Freeing ourselves from Legacy Technology and Transforming the Retail Experience

The lottery terminal that was the "saviour" of the fledgling lottery industry some decades ago is now an impediment to explosive growth. The fact is that the NASPL retail modernization committee was inspired to action in 2015 because the biggest and most efficient retailers (like Costco, Wal Mart, CVS and many of the bigger regional retailers like Hy-Vee and Giant Eagle and many others) find lottery a difficult category because of the operational problems with having the lottery terminal required to function outside of their EPOS (Electronic POS). Many industry experts contributed to the NASPL API working committee, and Abacus embraced the opportunity to be a part of the team that would spearhead these efforts. Abacus was pleased to bring to the table the expertise it had acquired in Europe and in banking and hoped to apply to the lottery sector.

Abacus plans to go live "in-lane" in three to six states in 2021 with multiple retailers. And while initial efforts will be quick-pick Mega and Powerball tickets, this will just be the tip of the iceberg. As other draw games, instants, true digital instants, and even sports betting can soon follow where regulatory statutes allow. The idea behind the standard API was that new companies could develop exciting new games that State lotteries and individual retailers could test and experiment in a cost-efficient manner.

In three years, Abacus believes that at least twenty state lotteries will be well on their way to integrating into the EPOS of the top retailers in their respective States. This will allow lottery to be sold in self-serve lanes, via BOPIS, Scan-Go, and even touchless. We expect traditional instants to be sold in-lane either with SCiQ or on a ticket-by-ticket activation method.

We are at the beginning stage of retail transformation. Lotteries everywhere will begin to realize that we have to be wherever the customer is, not in the cage or constrained by the terminal. Customer satisfaction will lead to increased sales and much more money to the bottom line for good causes.

We are here to serve.
Visit us at **www.lotteryeverywhere.com**

Please contact Terry Presta, Head of Business N. America, **t.presta@abacus-bv.com**

Retail Modernization Begins with Effective In-Store Messaging

Maxwell Goldstein, Vice President Sales - Americas, Carmanah Signs, and Nadene Beyerbach, Marketing & Sales Support Manager, Carmanah Signs

In-store advertising is as critical as it has ever been. Consumers now want to spend less time in-store, reduce trips, and increase basket size in an attempt to reduce interactions. As a result, it is essential for lotteries to reach players effectively while they're in-store.

Carmanah's parent company, STRATACACHE, continues to roll out technologies that provide a frictionless customer experience, increase average check, and enable suggestive sell. For example, STRATACACHE's suggestive sell software is being used by the world's largest Quick Serve Restaurants to automatically suggest products to drive-through customers based on their orders. Walkbase, another STRATACACHE technology, is being used by retailers such as H-E-B to facilitate curbside pick-up, alerting the retailer when shoppers are approaching in order to prioritize order preparation and meet vehicles as they pull up.

On the hardware development side, STRATACACHE recently expanded its product line to include LINQ all-in-one intelligent tablets. Purpose built for reliability and scale in high volume retail environments, the tablets are integrated across all digital signage (including Digital Menu Board), interactive experience, and mobile commerce platforms in the STRATACACHE family. LINQ tablets address the need to personalize and automate digital solutions, such as pickup automation, next gen point of sale, product discovery, wayfinding, and assisted selling tools, to truly tailor digital engagement with consumers and retail employees.

Where does lottery fit into this new customer-driven demand for contactless shopping and increased convenience? Eliminating pain points at brick-and-mortar retailers has become increasingly important. The need for lotteries to modernize their retail presence is more relevant than ever, not just at the point of sale but throughout the store. Our lottery customers tell us that retailers are looking for lotteries to partner with them in new ways to help sell lottery products.

Carmanah has had great success partnering with lotteries and retailers around the world using many variations of Digital Menu Boards, which have been proven to increase sales and boost player engagement. Working with our lottery customers and vendor partners, Carmanah has also been rolling out smaller footprint digital signs embedded in retail fixturing (such as Countertop Display Units), as well as introducing newer technologies including Digital Shelf Edge Displays and outdoor digital solutions.

The expansion of in-lane lottery sales also remains important as players seek convenience and fewer points of contact. In order for in-lane to work, visibility at checkout is paramount. Studies have shown jackpot communication, via Wirelessly Updated Jackpot Signs or Digital Signage, to be a critical part of successful in-lane programs. Carmanah is working with all solution providers to expand lottery retail networks and generate more revenue at the point of sale.

To learn more about how Carmanah can help your lottery modernize its retail presence, engage players, and increase sales, please contact Maxwell Goldstein, Vice President North America Sales at mgoldstein@carmanahsigns.com, or visit **carmanahsigns.com.**