

STRATEGY CONSULTING FOR LOTTERIES



EVOLVE YOUR LOTTERY BUSINESS – ADAPT TO CHANGING MARKET NEEDS

The right strategic orientation is decisive for the success of a lottery company, especially in times of change. adesso supports lotteries in defining sustainable businesses, IT or supplier strategies and leads through vital business and organizational changes. Thereby, adesso advises on the founding of a new lottery as well as on the review and further development of existing strategies.

ADESSO STRATEGY PROCESS

Strategy consulting for adesso means guiding the client through the strategy process, by:

- > Developing a vision
- > Identifying objectives and goals
- > Analyzing the situation and required changes
- > Developing solutions and following through into implementation and post-implementation continuous improvement processes

adesso has developed a very refined strategy consulting process deeply rooted in extensive industry knowledge and methodology expertise. adesso subject matter lottery experts leverage their problem-solving skills by experience and heuristic methods, an innovative mindset and implementation strength.

1.	> Develop vision & objectives	5	> Implement solution/ change
2.	> Understand situation & existing processes	6.	> Evaluate solution/change
3.	> Analyze problem/challenge with framework	7	> Ongoing continuous improvement
4.	> Develop solution/ re-engineer process		

CHALLENGES

- > Lack of stakeholder involvement
- > Non-methodical approach of defining a strategy
- > Missing strategy toolkit
- > Lacking organizational acceptance

SOLUTIONS

- > Interaction Room: IR:scope, IR:digital
- > Business case
- > Business model analysis
- > Start-up consulting
- > GAP-Analysis
- > Portfolio-Management
- > Implementation framework

CLIENT VALUE



A strategy that provides a clear vision and a doable implementation strategy to enable, support and grow your lottery business in a sustainable fashion, with an efficient organizational setup and suitable processes.

PROJECT EXPERIENCE & CASE STUDIES

CASE STUDY 1: CHARITY BASED, SHARIA-COMPLIANT GREENFIELD LOTTERY

adesso was commissioned by a group of investors in the UAE to design and develop a Sharia-compliant lottery business in the UAE. Working with local advisors, adesso created the following artifacts:

- > Business plan
- > Scenario-based profitability calculation (business case)
- > Design of a lottery game with the essential business processes

adesso has performed the following activities to ensure first-class advisory results:

- > Planning and moderation of customer workshops (including Interaction Room)
- > Coordination of all project stakeholders
- > Market analysis and benchmarking
- > Project planning for the implementation phase
- > Aligned technology strategy
- > Planning the quality assurance activities

CASE STUDY 2: VENDOR & OPERATIONS STRATEGIC REPOSITIONING

adesso was contracted by a German lottery to analyze the fundamental business reorientation regarding the central system operations. To support the decision-making process about the desired form of central system operational model and about possible new collaborations, adesso has taken the following approach:

- > Evaluation of existing operation cooperations (contractual, strategic, operational)
- > Identification of future cooperation models and cooperation partners
- > Assessment of procurement alternatives and business models
- > Road mapping of important milestones
- > Deriving strategic guard rails
- > Consideration of the IT infrastructure (actual & target)

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