



# LotosX

Revolutionize your  
Lottery operation

**intralot**

# The heart of the new INTRALOT Lottery Solution

LotosX is the most parametrical games and draw management platform in the Lottery industry.

It enables Lottery operators to design, configure and implement their entire current gaming offering, as well as, their planned portfolio expansion.

With LotosX, Lotteries achieve minimum time-to-market and an unprecedented simplification of their day-to-day operations.

## Main functionalities



# Why LotosX

1. Is completely parametrical across all games and draw lifecycle management.
2. Is ready to integrate with any existing ecosystem through APIs, while being pre-integrated with all products and services within the current INTRALOT Lottery Solution.
3. Is infrastructure-agnostic, ready to offer on-premises, cloud and hybrid deployment scenarios.
4. Is designed with future-proof, state-of-the-art technology and micro-services based.
5. Is scalable and easily expandable.
6. Minimizes required software updates down to structural changes.
7. Offers a true omni-channel experience to the end user, by allowing the same game to be served through multiple interfaces, satisfying every channel's specific needs.
8. Ensures security and reliability at all levels.
9. Provides real-time financial, monitoring and reporting services.

## Optimize the Player's Customer Experience with LotosX Promotions

Having mapped the entire customer journey, LotosX Promotions has identified all possible opportunities an operator has to incentivize the player, increase engagement and maximize retention.

- ▶ Design generic, transaction-triggered promotions, based on performance criteria
- ▶ Offer a wide variety of outcomes, ready to satisfy all player preferences
- ▶ Incorporate personalization and behavioral merchandising strategies

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