



## LPL Financial Selects ViaWest for Colocation

Feb 5, 2014

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- **ViaWest delivers flexibility and scalability to high growth company in the financial services sector**
  - **Ability to scale and deploy quickly are critical for the company's growth**
- **New partnership enables LPL Financial faster time to market and greater operational efficiencies**

**Denver, CO - February 5, 2014** - [ViaWest](#), the leading colocation, managed services, and cloud provider in North America, announces that LPL Financial, LLC has chosen ViaWest for colocation services at its Richardson, Texas data center. LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), is the nation's largest independent broker-dealer, an RIA custodian and an independent consultant to retirement plans.

With an eye toward innovation and simplicity, LPL Financial sought to implement a data center strategy to support its growth and business efficiency objectives. The LPL team selected ViaWest's Synergy Park data center due to its geographic location, high availability and secure infrastructure. LPL will now benefit from increased simplicity and efficiency through self-provisioning and faster deployments.

"ViaWest proved to be an organization that truly understood our business priorities," explains LPL Financial Managing Director and Chief Information Officer Victor Fetter. "Partnering with their team will enable us to innovate within the next generation of infrastructure, allowing us to deploy integrated mobile and digital solutions faster through our private cloud, with greater flexibility and at reduced cost. In turn, we will be in position to better serve and support our 13,500 advisors and 700 financial institutions with more advanced clearing services, advisory platform, and technology solutions."

"LPL Financial is a great example of an organization that recognizes how game-changing technology infrastructure can be for its business," states Christopher Rajiah, Senior Vice President of Sales and Marketing for ViaWest. "The scalability and flexibility we deliver to their enterprise position their team for greater innovation and improved speed to market. We are thrilled to partner with a growing leader in the financial services sector and look forward to supporting LPL Financial in the years ahead."

ViaWest's 85,000 square foot facility offers high density power configurations, high capacity network access, disaster recovery office space, and the latest in efficient cooling technologies. The company's 24x7 service and support are backed by a 100% Service Level Agreement (SLA) for power, bandwidth and network services availability. ViaWest also offers a 100% customer satisfaction guarantee.

For more information on ViaWest, please visit [www.viawest.com](http://www.viawest.com).

### About ViaWest

ViaWest is the leading colocation, managed services, and cloud provider in North America. We enable businesses to leverage both their existing IT infrastructure and emerging cloud resources to deliver the right balance of cost, scalability and security. Our data center services include a comprehensive suite of fully compliant environments, premium wholesale and retail colocation, private and public clouds and managed services. For additional information on ViaWest, please visit [www.viawest.com](http://www.viawest.com) or call 1-877-448-9378. Follow ViaWest on [LinkedIn](#), [Twitter](#) or visit their [YouTube channel](#).

### About LPL Financial

LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), is the nation's largest independent broker-dealer (based on total revenues, Financial Planning magazine, June 1996-2013), an RIA custodian, and an independent consultant to retirement plans. LPL Financial offers proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to more than 13,500 financial advisors and approximately 700 financial institutions. In addition, LPL Financial supports more than 4,500 financial advisors licensed with insurance companies by providing customized clearing, advisory platforms and technology solutions. LPL Financial and its affiliates have approximately 3,000 employees with primary offices in Boston, Charlotte, and San Diego. For more information, please visit [www.lpl.com](http://www.lpl.com).

Securities and Advisory Services offered through LPL Financial. A Registered Investment Advisor, Member FINRA/SIPC

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