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The Signal For Even More Security And Customer Focus Whilst Playing The Lottery adesso AG and Lotto Hamburg Are Putting New IT Strategies Into Practice

DORTMUND, Hamburg, Germany (July 9, 2007) -- After little more than a year of co-operation, **Nordwest Lotto and Toto Hamburg** and **adesso**, the consultancy company and IT service provider have implemented the newly developed IT strategies. In recent weeks 500 new sales terminals have been put into operation. These terminals ensure that services such as the transfer of tickets is now easier and quicker. The new lottery central system and the direct customer system were also put into live operation. In future, Hamburg LOTTO customers will profit from new gaming possibilities, additional products, more service and security. As well as the development of the IT complete strategy, adesso was also significantly involved in the introduction of the completely new system topography. The modern, forward-thinking IT structure particularly allows for the increased legal requirements for the prevention of gambling addictions and the changing consumption habits of people.

Strategic Goals

LOTTO Hamburg decided to take a very consistent route with regards to IT strategy matters: A new, integrated method of application is now replacing the old system which was threatening to limit development in many different respects. Therefore LOTTO Hamburg, together with adesso AG, has developed a new concept for the whole IT landscape in which the actual customers as well as the members of staff of the sales terminals will be understood to be "customers". Another main issue of the IT strategy is to reduce the dependency upon one single supplier and because of this, functions that are usually completely stored in a central system will be distributed to multiple systems belonging to different providers.

The IT advisors of adesso AG accompanied LOTTO Hamburg in this process of making a new method of application into a complete conversion and commissioning via the co-ordination of the participating partners. The migration from the old system to the new central system succeeded at the first time of asking without the old supplier having to become involved.

Dr. Rüdiger Striemer, member of the board at adesso AG explains the process: *"The needs and requirements of both our customers and our sales terminal operators, who are our target groups were represented in the IT strategy and were optimally matched with one another. The new IT strategy with a clear structure, as well as lean, integrated and newly structured processes takes care of a high level of comfort, increased efficiency, improved effectiveness, a clearly higher level of transparency for all participants and a very low level of dependency upon suppliers."*

Practical Conversion

In the future the introduction of new lottery products in particular, but also new processes with regards to preventing gambling addictions will be a lot easier and will be completed with lower programming expenses.

In doing so a central system processes the core business. A B2C platform assumes tasks such as the identity management, a service platform serves the "LOTTO JackPoint" self-service terminals within the sales terminals and a third system takes care of the statements. In having a choice of supplier and individual components, adesso and LOTTO Hamburg are of the opinion that the best product of their class will become a "winner".

"The co-operation with an experienced service provider who has plenty of know-how with regards to lotteries has paid for itself. adesso decisively helped us in that the basis for wise combined efforts and savings were already laid during the conception stage and also supported us during the whole project until the Go Live project became successful. Because of this help and support we were able to reduce the dependency on suppliers as well as being in a position to implement our visionary project in record time" explained Siegfried Spies, Managing Director of LOTTO Hamburg with regards to the co-operation with adesso.

More service and security

The advantages of the new system for both the customers and the members of staff at the sales terminals are huge: The customers will notice the quick processing times and they will also enjoy more service, new products and offers as well as the security of a high level of gambling addiction prevention and self-control. Finally the sales person does not only have access to the most modern high-tech technology with the new terminals which significantly simplifies individual processes via touch screen and scanners, but also has access to relevant pieces of information with regards to statements, training offers, as well as being able to send and receive Emails and much more in the internal B2B area of the "LOTTO JackPoint".

New products, new possibilities

LOTTO Hamburg has used the flexibility of the new IT structure in order to bring additional offers such as the quick tip for "BINGO – Die Umwelt Lotterie" (The environmental lottery), a TEAM tip or an astrological / birthday tip onto the market via the LOTTO JackPoint system. LOTTO Hamburg is also taking care of additional customer protection and extra customer service with the customer card which has also recently been introduced. For example the customer has the possibility of placing a self-block on playing and the limiting of betting amounts by using the customer card. As well as this, winning can be automatically transferred into the bank account of the customer, personal tips can be saved and individually prepared service information can be saved via email or by SMS.

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