

Reliability in a Changing Retail Landscape

As retail transformation accelerates, innovation will support lottery's success — and reliability is crucial.



In a typical week for many households around the world, some type of digital-shopping activity now serves occupants' needs — from self-checkout in stores to groceries that were ordered via an app and delivered to the home. But the evolution of shopping is far from complete.

A cross-sector report issued last year by IGT's longtime trend-research partner Foresight Factory affirmed that the coming five years will see advances in

retail's evolution to omnichannel, with shopper-led preferences driving further changes to the brick-and-mortar model: "Brands will be expected to create a seamless experience whereby online and real-world channels complement one another."

Lotteries are listening to their players and working to accommodate their evolving preferences. Yet building and running new digital capabilities on top of existing retail systems can be complex. The same is true when reimagining and

updating retail environments to make the lottery-player experience meet consumers' changing preferences. IGT invested in developing OMNIA™ to enable the omnichannel experiences that both players and retailers expect lotteries to provide.





IGT's latest innovations to support retail today and in the future include a new suite of products:

- A: Retailer Vue™
- B: ConnectCheck™
- C: Game Touch™ Draw S2
- D: Digital Menu Board

To support retail transformation, IGT applies its operator experience and deep cross-functional knowledge to develop tools that address different retail segments and formats.

NASPL conference attendees will get a closer look at new and upcoming products from IGT, in addition to those highlighted here.

For example, OMNIA's native integration of the retail and digital channels enables the same draw game at the core, regardless of the channel.

Other components and tools within OMNIA anticipate how lottery will function within various potential new retail models, helping to ensure the lottery industry's ongoing success in this channel.

These innovations are informed by IGT's four decades of industry-proven traditional lottery sales solutions.

"IGT has reimagined the lottery-consumer experience at retail using a player-centric, 360-degree approach," said Melissa Pursley, IGT Senior Vice President Lottery Product and Sales Development.

This approach accounts for the fact that all lotteries can benefit from the enhanced player connection that digital solutions

enable, whether they offer iLottery or not. A prime example is IGT's Connected Play functionality, an aspect of OMNIA that is

The components of OMNIA™ enable **Connected Play** and provide lotteries with the **integrated data** to better understand player behaviors and preferences across all channels.

Among many benefits, this facilitates **optimal player experiences** and supports lotteries in making **informed and responsible** product and service decisions.

focused on incorporating digital solutions into the retail-lottery journey.

By implementing OMNIA, lottery operators can see, for the first time, player-level retail lottery purchases, enabling in-depth data analysis and new ways to build player relationships and enhance player loyalty and retention.

Equipped for Retail Transformation

Another insight stressed by Foresight Factory is that the pandemic played no small part in driving changes to brick-and-mortar-retail because a great number of consumers – not just lottery players – began demanding contactless, cashless, and paperless transactions.

Retailers have also been dealing with labor shortages, a problem that self-service helps to ameliorate.



OMNIA™ is the next, pivotal step in IGT's 40-year history of driving reliable systems and technology innovations across the lottery value chain.

With performance, security, and system integrity at the forefront, OMNIA gives lotteries the means to digitalize the retail experience, whether a lottery sells iLottery games or not.

OMNIA encompasses specific touchpoints to solve for these needs and advance lottery's evolution within changing brick-and-mortar spaces — including clerk terminals that enable

contactless and paperless transactions, digital signage, self-service options, and solutions for In-Lane sales on retailers' point-of-sales systems.

"We leveraged our learnings and IGT's legacy of reliable retail solutions in developing these market-proven products, and continue to do so with a new line of solutions for retail that will be previewed at the upcoming NASPL show," said Pursley.

Attendees will get a firsthand look at IGT's new In-Lane enabling Lottery Link product and the Retailer Pro S2 terminal – plus other new retail lottery sales solutions – when the company showcases its latest innovations in Milwaukee.

Digitalizing Retail

As discussed, IGT's Connected Play offering, enabled by OMNIA, is designed to help lotteries deliver new player experiences via engagement with digital touchpoints.

And, through its mobile app offerings, IGT already provides customers with

some of the means to digitalize the retail experience. The My Tickets feature allows retail players to scan their paper tickets and store digital representations of those tickets. This digitalization lets lotteries track, organize, and notify players about their wagers. Players can also choose to save digital play slips as favorites or generate codes for purchasing again at retail.

"Our teams are motivated to apply leading-edge technologies and their expertise to serve customer, retailer, and player needs," said Pursley. "With OMNIA, we invested in developing a solution to create long-term value for these stakeholders and bring new opportunities for lottery growth via access to digital services in the retail environment." ■

Visit [IGT.com/OMNIA](https://www.igt.com/OMNIA) for more information or contact your IGT account representative.



A **40-year** history of driving systems and technology innovations across the entire lottery value chain.



The primary technology provider to **8** of the world's **10** largest lotteries. Combined with IGT's experience as a B2C operator, this footprint yields insights into lotteries' needs and challenges that no one else can offer and that drives the company's product roadmaps.



With more than **60** system deployments worldwide, IGT brings an unmatched track record of consistent performance, ironclad security, and proven system integrity.



Proven solutions, with **~380K** terminals installed and support for **43K** transactions per minute during the busiest sales hour of 2022's two billion-dollar U.S. jackpot.



IGT has earned **67%** of the U.S. market for self-service lottery vending machines, with more than **51,000** units currently deployed globally.

A long track record of dependability is built into the company's retail and self-service touchpoints and high-performing central lottery system.