

The Official Publication of the North American Association of State & Provincial Lotteries

# INSIGHTS

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**GPS**  
FOR  
**SUCCESS**

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Executive Q&A



**Bill Demakakos**  
Group Betting Director, INTRALOT



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Group Lotteries & Digital  
Transformation Director, INTRALOT



**Vasia Bakalis**  
Marketing Director, INTRALOT

**Q. How do you see sports betting in the U.S. shaping up? With sports betting being a wide area network game, what are the major strengths of state lotteries in their quest to capitalize on the opportunity?**

**Bill Demakakos:** The U.S. clearly has the potential to become the world’s largest regulated sports betting market. On market size, we see two scenarios: a fully regulated “all-50 states, all facilities, all channels” scenario with a potential of \$22 to \$27 billion in gross win and a more realistic scenario at \$9 to \$13 billion, with a certain degree of elasticity on the number of states to allow sports betting, facilities, channels, product mix, tax levels, license or other fees, the wire act treatment and the achieved “illegal-to-legal” shift rate.

It is anticipated that many states will follow course with their own unique regulations until such time as, and if, federal intervention occurs.

On the actors, we believe that state lotteries must eventually be mandated to operate the game; sports betting is a wide area network game, as we have all witnessed in Europe. As such it “connects” very well to the vast retail network of the state lotteries, ensuring a wider and faster adoption and the outreach of the game in terms also of available ways to play (e.g. anonymous). This creates a bigger market and benefits for the state, like more revenues to serve good causes and job creation through employment in retail locations.

State lotteries must capitalize on their integrity and trustworthiness, the breadth of retail network and experience, and the ability to set the market standards for responsible gaming. In order to be able to achieve that, state lotteries must be well prepared by selecting a technology and services partner able to guide them in this new world.

With over 25 years of experience and currently running some of the biggest sportsbooks around the globe, INTRALOT is the best choice both in terms of product and technology via our new Sports



Betting Platform and through our offering of Managed Trading Services (MTS) enabled by the new system’s features. INTRALOT’s new Sports Betting Platform is a player-centric, feature-rich, omni-channel system that enables for an all-inclusive portfolio of services for retail and online betting. Couple this with our experience in delivering guaranteed payouts via our Managed Trading Services and you have a winning combination to the state’s benefit.

On innovation, our product and technology development teams have empowered our new Platform with automations in its trading tools, algorithmic pricing models, customer profiling, realtime alerts and safety nets around risk management, in order to further enhance our Platform’s capabilities.

**Q. What new are you planning to present at the NASPL 2018 Exhibition? What was your greatest challenge while designing it?**

**Dimitrios Kakkos:** During the past years INTRALOT has invested greatly in designing new products and launching advanced solutions that will transform and enrich the customer experience based on subject matter experts’ input, undeniable operational experience and in-depth research. Visitors in our booths will have the opportunity to partially interact with many new products and experience the benefits up to a certain level. NASPL 2018 will give

our visitors the chance to experience the complete INTRALOT Lottery Solution from heads to toes.

Core star of the new INTRALOT Lottery Solution is the new modular and fully parametrical lottery platform. It is the point where INTRALOT's operational excellence is translated into intelligent parameterization and pure simplicity, and that was the greater challenge of them all: to actually and properly incorporate all this knowledge in a platform without creating a mega-mechanism that no one can operate. To do that properly, INTRALOT called in the "troops" called Research and Experts.

User experience studies, prototype testing, multi-disciplinary professionals, consumer behavior insights and UI/UX experts received all the information gathered from customers, operators and retailers to produce a state-of-the-art platform both in terms of functionality and usability. The new platform gives the operator the opportunity to configure and monitor all lottery games to the deepest of detail and to edit, update or enhance them fast and easily, minimizing any effort, cost or time to market.

Furthermore, it is part of an innovative open architecture into which all components co-exist and co-react through an advanced orchestration layer, allowing flexibility and adaptability of the solution and efficient resource allocation optimization

Apart from the new lottery platform, the INTRALOT Lottery Solution consists of all the other components that a lottery operation needs to run smoothly, including:

**Canvas CMS**, offering centralized content management for every interface and channel;

**Player Pulse** – a complete gaming CRM system that includes an advanced Player Account Management system and a superior Marketing Tools suite, covering both online and retail operation;

**Retailer Pulse** – the next generation retailer management platform that offers 360-degree control of their lifecycle, increasing their commitment and loyalty as well as optimizing their performance; and

**Device Management System**, safeguarding functional excellence for all terminals and devices that serve the lottery's products and services.

Following all latest technology trends, INTRALOT has designed a purely modular solution, being able to participate in any best-of-breed multi-vendor scheme. Still, it goes without saying that having everything pre-integrated along with managed services (authentication, auditing, logging, reporting, security, etc.) in the pure INTRALOT Lottery Solution offers the opportunity to the lottery to enter a new era of products and services in no time.

INTRALOT's Lottery Solution is designed with responsible gaming features as an integral part of the offering and has introduced parameters and functions that facilitate the operator to contribute greatly in a Common Welfare economy, an option that is not only well received but also expected by millennials, our current potential customers.

We welcome everyone in our booth to experience the INTRALOT Lottery Solution with us in Cleveland!

### **Q. Please tell us about responsible gaming and how INTRALOT tackles this today.**

**Vasia Bakalis:** INTRALOT promotes responsible gaming and security standards by offering reliable products and services to lotteries around the world according to the Responsible Gaming Framework for Associate members by the World Lottery Association (WLA).

INTRALOT, committing to WLA and international principles and standards for responsible gaming, has integrated responsible gaming practices and technologies into its Players Pulse Platform. Verification checks are performed during registration and players can set and configure their own limits on spending amount, losses and deposits at any given time. The system also provides the option for players to easily access and set personalized self-exclusion measures or select immediate closure of their e-account.

The system monitors and records players' gaming and financial activities and assesses players' behavior. Alerts for problem gambling may be sent to those detected to develop addictive gaming behavior and escalation to gambling protection support is directly accessible by all channels managed via the platform.

For many years INTRALOT has partnered with various lotteries, such as the Montana Lottery, on a state and national basis to help fund problem gaming associations and their good works.

#### **Age Verification**

INTRALOT's system, through its registration process, collects all the necessary prospective players' personal data (e.g. name, surname, data of birth, resident address, identity number, etc.) for creating a player account. The Players Pulse Platform is capable of monitoring the age and specific personal data of the player by enforcing cross-checks using internal or external sources or integrated third parties. In cases where players do not fulfill all eligibility requirements, the account will not be created.

#### **Operator Defined Controls**

Deposit, withdrawal and wagering limits are enforced globally by the system in all financial and gaming transactions and may be set per game, payment method and player segment, per different time periods or at transaction level. Play, loss and deposit limits, as well as session time and direct block time limits, can be customized by the operator to adapt to players' personal risk / responsible gaming profiles.

#### **Player Defined Controls**

Under the responsible gaming framework, the system encourages and allows players to set limits for their desired daily/weekly/monthly betting amount, deposit or loss within the global limits or player-specific limits already set by the operator.

#### **Self-exclusion**

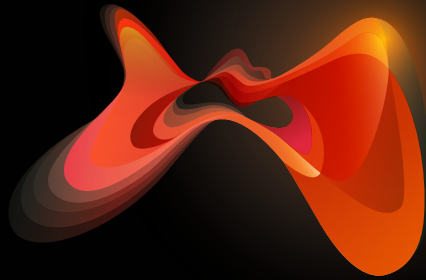
Players also have the option to exclude themselves from participating in lottery games. This can be performed through the relevant section of their account by selecting the desired period of self-exclusion according to the periods which have been set by the lottery (e.g. one month, six months, one year).

#### **Geo-location**

Geo-location services can be provided, either through built-in tools or with the use of third party systems.

As the online world comes to terms with the need to apply stronger regulation on the internet and social media networks for the purpose of protecting personal data and personal lives, we believe that our tradition in strong regulatory frameworks in our industry can be a leader with best practices in the online world.

Meet us at  
NASPL 2018  
Cleveland, Sept. 25-28  
Booth #124



intelligence

flexible, reliable, secure  
gaming solutions and systems

Modernizing lotteries in a digital world

**intralot**