



**LotteryForce**

**HERO**

**READY TO REINVENT YOUR BUSINESS**

[www.lotteryforce.com](http://www.lotteryforce.com)



For more than 20 years, adesso has been a strong partner of lottery operators and organizers worldwide. Many state-licensed lotteries rely on our proven and innovative software. Our convincing consulting services complete adesso's competence. We help lotteries to consistently align their strategy, organization, processes, and infrastructure with customer needs and the challenges of digitalization in the gaming market.

Our interdisciplinary consultants control organizational development along the entire value chain – always with a special focus on the consumer's experience.

adesso has profound knowledge in in the areas of mobile applications and digital experience as well as extensive industry expertise in the retail sector. This makes our solutions a seamless gaming experience – from mobile, to web, to retail. Or the other way round, if you wish.



**LotteryForce**

This is LotteryForce: **A brand new iGaming platform** with decades of experience. Is that a conflict? Not at all. Using leading-edge technology, LotteryForce offers a wide range of proven security features. And even better: it combines all the knowledge of consumer-centric appearance from all industries, such as retail or mobile commerce. As a cloud-based, modular solution, LotteryForce is scalable and runs on a hyper-converged infrastructure. Thanks to its high-performance interfaces, LotteryForce integrates smoothly into existing systems, be it any given game vertical or a retail terminal backbone.

LotteryForce is **a sales solution for all channels**: You can address all your players equally with any of the system's individual components, getting a true 360-degree view of player activities that are within your responsibility or just processed on behalf of a B2B partner. Anyhow: LotteryForce Campaigns will address all of your directly or indirectly known players.

**Once you know your customers,  
you reinvent your business.**

**LotteryForce makes you ready to  
reinvent your business!**

**#causeyouknowthem**



# READY

**TO REINVENT  
YOUR BUSINESS**



# INDIVIDUAL

The players are at the heart of every lottery, their feelings and dreams are what drives the game. That's why it's about people rather than technology. For this reason, LotteryForce is completely customer-centered. The solution helps to truly understand each player and meet them individually – **authentically and reliably.**

# FAST AND EASY

LotteryForce **brings the game into the future** and already fulfills today's customer wishes. Nowadays, the lottery has to be quick, easy and convenient to play – especially outside of lottery agents. That's why LotteryForce offers solutions such as one-click-buy offers that can be placed on streaming platforms or in social networks. In other words, wherever customers are already digitally active.

# AP PE TI ZI NG

Lottery retailers know their regular players: they know the games they love and when they like to play. But the relationship ends at the counter. LotteryForce helps to develop and digitize it. By collecting data via app or terminal, every interaction can be recorded. Lotteries can use this information to understand customers better, create individually tailored offers and **encourage them to play.**

Companies, retailers, and players: LotteryForce **brings together what belongs together.** Thanks to the new CRM modules based on Salesforce, information can be bundled in a targeted manner. LotteryForce thus supports both the requirements of the sales outlets and the management of the players – across all channels and in real time.

# CO OPERATIVE

# PIONEERING

LotteryForce is state-of-the-art technology, made by experienced minds. We are convinced that we have brought the most modern solution available to the international market. adesso has extensive know-how in the lottery sector and has been offering both high-end technology and excellent strategic consulting – **for more than 20 years.**



LotteryForce Player Account Management (PAM) is the core element of your **direct customer management**. Regardless of the sales channel, you have an unrestricted 360-degree view of any identified customer action. Smart identity management prevents multiple registrations and allows cross-channel game configuration, including limits and promotions. The **single player view** is therefore an important component of responsible gaming.



LotteryForce CRM B2C is the **central component for marketing and service**. Our Salesforce installation is specially tailored to your lottery business and enables you to address your customers individually. The seamless linking of all service channels allows the lottery to interact with the customer, including SMS, phone, chat, e-mail, and even respond to social media comments. Artificial intelligence supports contacting the customer, analyzing consumer behavior for the best contact channels, and timing as well as providing insights based on deep data analysis. This intelligent evaluation of gaming behavior allows you to adapt your advertising to your customers individually and create targeted campaigns.



LotteryForce CRM B2B **supports the complete retailer life cycle** from onboarding to contract management, including e-signatures, hardware history, and case management. The component is **based on the Salesforce platform**, providing extensive options for optimizing your retail business. Map-based smart route planning and a standardized survey functionality help regional managers to organize and analyze their visits. Comprehensive reporting provides an on-demand, graphic overview of key performance indicators, utilizing all data within the system. LotteryForce CRM B2B helps your sales team keep an eye on everything, even in the app.



Our sports betting solution performs as powerfully as the heroes in the arenas and stadiums we cheer for. LotteryForce Sports expands your possibilities and connects your customers to the games.



With LotteryForce Instant, adesso offers you a centralized tool for a virtual instant lottery experience. Whether it is applied to extend physical tickets digitally or purely used to offer new games optimized for smartphones or the Internet, LotteryForce Instant is the most efficient solution for ensuring a quick, fun playing experience.



LotteryForce Gaming enables you to manage all your online games, such as Lotto, EuroMillions, and Powerball. The simple configuration of game parameters including fees or stakes makes for intuitive operation. Our gaming component enables you to handle all your processes, from player input to submission in your transaction system.



Bingo challenges the technology behind the customer interface. When draws take place every few minutes, the back-end system needs to be well constructed and carefully designed. This is no problem with our LotteryForce Bingo solution.



Fast technology for rapid gaming: With LotteryForce Keno, adesso offers a solution that works in real time and processes all transactions securely. The application is compatible with numerous devices.

# COMPONENTS

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## WEST LOTTO

*"LotteryForce is one of the most modern and advanced iGaming platforms on the market. Both adesso's in-depth industry knowledge and solid technological expertise have always been an advantage for us. For over two decades, adesso has been a valued provider of both software and consulting services to us at WestLotto."*

**Dr. Bernd Dechant**

Senior Vice President at WestLotto

## SWISSLOS

*"adesso not only convinced us with the necessary expertise, but also offers us a tailor-made solution with which we can expand our portfolio at any time. This enables us to always keep our finger on the pulse of time and our players as well as to quickly provide new, attractive gaming offers."*

**Daniel Luder**

Head of Development at Swisslos



*"Since 2013, the Thuringian State Lottery has relied on the iGaming Suite from adesso. This year we introduced the new LotteryForce platform. This is an extremely stable and reliable platform, which is connected at the back end to the central system of IGT. The coordinated and silent cooperation of the software components have impressed us since day one."*

**Jochen Staschewski**

CEO of the Thuringian State Lottery

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# RELATIONSHIPS

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**adesso** |

adesso is the leading IT provider in Europe and focuses on the core business processes of companies and public business such as lotteries by providing both consultancy and customized software development.

**READY**

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