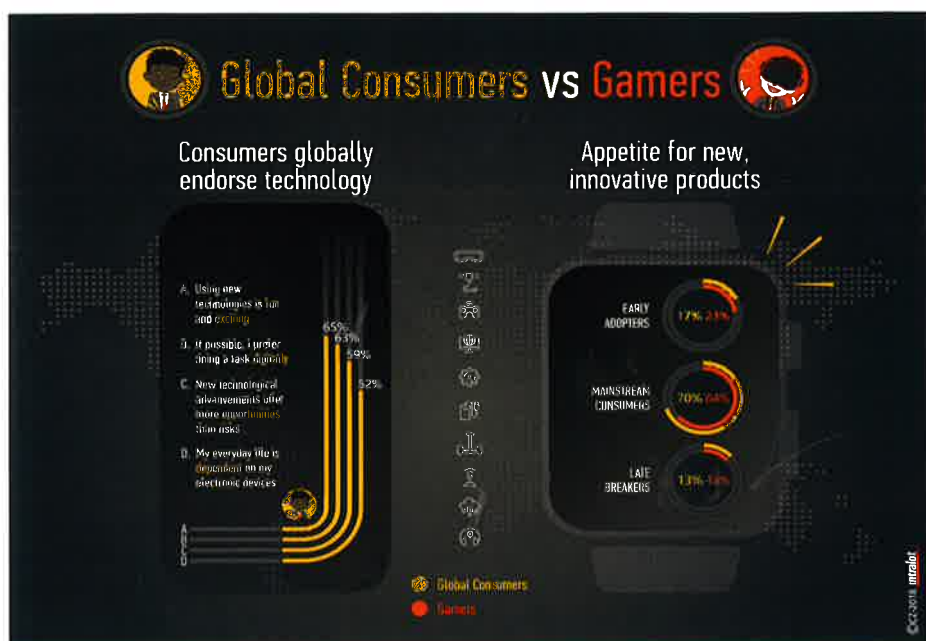


Adopting new technology

Intralot explains how new technology has been received by players and how it can be implemented in the lottery market



Technology is everywhere today; it has become an integral part of our lives and many of its applications are taken for granted. A quantitative online study conducted by Focus Bari S.A. shows new technologies are fun and exciting for 65% of global consumers; highly involved, tech-loving audiences are even more highly attracted by the fun involved, reaching an impressive 90%. At the same time, technological advancements offer more opportunities than risks for 59% of consumers.

Evolution is unstoppable and new technologies emerge all the time. The way these technologies shall be adopted highly depends on distinct consumer needs and habits. The more technology applications expand and progress, the more challenging it is for companies to reach consumers with the right tool for them. Therefore, it is quite important to define the technologies and types of innovation that will shape our present and near future.

In practice, when it comes to real-life endorsement of advanced, innovative

technology, there is always a gap to transcend and a "maturity time" to endure; thus, according to the study, even though they are open to new technologies, 61% of global consumers will wait until an innovative product has proven itself, while only 30% define themselves as early purchasers of new product innovation.

What drives consumers into action? How can an innovative product minimise the trial period and enter their everyday lives at an early stage? The answer is simple: innovative technologies are embraced when practical needs are met in meaningful ways. In our complex, technology-dominated present, innovation is useful when it has an important impact on how everyday life is organised and led, bridging the digital and physical worlds in a seamless manner.

How do players of games of chance react to innovation?

Global players of games of chance tend to be much more open to anything new. Their majority (75%) expect manufacturers to frequently update their product, while

39% describe themselves as early adopters of product innovation.

Openness to gaming goes together with technology familiarity and openness to technology innovation; players of games of chance easily endorse innovative, even disruptive technologies and are far more advanced technology users than non-players

How can the gaming market create added value through technology?

From the operators' perspective, technological advancement and innovation are deep in the DNA of gaming. Innovation comes in various forms and sizes: new digitally-born products, new channels (digital and retail), cross-channel interactions and new partners.

As a result, gaming vendors tend to adopt a more critical stance towards established tools. This has an impact on the front-end retailers who have endorsed advanced applications.

What is more important than mere incorporation of innovation in operations though, is that gaming vendors link technology to the customer experience. Thus, when they need to choose, they take traditional criteria, such as proven quality, ease of use and price for granted; their top-three criteria includes customers' approval by 55%, design and aesthetics by 45% and advanced technological features by 38%; all much higher compared to providers that do not supply gaming products.

Lotteries need to adopt all these and deliver rich experiences to players without neglecting the cornerstone requirements of integrity, security and fiscal accountability, and thus move away from the linear business model and adopt the platform biz model. Players and operators in the gaming market are equally seeking technology innovations to define the new gaming era, with the challenge of a seamless and "better-than-real-life" experience being at the core of their expectations. All these are enabled by modern IT architectures, open APIs and leveraging big data to take centre stage in the new lottery ecosystem. ◀