

LotosX

Revolutionize your Lottery operation

<u>intralot</u>

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 unprecedent simplification of their day-to-day operations.

Main functionalities



Game Configurator

Ready-to-launch preset game templates, capable to configure and further parametrize any numerical, passive and instant game, facilitating the process of creating new products (prize structure, game mechanics, matrices etc.).





Game and Draw Lifecycle Manager

Powerful access to a superset of consoles and tools that efficiently manage the entire game and draw lifecycle including draw management, sales performance real-time monitoring, wager operations control, draw closure, seek winners, payments authorization etc.



(A) Channel Manager

Seamless and fast parametrization of all channels according to special characteristics and capabilities of every touchpoint. Introduction of various means of participation (i.e. quick pick, bundles, subscriptions, group play etc.).



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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