



## IBM Customer Reference

# *Integrated Technology Solutions Pvt. Ltd.*

**Synopsis:**

Innovative new lottery program employs IBM SureOne point-of-sale terminals running open-standards-based Red Hat Linux to bring state-of-the-art gaming technology to consumer goods outlets in India

**Location:**

Mumbai, India

**Industry:**

Retail

**Focus Area:**

Business Continuance, Small & Medium Business

**URL:**

<http://www.sunshinelottery.com>

**Customer Background:**

A new company floated by Modi Entertainment Group, Integrated Technology Solutions Pvt. Ltd. (ITSPL) is responsible for the creation and maintenance of state-of-the-art online lottery technology for the recently launched Sunshine India Lottery. The company's mission is to be the thought leader and gate keeper for future lottery business in India by creating unique products for each market segment.

Sunshine India Lottery has a network of 8,600 online lottery retail terminals at leading consumer outlets across 13 states in the country, positioning its offerings on a transparent and clean lottery platform. The Sunshine India Lottery expects to gross US\$222 million in the first year of operation.

**Business Need:**

To help design new, innovative games that are different from what its competitors were offering, ITSPL hired experts in the online lottery industry and turned to IBM for the technology to create and deliver the lottery games to consumers. The company sought a robust application to support and enable its gaming utilities, as well as user-friendly, cost-effective point-of-sale terminals with rich functionality and the ability to scale to accommodate the lottery's anticipated growth.

**Solution:**

IBM worked closely with ITSPL to gain an understanding of its technology requirements and help the company choose the most suitable platform and hardware for its gaming software. The client implemented eight hundred IBM SureOne (model A04) point-of-sale terminals running Red Hat Linux 7.3 to support gaming utilities. The IBM Business Partner, EssNet AB of Sweden, provided EssNet Terminal Software to run on the Linux-based terminals and support ITSPL's custom gaming application. EssNet also provided customized, programmable gaming keyboards to complete the solution. The IBM terminals were placed in consumer goods outlets across 13 states in India, enabling users to select gaming numbers using the programmable point-of-sale keyboards. The terminals then issue barcoded thermal tickets. Upon winning, the terminals can verify the consumers' tickets using barcode scanners, and pay the winning amount.

**Benefits of the Solution:**

As this is a brand new technology, there are no current industry benchmarks with which to compare this solution. However, the IBM/EssNet gaming technology has provided many benefits over traditional lottery programs, including:

- Faster processing and printing of tickets
  - Reduction in maintenance due to infrequent system failures
  - Enhancement of store aesthetics with the IBM SureOne terminal's sleek, compact design.
- ITSPL is pleased with the extremely adaptable, versatile and reliable design of the new IBM lottery terminals.