

Lincoln Investment:

Fueling Business Growth and Modernization



Who is Lincoln Investment?

Growing full-service broker-dealer and registered investment advisor, serving more than 364,000 investors worldwide, representing more than \$36 billion in assets.

Industry
Financial Services

Country
United States

The Goal: Grow in Size and Revenue

Lincoln Investment is on a fast track to growth. By 2020, the company expects to:



Grow revenue from **\$224M to \$450M**



Grow assets from **\$24B to \$50B**

The Business Challenges



Aggressive growth-by-acquisition strategy



24x7 always-on production goals



Full and fast disaster recovery



Need for continuously evolving applications



Demanding industry regulations



The Solution: Dell EMC Converged Infrastructure



Dell EMC VxBlock System



Dell EMC VMAX Storage



Dell EMC Data Domain and Avamar Data Protection

Supporting:



Critical financial services applications



Replication of data in near-real time between two data centers



Streamlined data storage environment

“We can support our strategy to double in size in five years by **enabling digital and IT transformation** using the Dell EMC converged solution.”

Guru Rao, CIO, Lincoln Investment



“We were able to **move two entire data centers** in two weekends, **with zero downtime**, thanks to the technology consolidation and performance of the Dell EMC solution.”

Adam Lion, Director of IT, Lincoln Investment

Results



faster application development



data center footprint reduction



faster performance for critical business applications



production window increase to 22 hours per day



redundancy for disaster recovery



System ready for multi-cloud operations



Supported 5 acquisitions with scalability to **double company size** by 2020



Recovery time reduction from **48 hours to <2 hours**



“Our success is dependent on a mix of **acquisition and innovation**, and that’s driving our IT transformation. We rely on Dell EMC technologies to enable that transformation..”

Guru Rao, CIO, Lincoln Investment