

## Press Release

### **adesso AG Implements New Interactive Gaming Platform at Eesti Loto**

Extension of Online Games Offer and Improvement of Customer Service

***Dortmund, 07 July 2009*** – adesso AG, an IT service provider with years of experience in the implementation of lottery applications, has been commissioned by the state lottery company in Estonia, Eesti Loto, to implement a new web-based gaming platform. With the “Interactive Gaming System” (IGS), Eesti Loto provides the basis for expanding the online games offer and the future use of other interactive marketing channels. At the go-live of the new platform in early 2010, the traditional lottery and the instant lottery formats will be offered as the first products. The system’s core is “in|FOCUS”, the adesso solution for the direct marketing of lottery products in all online sales channels.

Eesti Loto has provided games via the Internet for a long time. The Internet system in use by now, however, is reaching its limits with regard to user guidance, flexibility and convenient content maintenance. With the new Interactive Gaming System, Eesti Loto has commissioned a solution which enables considerable improvement in the games experience and the customer service via the Internet, and which at the same time will be the source of the future extension of the offer and its expansion over further channels, e.g. mobile devices.

These aims are optimally supported by the use of the adesso solution “in|FOCUS”. in|FOCUS integrates seamlessly with the existing IT infrastructure of the lottery company and enables the marketing of existing and new games with a multitude of functions. The solution includes the fundamental concept of placing the customer at the centre of all processes and combines the requirements of customer centring, multi-channel capability and integration into one platform. In the project, adesso will take on the tasks

of project management, software development and web interface design for Eesti Loto. “Eesti Loto customers will experience a fundamentally improved service with the new interactive gaming platform, starting from intuitive registration and personalised language, via attractive game variants with a realistic look and feel to transparency in the games history,” explains Dr Rüdiger Striemer, Member of the Executive Board at adesso AG. Aivar Lepp, Chairman of the Executive Board at Eesti Loto, adds: “With the new Interactive Gaming System and the support of the adesso experts, we are sure to position ourselves as a more attractive provider with an interesting portfolio – this in particular with regard to the upcoming liberalisation of the Estonian lottery market.”

### **Lottery Competence from adesso**

adesso AG, which is represented in Germany, Austria and Switzerland, has been a sought-after partner of state lottery companies all over Europe for years and supports these companies in the design, implementation and realization of all processes which are necessary for the operation of the lottery business. The company increasingly provides services for lottery companies in the rest of Europe. The use of the multi-channel platform in|FOCUS at Eesti Loto will be the fifth installation of this solution and is thereby increasingly emerging as a standard for the direct marketing of lottery products.

*approx. 3.280 characters*

### **adesso AG**

With more than 550 members of staff and eight headquarters, adesso is one of the leading IT service providers in the German-speaking regions. The core business processes of the customers manifest the focus of consultancy and software development of adesso. These processes which are important for business success are becoming ever more flexible and productive by the clever implementation of information technology.

adesso customers, who are mainly large and medium-sized businesses, appreciate the long-term experience of the consultants and software developers resulting from complex and often international tasks. adesso also offers fixed prices for software development projects which are of a large-scale nature, thus granting customers financial security. adesso very much puts an emphasis on members of staff with an entrepreneurial spirit who act with a high degree of communicative competence and

who know about and master the special tasks of the customers in their respective branches. Their corporate culture is characterized by transparency, also in the context of internal communication, and by members of staff who strongly identify themselves with adesso.

adesso was founded in Dortmund in 1997. The share is listed on the regulated market. Some of the most important customers are Allianz, Hannover Rück, Westdeutsche Lotterie, Zurich Versicherung, DEVK, and DAK.

In the Lünendonk Survey of 2009 adesso is listed in 20th position among Germany's top IT consulting and system integration companies.

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