Pacific
- **Inability to identify sensitive data** and levy appropriate data governance and privacy protection measures
- **Difficulty in classifying data** to meet regulatory requirements and implementing audits and measurements
- **Concerns related to the risk of moving data to a new S3 platform**

Solution Offered

Intelligent identification of data:

- A preliminary assessment of data sets and structuring of unstructured data with classification tagging based on ownership, access, metadata, and content

Data analysis to gain knowledge of the data:

- Content analytics backed by a Data Science Engine for a Single Pane view of sensitive data
- Risk classification using industry-standard compliance and governance templates
- Remediation for the identified sensitive data – Quarantine, Secure, and Audit Trail backed by Blockchain

Take appropriate action:

- Applying intelligence to high-risk sensitive data by isolating it into secure storage with limited access
- Ensuring role-based access with intelligent file access control and file-repermissioning
- Creating an immutable audit log backed by blockchain technology to track the data access activities and utilize them for regulatory and internal data governance reporting
- Data consolidation to drive continuous data protection, governance, and compliance

Business Impact

- **21K files with sensitive data comprising passwords, security certificates, and API tokens detected from 3MN files scanned**
- Increased adherence to regulatory compliance and audit reporting
- Data consolidation and centralized management of sensitive data present across multiple regions using a unified data management software comprising Data Mobility, Analytics, Security, and Compliance



80B Files of Data Sprawl Optimized with Intelligent Data Management to Protect Customer Privacy and Reduce the Risk of Data Exposure

For a Fortune 50 U.S. Bank

Business Need

- **Data sharing** for internal constituents while **protecting customer privacy**.
- Integrating organizational **data silos with data governance** to enhance **security, compliance** and **privacy controls**.

Challenges Faced

- **Unstructured, unsecured, duplicate, and ungoverned data sprawl** of customer PII leading to potential data exposure, cyberthreat, and non-compliance
- **Lack of customer data intelligence** leading to multiple rounds of customer follow-ups and poor CRM
- Inability to leverage the data due to the **lack of centralized data management, interoperability, and efficient data sharing & access**

Solution Offered

Identification

- **A preliminary assessment** of data sets
- **Identifying deep insight within data**
- **Classification** of data location, format, extension, type of data, and more

Analysis

- **Removing duplicates** and **optimization of search by** adding data tags
- **Data analytics** for higher governance and risk mitigation
- Identify files with privacy information

Action

- **Applying intelligence** to the high-risk data for compliant and secure data management
- Creating an **immutable audit log** backed by blockchain technology to track the data access activities
- **Data consolidation** to drive compliance, analytics, and security, and giving role-based access

Business Impact

80 billion files of data sprawl optimized to **reduce the risk** of data exposure

- In an era where the average **cost of a data breach in the USA is \$7.91 million**, we helped the bank mitigate potential penalties with a fortified compliance & security ecosystem by:
 - **Consolidating the data governance across data silos and role-based access**
 - **Data intelligence** to optimize data sprawl and technology-driven privacy controls
 - Realized an ability to **report to regulators** efficiently
 - Strengthening **customer trust**
 - Eliminated **reputational risk**



700 TB of Data Scanned, Categorized, and Quarantined to Avoid Sanctions and Reputational Loss

For One of the Big Four Accounting Firms and a Fortune 100 Company

Business Need

- Identifying data that belongs to the client spread across a vast data estate
- Identifying sensitive data in the customer's client files
- Establishing a process to protect sensitive data and its remediation to enhance governance and compliance
- Migrating the data to Azure for effective and strategic data management
- Building a robust operating model for easy data discovery, classification, and security of its client data

Challenges Faced

- Sued for more than 1 billion pounds in penalties for mishandling client data during audits
- Data sprawl of 700TB of data residing on the production and DR storage cluster
- Inability to identify the type of unstructured data as well as the risk posed by the data
- Reputational risk

Solution Offered

Unified Unstructured Data Management Software

- **Data Classification:** Analyzed 700 TB to categorize, tag, and index customer-specific data. Metadata analysis identified age profiles based on Create, Modified, and Last Accessed metadata.
- **Sensitive Data Identification:** Used content analytics on 175 TB to identify customer-sensitive information.
- **Quarantine and Access Control:** Quarantined personal/business-sensitive data, minimizing exposure and the risk of unauthorized usage by isolating it in secure storage with restricted access.
- **Azure Migration: Client's objective** - With a goal to exit UK data centers, the client migrated to the cloud for efficient data management, risk reduction, and compliance. Leveraging Data Dynamics' software, they embraced a data-driven, Cloud-based approach, achieving cost savings, productivity gains, business agility, and operational resilience.

Business Impact

Data Dynamics helped the customer:

- Discover, classify, tag, and index data based on ownership, access, metadata, and content to:
- Manage unstructured data patterns and structure it
- Identify, remediate and quarantine sensitive data to quickly identify the accounting firm's client data to offer optimal protection.
- Enhance governance with data compliance reporting for internal and external compliance reporting
- Create an optimal data management lifecycle model to strengthen its case against future penalties and reputational damage
- Migration to Azure helped the customer become Data Custodians of the future by structuring unstructured data and maximizing value through data-driven cloud adoption



600 TB 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 Companies

Business Need

- To rapidly **reduce carbon footprint**
- Drive **cost improvements**
- Consolidate **data centers to the cloud.**

Challenges Faced

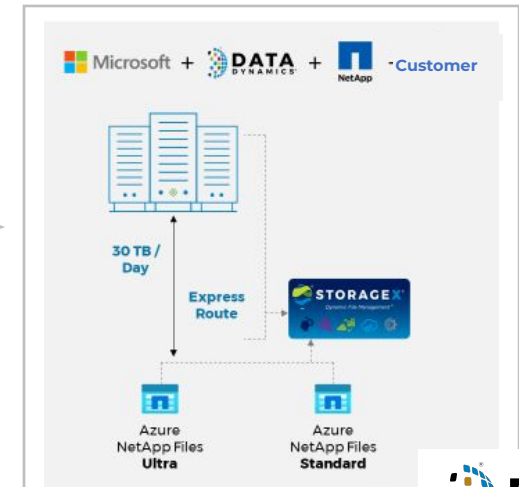
- **Azure data migration delays** causing an expenditure of \$10s of millions of dollars
- **600 TB Data Center Closure**
 - Migrate data to ANF
 - Maintain proper ownership and access
- **250+ volumes**
- **45 days to move**
- Additional challenges include workforce & migration expertise, performance lags, lack of scalability, loss of metadata/security, and complexity

Solution Offered

- Implemented Azure NetApp Files and Data Dynamics StorageX Migrations.
- Identified a **set of matching shares/exports** to be moved
 - Facilitated the transfer or **migration of SMB/NFS source files across heterogeneous storage** resources
 - **Enabled automated access control security management** for Security Identifiers (SIDs)
 - Made **changes to SIDs**, remove orphaned SIDs, and preserve SIDs during file movement
 - Provided **cutover estimation** estimates for the time required to move the data.

Business Impact

- **600 TBs of data migrated in 20 days**
 - File migration to ANF Ultra
 - File Tiering with ANF Ultra and Standard
- **Recognized data center closure savings of \$10s of millions of dollars**





35% Reduction in Operational Carbon Emissions with Data-Driven Cloud Adoption

For Fortune 20 Energy Company

Business Need

- To rapidly **reduce carbon footprints**
- Drive **cost improvements**
- Consolidate **data centers to the cloud to reduce carbon footprints.**
- **Reduce oil and gas production and lower emissions** while keeping up cash flow by growing bioenergy.
- **Accelerating net-zero ambition** – aiming to be net-zero by 2050 or sooner across operations, production and sales.

Challenges Faced

- Azure data **migration delays** causing an expenditure of \$10s of millions of dollars
- **600 TB Data Center Closure**
 - Migrate data to ANF
 - Maintain proper ownership and access
- **250+ volumes**
- **45 days to move**
- Additional challenges include **manpower & migration expertise, performance lags, lack of scalability, loss of metadata/security, and complexity**

Solution Offered

- Data Dynamics combined the CDMC™ Cloud Data Management Capabilities Framework and four proprietary practices to ensure effective cloud adoption:
- **Structured the unstructured data with a unified approach** – Unlock data-driven insights, secure data, ensure compliance and governance & drive hybrid cloud data management
- **Reimagining cloud migration** - Transition from traditional Lift and shift to intelligent data-driven migrations
- **Assured in-year ROI on software investment** - Storage optimization and risk mitigation creates sub-12-month ROI
- **Enabled unparalleled scale and compute power** - Build compatibility with scalable cloud applications and APIs ensuring flexibility, zero-latency & downtime, and cost savings

Business Impact

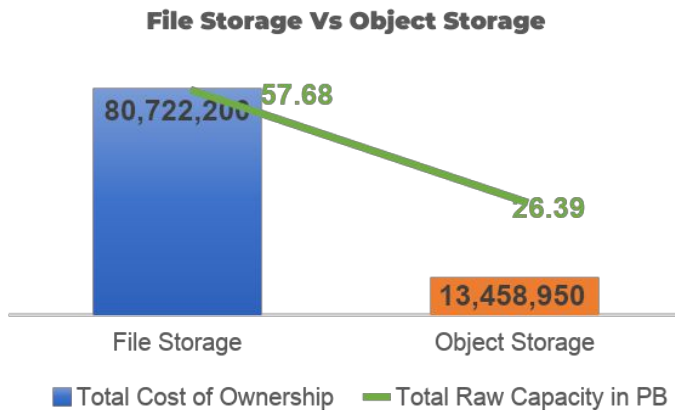
- **600 TBs** of data migrated in **20 days**
- **35% reduction** in operational emissions
- Low carbon energy projects grew by **400%**
- **60% savings** through improved TCO
- **3X faster** migrations and **10X increase** in productivity
- Recognized data center closure **savings of \$10s of millions of dollars**

» 78.7% Lower TCO with Smart Data Storage Lifecycle Management

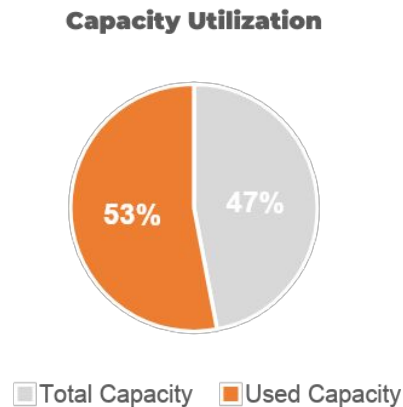
A Fortune 200 bank had three existing file storage applications and two object storage applications. They were suffering from high storage costs because they were underutilizing object storage and piling more data on file storage. **Data Dynamics enabled them to optimize their total cost of ownership by intelligently moving data from file to object storage.**

Here's how.

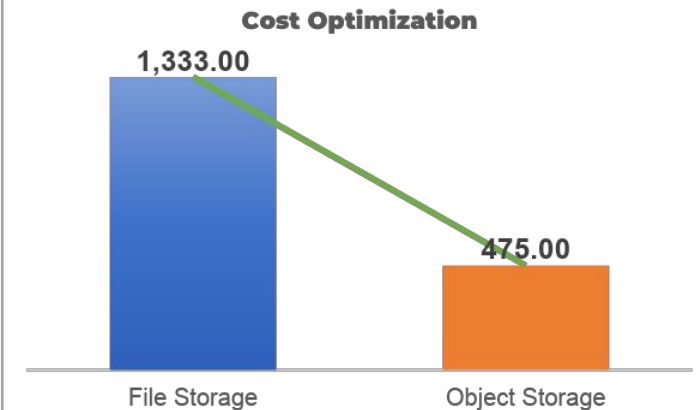
The bank had a total cost of ownership of 80.72M for 57.67 PB of data on file storage and 13.46M for 26.39 PB of data on object storage.



They used only 53% of their total usable file storage and paid a surplus of \$26.38M yearly for unused storage capacity.



The average cost of file storage per TB was \$1,333, whereas it was \$475 for object storage, i.e., 64% lower than file storage



» Business Outcome

The objective was to move data from file storage to object storage to reduce costs, enable higher capacities of usable data, and ensure pay-as-you-go pricing

- Data Dynamics helped the organization realize a **cost saving of 79.2% in one year with intelligent data management.**
- For every TB moved to object storage, the bank could **save \$858 and increase total usable data capacity by 29%.**
 - Proactive analysis of data on an ongoing basis
 - Policy-based 'Intelligent' tiering (local and cloud)
 - Full transparency on the physical and logical location of data
 - Avoid new hardware purchases
 - Massive carbon reduction impact (ESG value addition)
 - Large reduction in data center footprint

TCO Calculation

USD

Do you replicate your data?

What is your current unstructured data storage capacity stored on T1? TBs: 2500

Estimated annual growth rate of unstructured data: 10%

Estimated amount of data has not been accessed in over 1 year? (typically 60%): 60%

Estimated amount of data that has been orphaned? (typically an additional 10%): 10%

Estimated amount of your data that is irrelevant (ROT)? (typically an additional 10%): 10%

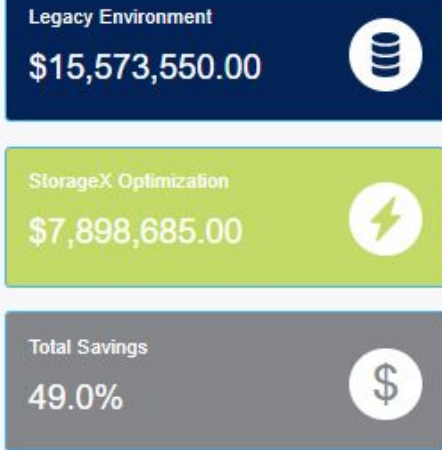
Estimated TCO for TB Tier 1 Storage (\$1122/TB/YR): \$ 1122

Estimated TCO for TB Archive (\$455/TB/YR): \$ 455

Estimated TCO for a TB of Backup (\$780/TB/YR): \$ 780

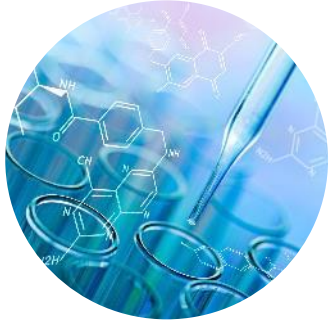
Period of time for TCO calculation in years (1-5): # 3

Results



Cost Comparison





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

For a Fortune 50 Integrated Healthcare Services Companies

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 five years, not used)**
 - $\frac{1}{3}$ of Storage was for files untouched for 5 Years
 - $\frac{1}{4}$ 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

- **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**



40 Petabytes of Data Migrated, Managed, and Consolidated with a Unified Data Management Software

For a Fortune 20 Financial Services Institution

Business Need

- **Data Consolidation** to bring consistency across a global footprint
- Implement **global standardization**
- Move 13 years of data from 6000 offices residing in **legacy hardware to the Data ONTAP Storage Platform**
- **Automation** of migration process to reduce risks

Challenges Faced

- A massive expanse of **unstructured data**
- **Lack of consistency** across a global footprint
- **Varying legacy standards** as a result of multiple acquisitions
- Increasing **storage cost**
- Complexities in **unstructured data management**
- **Risks** in moving from legacy infrastructure to the new platform

Solution Offered

Data Dynamic's Unified Unstructured Data Management Platform:

- **A single platform** to manage CIFS and NFS migrations from NAS platforms to NetApp Data ONTAP, ensuring data security and the migration without any risk
- **Automation of the migration process** by providing a means of updating the DFS links automatically
- **The policy-based approach** maximized user data access, minimized cutover windows, user downtime, and other disruptions related to file storage rebalancing, migrations, consolidations, and tech refreshes
- **Data migration by consolidating their data** centers and introducing effective data governance, intelligent data insights, and data lifecycle management in parallel

Business Impact

- Data consolidation resulted in driving **global standardization** for enhanced downstream automation, significantly improved efficiency as well as next-level risk management
- Migration of more than 40PBs of data distributed across 35,000 volumes on 876 filer nodes, delivering **data location optimization, cost savings** of over \$37M, and **data analysis**
- This automated migration process ensured that the **infrastructure deployed was consistent** across all the data centers globally
- StorageX 8.5 enabled customers to manage and consolidate petabytes of data with a **single pane of glass**



Engage in a Data Conversation with Us!

Contact: solutions@datdyn.com

Visit: www.datadynamicsinc.com

Confidentiality Statement

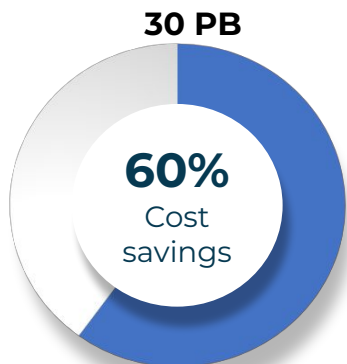
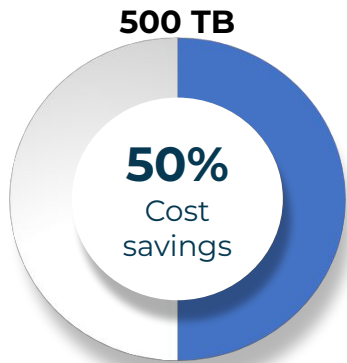
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» Proven Excellence: Trusted by 300+ Enterprises



» Business Benefit – Infrastructure Optimization

60% lower cost of data ownership. Assured.



Savings shown above are guaranteed within **ONE YEAR** of software investment

Tech refresh

- Capacity analysis
- Automated policy-based migrations



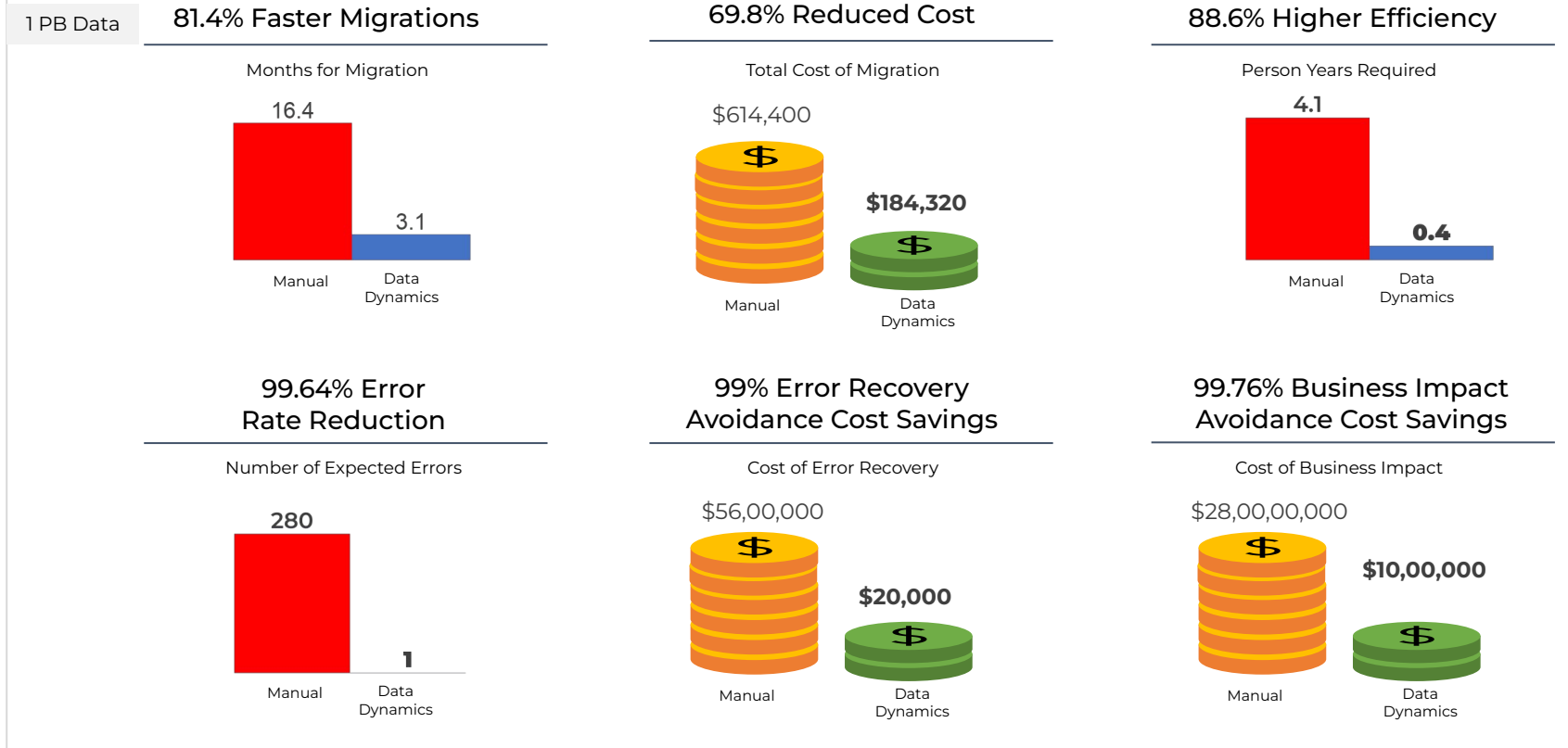
Storage Optimization

- Dark data – Archive/Purge
- Hot vs cold – Tiering/Archive
- ROT – Purge



» Business Benefit – Cloud Adoption

81% faster migrations. Assured.



Data Footprint Analysis

- Dark data – Archive/Purge
- Hot vs cold – Tiering/Archive
- ROT – Purge



Migration

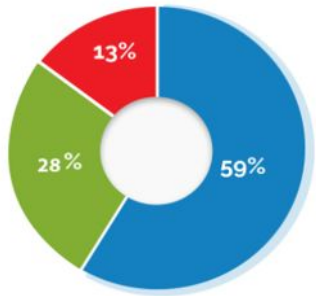
- Automated data-driven migrations to object (on premise/ cloud) and file shares
- Driving intelligent data placement
- Automated access control and file security management



» Business Benefit – Risk Reduction

Detect **PII/ PHI/ sensitive** data and take immediate remedial action with just one click

Privacy Risk Classifier Report

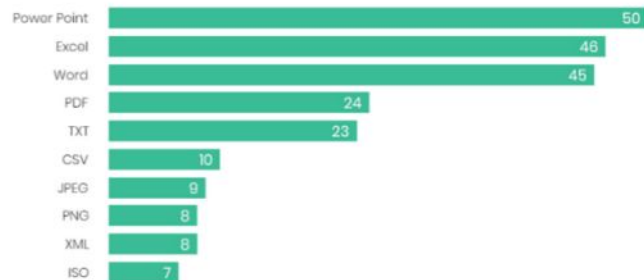


Legends

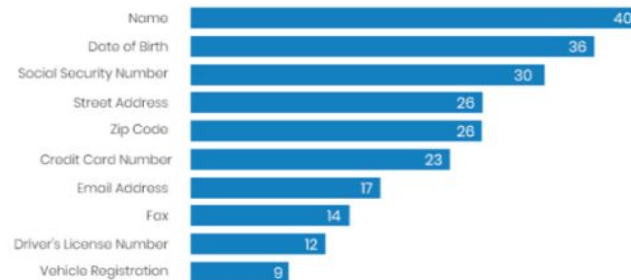
- Files with PII
- Files without PII
- Files Not Analyzed

Files with PII	136,500
Files without PII	294,000
Files Not Analyzed	620,500
Total No. of Files	1,050,000

Top 10 file types Found



Top 10 PII Values Found



Risk Exposure Analysis

- Discover PII/ PHI/ business specific sensitive data leveraging a blend of REGEX and keywords -categorize, tag & index
- Classify key file data using regulatory templates such as HIPAA, GDPR, and CCPA.



Risk Remediation

- Data quarantine
- Intelligent file-repermissioning
- Access management
- Blockchain-backed audit trail

