



# RESHAPING THE RETAIL UNIVERSE

# THE TECHNOLOGICAL HEARTBEAT

BEHIND CORPORATE  
SUSTAINABILITY  
AND GROWTH.

# INTRALOT RETAILER PULSE

## THE NEXT GENERATION RETAILER MANAGEMENT SYSTEM

INTRALOT Retailer Pulse enables operators to achieve genuine digital transformation of their businesses. It is an open, modular and agnostic end-to-end platform which aims at reshaping the retail universe, deriving from INTRALOT's multiyear experience in lottery operations around the world. By leveraging technology and streamlining processes and procedures, land-based operators are supplied with a cutting-edge system to increase their revenues for good causes, reduce operational costs and secure retailer retention.

To put it simply, INTRALOT Retailer Pulse represents the technological heartbeat behind today's corporate sustainability and growth.

To facilitate the daily needs of different business users, the platform embodies several functional categories, from network management and financials to logistics and marketing. Enclosing these functional pillars in one advanced solution is what gives land-based operators the opportunity to align their various operations under coherent strategies.

# NETWORK MANAGEMENT

## CENTRALLY MANAGING THE RETAIL ECOSYSTEM

At the heart of INTRALOT Retailer Pulse rests the Network Management module that caters for the retailer's lifecycle and shapes a centrally-managed ecosystem by allowing the configuration of entities, their structural hierarchy as well as their financials and accounting management.

## ENTITY MANAGEMENT

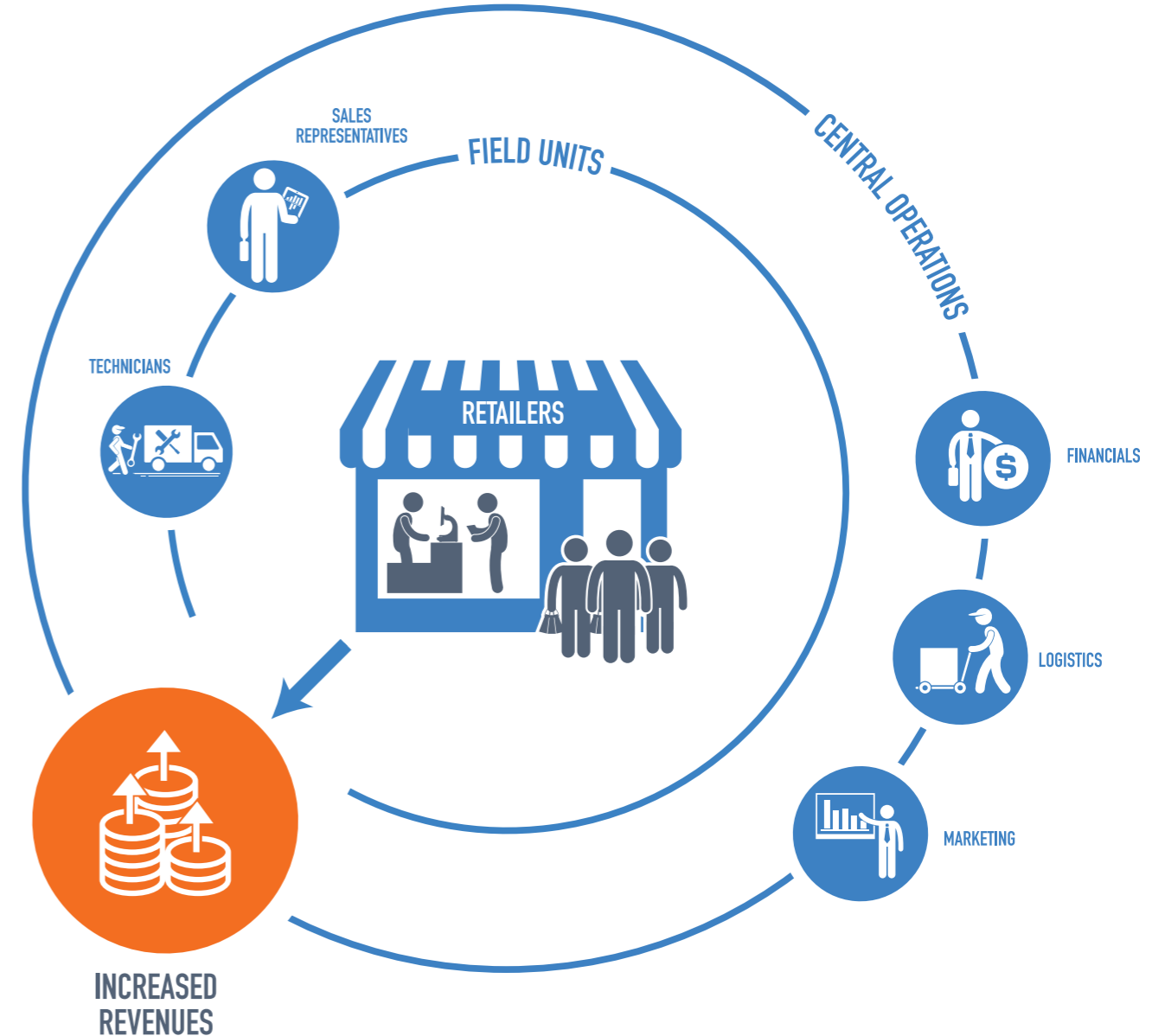
As each retail ecosystem comprises of a distinct mix of stores, owners, employees, sales representatives and field support technicians, INTRALOT Retailer Pulse is the ideal platform for addressing the varying needs found within each entity's lifecycle stage. Irrespective of whether the network consists of dedicated corporate accounts, retail chains or single independent retailers

of any store type (e.g. restaurant, coffee shop, grocery store, etc.), the platform can be customized to serve each team's hierarchical importance within the business. This way, operators can optimally manage their entities and guarantee efficiency in every jurisdiction, making sure everyone is working unhampered towards a profitable operation.

## FINANCIAL MANAGEMENT

Managing retailers involves critical accounting procedures, such as commission configurations and payment term setting. INTRALOT Retailer Pulse empowers land-based operators to create flat or scalable commissioning schemes that can be assigned to configurable retailer groups. The platform gives an instant overview of every retailer's financial transaction towards the operator, filters balances and effectively tackles payment procedures. At the same time, it generates a variety of preconfigured and on-demand reports, useful for land-based operators to gain valuable insights regarding payments.

# RETAIL ECOSYSTEM



# ENGAGEMENT ENGINE

## A COMPLETE MARKETING SUITE

INTRALOT Retailer Pulse provides a complete marketing suite with which operators can design and put motivation schemes into effect so as to boost network engagement and commitment.

## SEGMENTATION

The platform comes equipped with a “define once, use everywhere” dynamic and real time segmentation tool, consisting of a number of different rules, from retailer profiling to periodic sales per game. The retailer segments created are then exposed to customized marketing actions that cater for the operator’s efforts to increase engagement.

## INCENTIVES

The incentives mechanism, does not only target retailers, but all entities of the retail ecosystem, including employees and sales representatives. Incentives act as a vertical motivation catalyst, educate revenue-driving practices and reward productivity by laying out fully parametrical goals.



## RETAILER’S CLUB

Furthermore, the platform includes Retailer’s Club, a fully customizable points’ achievement mechanism used to drive long-term retailer and employee loyalty. Sales of various products accumulate points that drive to higher status levels. These levels “unlock” special promotions and activities, but also grant access to different redeemable prizes.



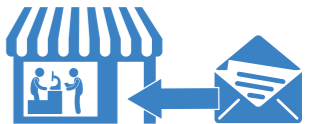
## ADVANCED PROFILING

INTRALOT’s experience on retail operations has led to the inclusion of the preconfigured Advanced Profiling feature. Localized profiling algorithms blend qualitative and quantitative data collected, allowing operators to strategically classify retailers and present them with the most suitable mix of offerings depending on their requirements within each jurisdiction.



## COMMUNICATION

Furthermore, the platform includes a module that takes communication to the next level. The tool efficiently targets the desired group and effortlessly transmits information, giving operators the flexibility to deliver messages through multiple touchpoints. Operational directives or marketing content such as newsletters and incentive updates, for example, may be delivered via email, a game terminal, a portal, or any other medium that the operator chooses.



# INCENTIVES

## BOOSTING MOTIVATION IN THE RETAIL ECOSYSTEM

INTRALOT Retailer Pulse redefines promotions by providing a holistic campaign mechanism for the retail ecosystem that synchronously incentivizes sales representatives, retailers, employees and players, in order to create a profound in-store experience for the latter within stores.

The platform includes an intuitive tool where customizable rules and triggering events become the foundation upon which incentives are easily designed and implemented. With a significant variety of choices

for each step of the Segmentation, Goal Setting and Rewarding triad, operators can introduce motivation elements that best serve their strategies. By being able to target incentives to different entities under one campaign, the marketing team can produce a motivational mix that generates increased revenues from the brick and mortar environment.

## A CAMPAIGN MECHANISM TO ENGAGE EVERY ENTITY OF THE RETAIL UNIVERSE



# RETAILER'S CLUB

## TAKING LOYALTY TO THE NEXT LEVEL

INTRALOT Retailer Pulse enables the development and execution of a multi-level, fully customizable Retailer's Club program that secures long-term retention.

## EARNING POINTS

Operators are allowed to determine and change, at any time, the number of points awarded on each game or vertical and per retailer status level. As player money spent on games is converted into retailer's reward points, the operator configures accordingly so that the retailer earns more points on games that are not as popular, versus fewer points on higher selling games. As such, Retailer Pulse becomes a tool for cross and up-selling of different products. On top of this, additional points can be awarded through promotional activities.



## MULTIPLE STATUS LEVELS

Multiple retailer status levels can be configured to match the operator's reward strategy. Within a specific timeframe as configured by the operator, different requirements around the earning of points can be set for retailers to remain at a certain level and for levelling up or down.

## REDEEMING POINTS

To increase retailer and employee motivation, INTRALOT Retailer Pulse enables operators to define multiple prizes available to different status levels and for a different number of points. Retailer Pulse can be interconnected to any available marketplace, allowing retailers to spend points the way they find best. This serves both as a way to fulfil the needs of each status level and also as a way to motivate retailers to progress to higher levels, whereby more tempting prizes and privileges may be available.

# LOGISTICS

## ENHANCING PROACTIVENESS TO ENSURE SMOOTHNESS OF OPERATIONS

Warehousing and logistics are also facilitated by INTRALOT Retailer Pulse, as the platform includes the Network's Logistics module which helps ensure that land-based operations remain uninterrupted.

Retailer logistics for devices and consumables are fully orchestrated, whereas a customizable suggestive ordering mechanism facilitates the management of consumables such as scratch tickets, terminal paper and game coupons. When properly configured, Retailer Pulse ensures that all these operations are aligned under well-defined strategies.



## HARDWARE CONTROL

With the Device Management feature, back office users get a Mission Control view with real-time alerts of all hardware, such as game terminals, printers, screens as well as server connectivity.



## CONSUMABLES CONTROL

The platform also facilitates the management of consumables lifecycles to and from the retail shop. Shortages of instant tickets and betting coupons translate to lost sales and revenues, therefore their monitoring and replacement streamlining is also of prime importance. With INTRALOT Retailer Pulse, operators get notified in time to send supplies to respective retailers before they run out.



## REQUEST AND TICKET MANAGEMENT

The Request and Ticket Management module steps in as a cross-platform tool that enables bidirectional communication between the organization's Support Center and the retailers, to efficiently pinpoint operating needs -from complaints and orders to generic inquiries and questions- and appoint the appropriate staff to handle them to closure. This way productivity is ensured and revenues from land-based operations secured.

# PORTALS

## ENHANCING OPERATOR-RETAILER RELATIONSHIPS

Based on the philosophy that information is key, INTRALOT Retailer Pulse provides every contributor to the retail ecosystem a personalized portal to ensure bidirectional communication and optimal flow of content without time and space limitations.

Through the platform's dedicated web-based portals, retailers and employees gain access to performance optimization tools, including training material, equipment manuals, sales data, reports and even ticketing. At the

same time, they can get an overview of their financials, get informed about active incentives and compare their performance against their peers. Furthermore, INTRALOT's next generation terminals act as core touchpoints supporting two-way communication, meaning that operators can supply retailers with the necessary information but also receive and "listen" to their requests and issues.

## EFFORTLESS ADMINISTRATION AND INFORMATION SHARING ACROSS MULTIPLE TOUCHPOINTS





# INTRALOT PULSE MOBILE

## A PORTAL TO INCREASE PRODUCTIVITY ON THE GO

Sales representatives and field support technicians will find the INTRALOT Pulse Mobile portal of paramount importance in their effort to remain as efficient and productive as possible when in field. The mobile application offers distinct features to help the workforce deliver even when there is no internet connection available.



## FOR SALES REPRESENTATIVES

- ⊙ Visit scheduling / calendar
- ⊙ Retailer overview
- ⊙ Performance reporting
- ⊙ Incentives progress monitoring
- ⊙ Retailer classification function
- ⊙ Training material

## FOR FIELD SUPPORT TECHNICIANS

- ⊙ Visit scheduling / calendar
- ⊙ Retailer overview
- ⊙ Malfunction fixing processed via ticketing
- ⊙ Complete technical documentation

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**Pulse**

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