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 and fast disaster recovery
Need for continuously evolving capabilities
Demanding industry regulations

Dell EMC VxBlock System
Dell EMC VMAX Storage
Dell EMC Data Domain and Avamar Data Protection

The Goal: Grow in Size and Revenue
Lincoln Investment is on a fast track to growth. By 2030, the company expects to:
- Grow assets from $24B to $50B
- Grow revenue from $224M to $450M

“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

“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

“System ready for multi-cloud operations
Supported 5 acquisitions with scalability to double company size by 2020
Recovery time reduction from 48 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

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

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