

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