

Swisslos to operate its lottery product “Subito!” using adesso’s platform

Dortmund, 08 November 2011 – Swiss lottery operator Swisslos integrated its new gaming product “Subito!” into its Instant Gaming Platform. The new product, to be offered through the restaurant industry sales channel, operates using adesso’s inIFOCUS Instant solution.

Swisslos Interkantonale Landeslotterie expands its gaming portfolio to include “Subito!”, a lottery which is drawn every five minutes. Participants are able to win up to a quarter-million Swiss francs per draw. “Subito!” is offered at over 430 sales outlets, mainly in the restaurant industry, located in the German-speaking Swiss cantons as well as in the Italian-speaking canton Ticino; participants are able to follow the draw via on-site monitors.

The new game was developed to run using the Instant Gaming Platform, a combined platform for all of Swisslos’ online instant games, which is operated using adesso AG’s “inIFOCUS Instant” multichannel solution. The system manages the games, controls interaction with participants, processes entries and ensures that each and every lottery draw is integrated into the downstream accounting system. inIFOCUS Instant is a flexible, adaptable multichannel solution for lottery operators, making it possible to rapidly incorporate new sales channels and to swiftly expand the gaming portfolio.

Through the sale of “Subito!” via terminals located at restaurants, the Instant Gaming Platform has been expanded to include a further platform, which runs using the existing transaction system controlling communication between the sales terminals and the central system at Swisslos. Within this context, a function has been created that brings together several individual tickets in a cross-platform lottery ticket. The entire system has been in operation since the middle of August 2011.



“Demand for instant games continues to rise”, explains Daniel Luder, development manager and executive board member at Swisslos in Basel. “We’ve already successfully realised several projects in this sector along with adesso. Their solutions have demonstrated the company’s flexibility and security many times over – and when we worked together on the “Subito!” project, adesso proved itself once again thanks to its expert know-how, allowing us to rapidly put in place a new product that was in line with our requirements. And the quick realisation of new projects is crucial in this area.”

adesso AG

adesso is one of the leading IT service providers in the German-speaking area and focuses its consulting and software development activities on a company’s core business processes. adesso’s strategy is based on three pillars: the deep industry-specific know-how of its staff, the comprehensive expertise in technology and the application of reliable methods in software implementation projects. Following this approach, adesso develops superior IT solutions, which enhance the competitive position of a company.

adesso was founded in Dortmund in 1997 and employs more than 750 members of staff in eleven offices. 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. For additional information, please visit www.adesso.de.