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.

The Business Challenges
- Aggressive growth-by-acquisition strategy
- 24/7 availability on production goals
- Full end-to-end disaster recovery
- Need for constantly evolving infrastructure
- Demanding industry regulations
- Demanding industry regulations
- Need for continuously evolving infrastructure
- Full and fast disaster recovery
- 24x7 always-on production goals
- Critical financial services applications
- 50% data center footprint reduction
- Production window increases to 22 hours per day
- 100% redundancy for disaster recovery
- Recovery time reduction from 48 hours to <2 hours
- Supported 5 acquisitions with scalability to double company size by 2020

The Goal: Grow in Size and Revenue
Lincoln Investment is on a fast track to growth. By 2020, the company expects to:
- Grow assets from $24B to $50B
- Grow revenue from $224M to $450M

Industry: Financial Services
Country: United States

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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

“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

Results
- Faster application development
- 20%
- 50% faster data center footprint reduction
- 20-50% faster performance for critical business applications
- 40% production window increases to 22 hours per day
- 100% 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

20-50% faster application development

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