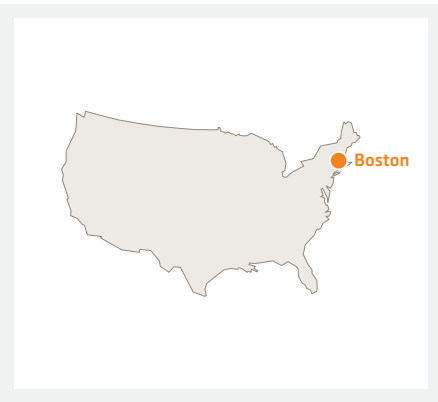


LOTTERY@adesso





50
LOTTERY
EXPERTS

20
IMPLEMENTATION
PROJECTS
CENTRAL SYSTEMS/TERMINALS

20
YEARS OF LOTTERY
EXPERIENCE



Lottery consulting

adesso supports lottery companies and lottery operators/ organisers on a national and international basis when it comes to a consistent alignment of strategy, organisation, processes and infrastructure with customers' needs and challenges of digitisation in the gambling market.

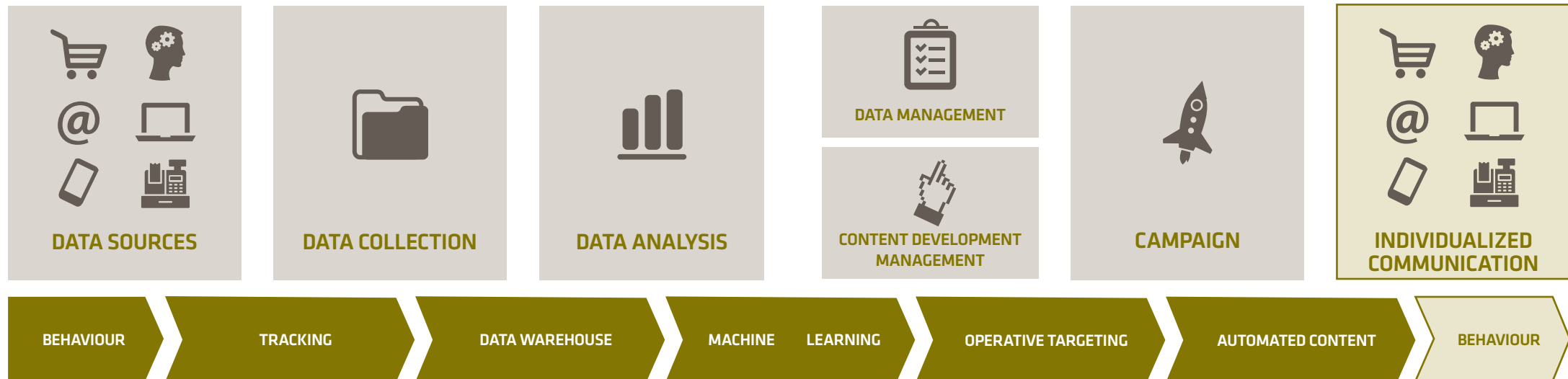
-
- > IT strategy
 - > Technology and architecture consultancy
 - > IT procurement and procurement support
 - > Customer relationship management
 - > Project management
 - > Test management/ quality management
 - > Consulting on Operator-model
 - > Assessment and design of IT service processes
 - > Business concept for new lotteries
 - > Mathematical expert reports
-

CRM customer experience – Focus on management

An individual customer approach and an active design of a positive customer experience at the lottery touchpoints are essential for the acquisition of new customers and – what's more important – for customer retention.

A better understanding of individual customer needs enables lotteries to design their services and offers specifically for each customer. This is how they increase satisfaction and create sustainable customer relationships.

Together with the lotteries adesso develops strategies and measures that allow a 360°-view on customers. This way a responsible, active management of customer experience is possible as well as marketing controlling – always considering all data protection regulations (GDPR).



```
GameType gameType = ...  
Integer channelId = ...  
switch (gameType) {  
    case LOTTO_NORMAL:  
        ticket = lottoGame  
        break;  
    case LOTTO_SYSTEM:  
        ticket = lottoGame  
        break;  
    case LOTTO_PORTION:  
        ticket = lottoGame  
        break;  
    case LOTTO_SUPERDRAW:  
        ticket = lottoGame  
        break;  
}
```



„The holistic concept of adesso convinced us. Many years of lottery expertise as well as technical and methodical competence led our project to success. This mixture in conjunction with straight-line, precise communication make up the adesso-Team.“

Jochen Staschewski
Managing Director Lotto Thüringen

in|FOCUS 360°

Precise solutions for a
customer-centric
iGaming experience



in|FOCUS ³⁶⁰

> iGaming platform
including 360°
customer management

in|FOCUS
➤ Instant

> Online Instant
Gaming Engine

in|FOCUS
[Bingo]

> Multiroom
eBingo solution

in|FOCUS
[Class]

> Solution for
class lotteries

in|CORE

> Lottery transaction
core

in|BOUND

> Linkage of
commercial
gaming agents

FirstSpirit™

Enterprise Content Management



„The demand for scratch cards steadily increased during the past years. Since 2017 SLG also takes this market trend into account, after a special permission for online distribution of terrestrial scratch tickets was released. With in|FOCUS instant our long-term IT partner adesso implemented a reliable complement. The project was finalized within budget and completed on time. Especially the distribution of nationwide uniformly playable scratch tickets seems to offer great opportunities for further marketable products. We are certain that adesso will continue to support the implementation of such products.”

Dr. Siegfried Bohring
Deputy General Manager Sachsenlotto



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adesso is one of the leading IT service providers and focuses its consulting and software development activities on the core business processes of companies and public authorities. 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.

