adesso

Lotto Hamburg's New Internet Portal with in|FOCUS from adesso

DORTMUND, Germany (July 2006) -- The new Internet portal from **Lotto Hamburg** went online punctually in May 2006. The basis for the game on offer at www.lotto-hh.de is the multi-channel platform in|FOCUS from adesso, which has already been successfully used by **WestLotto** for the past 3 years. With 1.000 registrations, Lotto Hamburg attracted a brisk run even on the first day.

At **Nordwest Lotto und Toto Hamburg (NLTH)**, adesso succeeded in asserting itself against numerous competitors in an intensive tendering and bidding phase. "In addition to the tendered requirements, adesso also especially convinced us as a reliable partner in the software development and consultation. The in|FOCUS product excellently matches our IT-strategy. Many of the bidders can provide an attractive web design, but only a few of them were able to provide a complete software system together with the required specialised lottery knowledge", said NLTH IT Manager Alexander Raake. "The choice has already proven itself. The system runs stably – any support queries are processed fast and uncomplicated."

The decisive advantage of the system supplied by adesso is especially the separation of the business logic and the channel-related design. This means that in|FOCUS is a `real´ multi-channel platform. Each of the processes is based on a business logic which is uniform and the same for all of the channels. For example, certain processes such as the registration or sale of a lottery ticket can appear to be completely different in the various channels, but they access exactly the same backend logic. This is important when one considers the fact that the internet provides completely different interaction possibilities as will be the case with the interactive television remote control in the future. Both of the channels are taken into account in the system but new offers must only be realised once. This provides clear cost advantages.

The experienced team at adesso was expanded once more as a result of the support requests made by the lottery companies in Hamburg and

North Rhine-Westphalia (NRW). This ensures a fast and flexible reaction to customer requirements. This team is organised in the "Solution Center Lottery" from adesso (www.adesso.de).

Additional information on the in|FOCUS-Platform in Hamburg and NRW is available from:
http://lotterie.adesso.de/de/special/feedback.php?id=22

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