

The Intelligent future of Gaming with novel Lottery and Sports betting solutions is showcased by INTRALOT on the NASPL 2018 trading floor, in Cleveland, Ohio.



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INTRALOT's intelligent product design for digital transformation

The Lottery Business, grown as traditionally retail-focused, needs to transform in order to adapt to the challenges of the digital economy. A digital transformation of this kind is much broader than simply launching an online portal or an app. It affects every aspect of the Lottery operation: product design, ways of working, systems architecture and workforce skillsets.

At INTRALOT we have taken notice of all these technological trends and the capabilities that open up for our industry launching a new product design strategy that has focused primarily on Customer Experience. Lottery products (digital or retail) should be customer-centric, playful, and versatile to capitalize on the Lottery's wealth of player behavior data. All these trends are now captured in the **new INTRALOT Lottery Solution** and the new Sports Betting Solution comprising new platforms, our

CMS and our analytics software focusing on cross-channel functionalities and fast go-to-market along with a modern touch-point philosophy.

The need for customer-centric product design and agility in development brings forward probably the most complex challenge for the evolved Lottery: **transformation of IT systems and architecture.**

Traditionally the Lottery systems were powerful, centralized and monolithic IT structures with proprietary technologies and interfaces, at the heart of the walled-garden ecosystem of the lottery operation. This model served adequately the legacy business but it is not sustainable in the fast changing digital environment that requires openness, agility, standardization, efficiency and fast deployment.

The omnipotent lottery central system will have to be redefined as a Digital Service Platform. The architecture of our novel Lottery Service Platform is based

on standardized modular components that offers quick and lean deployments, game configuration and distribution, increased scalability, easy integration with third party platforms and systems, real-time financial monitoring and reporting as well as security and reliability at all levels. In that sense, such an architecture is optimally positioned to successfully face the challenges of the new digital economy.

On the hot sports betting front, INTRALOT has created the next generation, flexible and scalable sports betting platform at the heart of an **integrated Sports Betting Solution** that similarly to the Lottery platform incorporates advanced content, CRM, reporting and security functionalities. The platform offers pre-integration with multiple commercial feeds, event creation, markets pricing, resulting, and in-play incidents.



Our CMS and PAM carry the latest security and transparency features, KYC and geo-fencing, and payment provider integration capabilities. The INTRALOT sports betting solution with its cross-channel capabilities can easily integrate with the Lottery platform and provide both cross-selling opportunities and economies of scale to State Lotteries in the United States.

On top of the S/W solution INTRALOT offers world class services in Trading and Risk Management with the ability to provide guaranteed payout and marketing services (customer acquisition conversion and Retention, campaigns and loyalty programs, affiliate management etc.) as well as 24/7 customer support.

Integrating INTRALOT latest advances in terminal technology we offer full retail POS ecosystem for C-stores and Sports Betting parlors (utilizes Lottery infrastructure) and Self Service terminals for social establishment and unique sports betting impulse-buying Vending Machines.

INTRALOT's new Intelligent Ecosystem of Lottery and Betting Solutions will drive growth in the United States and other developed markets.

INTRALOT has embarked on a geographic refocus strategy to increase focus on the developed markets, especially in North America where we strongly believe that there is tremendous potential, with our rich and suitable portfolio of products and services. By this way, we are capable to capture this potential and help our customers to grow further. We look forward deploying our latest suite of products and services in old and new clients helping them grasp

the opportunities of the digital era, with cross-channel integrated and secure solutions and new terminal equipment, especially the multi-purpose and self-service terminals, cashless options and a wealth of services that offer personalized experiences to players.

As part of our mission to modernize lotteries all over the world in the digital era while promoting integrity and responsible gaming we are very happy that this year we renewed our WLA Responsible Gaming certification for our alignment with WLA Responsible Gaming standards as vendor and WLA Associate member while also renewing the Responsible Gaming certification by European Lotteries for our subsidiary operator TOTOLOTEK in Poland.

INTRALOT as an experienced provider of betting technology and services as well as licensed operator in 29 jurisdictions worldwide is delighted with the latest news about the opening of the sports betting market in the US.

US clearly has the potential to become the world's largest regulated sports betting market with its final size to possess 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. Following PASPA repeal, it is anticipated that many States will follow course with their own legislations and bills.

We see great opportunities for the **United States Lotteries entering the sports betting market** and leveraging their wide land-based network and client basis, their integrity and trustworthiness to attract players away from

the illegal markets. Their commitment to responsible gaming standards and practices, and their experience to deliver a sports betting product that is socially acceptable, reliable, and transparent, tailored for the mass US markets across all channels are tremendous advantages in this process.

INTRALOT's experience covers more than 65 sports supported with different pricing models for over 24 sports, 24,000 In-Play events and 30,000 Pre-Game events per month capacity and more than 800 different market types. Our Betting entertainment portfolio includes Racing, Virtuals, and Pre-recorded propositions that increase player's life time value.

We manage approximately \$6 billion sports betting wagers per year in all major sports betting projects around the globe, including Europe's largest Sportsbook and supporting more than 16,000 points of sales. Our solutions and services are tested over a wide variety of margins and payout targets and have delivered 50% average sales growth over 3 years for operators that opted to use INTRALOT's Sports Betting products and Managed Trading Services with GGR maximization orientation and a 100% success track record, benefiting by INTRALOT's multi-jurisdictional presence

We look forward presenting all of these features and discussing opportunities with current and prospective clients at the NASPL tradeshow floor and conference in Cleveland Ohio in September 25-28, 2018, honoring our multiyear commitment as top tier sponsor of NASPL for the promotion of Lottery revenue growth towards good causes and good industry practices. ■

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each of the twenty positions that the twenty horses will finish in. Likewise, perusing through a shelf of twenty Scratchers does not come naturally to us. That is not the way we think and it would be boring. The "product" in the horse race is organized into three options – win, place, or show. Our "logo signs" organize the larger portfolio of products such that the shopper enjoys making easy decisions in ways that mirror the way they naturally think about things.

Another example - We had a client ask us to integrate Responsible Gaming messaging into the in-store communications. We created a smartphone app that is fun and player-friendly and encourages RG, and the app is promoted in the signage. We

expanded the concept to provide apps that deliver promotional messages as well and the key is that these apps are promoted with the in-store signage. We also integrate proximity marketing tools to go with the app that promotes player-ship. Text or e-mail messages are triggered when the shopper is within range of the signs. That creates more value for signage to be installed at the pump as well as the conventional locations like windows, walls and counters.

Paul Jason: So it's no longer a matter of just putting a price on signage that is spec'd in an RFQ?

Andy Kaoh: Correct. We discuss the client's objectives and design a proposal that is customized to exceed those goals.

Lotteries are launching new games and need fresh new ideas for how to optimize the success of the new game. For instance, we just installed 2,200 Keno signs in Pennsylvania. Along with those signs, we sold a whole family of ancillary products like pencils, pencil and keno holders, napkins and napkin holders, cups and other items too numerous to mention. We'll build a very specific logo sign with unique features that really bring attention to the game when people come into the store. Pro-Lite signs are installed in forty U.S. lotteries and ten lotteries outside of the U.S.

And now more than ever, it's really all about the sales we produce more than the signs we produce. ■