TAKING CARE OF
BIZNESS

In a first for the industry, lotteries can now choose from **a coordinated suite of smart and open business intelligence tools** to manage the activities that drive growth.

*By **Kasia Cahill**, Senior Director, Lottery Applications, IGT, and **Beverly Herter**, Director, Product Content Strategy, IGT*

Who's Behind BizApps?

IGT's BizApps were created for lottery professionals by lottery professionals. The five core members of the BizApps team (pictured) have a combined 63 years of lottery experience, including 35 years of direct operational experience.

Several years ago, as our team was setting out to develop a more effective way to communicate and share data with the lottery retailer network we managed, we recognized that we could expand our vision. Not only could we bring vital information, training, and inventory-management tools to retailers' fingertips, we could offer lotteries something that wasn't available in the industry: a full set of business-intelligence tools that provide all lottery stakeholders with a range of solutions to identify growth opportunities, support execution, and save time and resources across all lottery touchpoints.

From experience in Illinois, Indiana, and New Jersey, and as part of a larger team that manages lotteries in jurisdictions around the globe, we saw from an operator perspective that the available tools didn't always alleviate the pain points associated with the lottery category.

Since that time, IGT has fulfilled the original vision with a synchronized suite of nimble, user-friendly applications that lottery employees, sales staffs, and retailers can deploy to inform smarter, fact-based decisions and propel the actions that drive sales.

These state-of-the-art applications – or BizApps – were shaped and are continually refined with extensive input from customers, retailers, sales reps, focus groups, user studies, and IGT's lottery operational teams, who know the ins and outs of performance analytics, sales-force and retailer-network management, and the challenges faced by a telesales team aiming to drive same store sales.

This process gives all customers the opportunity to have their voices heard and help shape the roadmap of the products they use. And given the pace that industry practices and technology move at today, customers will benefit from frequent updates, allowing them to take advantage of a stream of new features and have the most current version of the tools.

The driving vision behind BizApps is to make it easier for lottery customers to manage the everyday activities that drive sales and profit growth across all departments and their retail network.

While each tool works well independently, because they share data and insights consistently with integrated KPIs and alerts, they're even more powerful together.

Users benefit further from the training IGT provides – training created by those who helped to design the solutions, many with years of experience in a corresponding lottery role.

User-based insights inform the functionality of every tool in the suite. The most-needed features are front and center, and the tools are easy to use – with highly configurable dashboards that give at-a-glance views and a user experience tailored to individual roles and preferences.

IGT is excited to offer this sophisticated, user-friendly suite of tools, and to help customers choose and shape the best solutions for their needs.

Introducing

🖐 BizApps

An integrated suite of profit-driving tools that combine **visualized**, up-to-the minute **data** with a **fast** and **easy user experience**.

- Can be integrated with any core system, including third parties

- Deployable as standalone or coordinated solutions

- Highly configurable and regularly upgraded

- Share services and info across tools, providing unprecedented integration

How Can You Reach Your New-Game Activation Goals?

Because all BizApps share the same information, all of a Lottery's stakeholders receive integrated KPIs, alerts, and insights, ensuring a single retailer view and a unified front.

Here is an example of how BizApps can help increase new game activations:

Retailer Wizard

Alerts retailers who have not activated packs of new games and prompts them to do so. Retailers can activate right from the portal.

Performance Wizard

Notifies Lottery staff that activation percentage is below goal.

Consistent Data and Analytics Uncover Opportunities and Drive Unified Actions
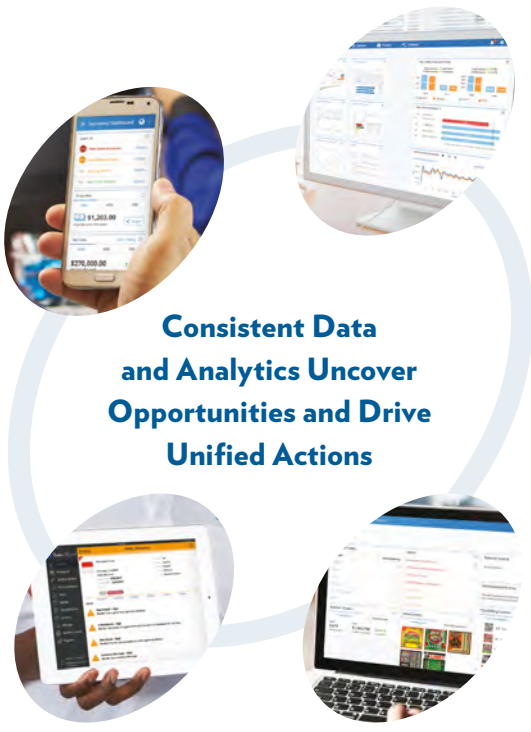
Sales Wizard

Alerts outside reps of retailers in territory who have not activated packs of new games, prompting rep to either call retailer or make this a focus of the next sales visit.

Order Wizard

Alerts telesales reps of retailers on call list who have not activated packs of new games, so reps can include this point in their conversations.

Meet the Wizards

Key tools in the BizApps suite:

- **Performance Wizard**, the one-stop, dashboard-driven solution for analytics and business intelligence

- **Order Wizard**, a flexible, proactive, predictive instant ticket ordering system based on IGT's proprietary algorithm – launching later this year

- **Sales Wizard** (formerly known as OnePlace), the world's most popular lottery sales force automation tool – used by 20 lotteries

- **Retailer Wizard**, an interactive, user-friendly website customized to fit the needs of both independent and corporate account retailers

P^W **Performance** Wizard

With Performance Wizard, lottery business analysts can focus on developing specific **actions to resolve outlier performances** depicted in the visualizations instead of spending that time extracting and manipulating data.

What Does It Do?

Performance Wizard provides lotteries with a comprehensive solution for analytics and business intelligence across all sales channels (traditional lottery, interactive, etc.).

Highly interactive dashboards supply lottery employees with at-a-glance answers to important business questions. An ad hoc reporting module enables query-based reporting for power users.

Did You Know?

- Content is designed for any role in the lottery organization, from executive director to business analyst, category manager to security officer.

- Actionable KPIs provide insight into everyday business questions and drive execution of lottery best practices.

How Does It Help You?

Performance Wizard maximizes resource efficiencies by minimizing time spent extracting and manipulating data.

Alerts notify users in near-real time of operational issues (e.g., LVM stock outs/bin or machine down time) and potentially suspicious activity (e.g., large wagers, repeat instant ticket validation attempts).

Data visualizations provide immediate visibility into areas of underperformance, such as retailers who have not activated the newest instant games and where best-selling instant games are not penetrated to lottery-defined thresholds.

Draw-games dashboards allow easy management and monitoring of payouts for numbers games.

Who's Behind It?

Craig Hall is Senior Product Manager of both Performance Wizard and Retail Market Insights (RMI), IGT's cross-jurisdictional initiative that provides 26 participating lotteries insights into corporate chain performance across the U.S.

Craig's lottery-industry experience includes three years as an analyst working with the New York, Virginia, and Nebraska lotteries to identify sales and profit growth opportunities in the areas of product and retail optimization. He also has 10 years' experience building business intelligence tools within the retail and healthcare industries.

Order Wizard

16 North American lotteries currently use an IGT instant-ticket predictive ordering tool, accounting for roughly **114,600 retailers and $25.4 billion in annual sales.**

What Does It Do?

Imperfections in the marketplace mean lost revenue. Launching later this year, Order Wizard is designed to drive same store sales by optimizing the instant ticket display. IGT's proprietary algorithm ensures that the best-selling games and correct game mix for each retailer are recommended and shipped in sufficient quantities to avoid out-of-stock situations. Order Wizard drives planogram compliance and determines which games the retailer should carry based on product strategies, business rules, and performance, as well as the retailer's own sales.

Did You Know?

- Order Wizard factors in the lagging validations of holiday games caused by gift giving, making holiday game orders more accurate than ever before.

- Proactively checks for shortages every day to maintain in-store inventory.

- Order Wizard reduces returns and their associated costs by avoiding shipment of slow-selling games that will clog dispensers.

How Does It Help You?

Order Wizard can be used by inside or outside sales teams to place orders manually and can be configured to process automatic orders for all or a subset of the retailer network.

Tightly integrated embedded analytics help evaluate performance of instant ticket distribution.

Nearly 100 configurable parameters allow orders to be customized to the unique needs of each retailer.

A new algorithm simulator lets lotteries play "what if" scenarios, test parameter changes and adjustments to the algorithm, and project the results based upon production data.

Who's Behind It?

A key player on the team that developed Order Wizard, Len Lorenz, Director, Instant Ticket Solutions, has a wealth of direct personal experience with all sides of the lottery industry: as New York Lottery's Director of Upstate Sales and VP of Sales for the New Jersey Lottery; as a vendor (in addition to his tenure at IGT, Len was Director of Sales at Hudson Alley, the developers of OnePlace and OrderPad); and even as a lottery retailer himself. All these experiences inform the features, design, and flexibility of Order Wizard. "One of the most enjoyable parts of my job is working with lotteries to drive same store sales increases and showing them how Order Wizard's flexible design and advanced algorithm do just that, whatever their business model may be."

sw Sales Wizard

Data and Strategic Insights to Make Every Retail Visit Count

Sales Wizard has helped **increase sales rep field time by up to 20%**. It's like adding another 2 sales reps for every 10 you currently have on staff.

What Does It Do?

With the evolving retail environment, sales reps need a tool that allows them to identify areas of growth for their retail partners. This mobile app (iOS, Android, Windows) and website give sales reps up-to-the-minute data and insights to strategically plan each visit and lead more focused, productive conversations with retailers.

Did You Know?

Like all BizApps, Sales Wizard continues to advance in features and functionality, in this case building on the success of previous versions of OrderPad and OnePlace, which have been helping lottery customers grow sales, improve retailer service, and increase the amount of time sales reps spend in the field since 2004. IGT sales force automation solutions service 20 lotteries.

How Does It Help You?

At-a-glance, graphical data and reports provide excellent talking points to coach time-crunched retailers. Reps can easily dive deeper to counsel on goals, incentives, and sales trends, increasing retailer buy-in for new sales-driving initiatives.

The availability of both micro and macro views of the retail environment means sales reps can access sales numbers and product inventories, while management can look at the data across the network to understand trends and optimize as needed.

The mobile apps provide offline functionality, giving reps uninterrupted access to data and features, even without an internet connection.

Sales Wizard reduces office time, paperwork, and calls to HQ, increasing the time representatives can spend in the field servicing their accounts.

Who's Behind It?

After four years with the New Jersey Lottery, where he worked his way up from sales representative to Sales Operations Manager, Cleveland Belin knows firsthand how to engage lottery retailers, drive best practices, and grow sales. As Senior Product Manager for Sales Wizard, Retailer Wizard, and Learning Wizard, Cleveland brings that experience and expertise to the continual enhancement of these products.

"Sales reps aren't analysts. They want quick, visual information that can help them be proactive and address growth opportunities and challenges with retailers. Sales Wizard presents information in a manner consistent with the terminal view – without needing to take time away from terminal sales to get it."

RW Retailer Wizard

Simplifies Management of the Lottery Category to Drive Growth

"Compared to other portals I've used, **this is much easier to navigate**. I love the dashboards."

– Usability study retailer participant

"**Wow…that's amazing.** Typically, we have to wait for a sales rep to provide this…type of information."

– Lottery retailer focus group participant

What Does It Do?

Retailer Wizard is an interactive, secure, lottery-branded website that provides independent and corporate account retailers with immediate access to all the location-specific data and tools they need to manage and grow their lottery business.

How Does It Help You?

This powerful tool allows retailers to more easily manage the often-challenging lottery category right from their phone, tablet, or laptop, without being tied to their lottery terminal.

User-friendly dashboards provide at-a-glance insights specific to each retail location, from sales/earnings data and trends to winner-awareness, while instant ticket screens provide real-time inventory, order, and liability information – and even allow the retailer to change pack statuses directly from the portal.

Real-time alerts drive corrective actions and help grow sales. Two-way communication boosts retailer engagement. Integrated into Retailer Wizard is IGT's Learning Wizard, which provides interactive terminal, marketing, and responsible-gaming training to retailers, saving them time and saving lotteries the expense of classroom training.

Did You Know?

- Retailer Wizard works seamlessly across commonly used devices and browsers.

- Retailers can see dashboards and data for all their locations with a single sign-on.

- Managers and clerks can benefit from its inventory management, winner and jackpot awareness, and training capabilities while being prevented from viewing sensitive financial data.

Meet the Authors

With 15 years of lottery industry experience, including 5 years retail and sales operational management, Kasia Cahill leads the BizApps team with a mission to continually evolve and expand the BizApps product category.

Beverly Herter brings 10 years of lottery industry experience, including 5 years of direct operational experience, to the BizApps team, where she ensures a clear, consistent, and user-friendly experience across all products.

Contact your ADM to learn more about BizApps from IGT.

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