



la fleur's magazine

Vol. 29 No. 5, May/June 2022

My Lottery's Dream Game

The New Mexico Lottery overcame its 30% profit mandate to create a potential game of the year program.

Page 23

1st Quarter Sales Report

Page 28



The Retail Issue

The industry has seen unprecedented growth over the past few years due to its successes in retail. To continue growing sales, lotteries must deal with increasing crime rates, new technologies, responsible gaming, and changing consumers' habits. Read about how they're juggling it all.

Pages 11-20



Ohio Convenience Stores Benefit from Retail Automation

Pandemic and workforce challenges have forced retailers all over the world to further increase operational efficiencies with decreased resources. To address this escalating need, many retailers are partnering with technology companies to explore and launch automation solutions.

The retail industry is responding with new ways to sell products in stores, including lottery games. As technology redefines the retail landscape, two Ohio Lottery retailers are focused on convenience and efficiency for their operations and an enhanced customer experience.

Convenience stores Circle K and Par-Mar have experienced increases in Ohio Lottery Scratch-Off sales at locations where SCiQ is deployed. The ecosystem allows for a simplified check-out process that benefits both the customer and retail sales associate. Currently, SCiQ is deployed in over 1,000 locations nationwide, including 600 stores in Ohio.

“We’re always looking for ways to strategically position our products and support our retailers, and we have seen sales improve with the addition of SCiQ,” said Rick Perk, Sales Director for the Ohio Lottery.

Scratch-Off Sales Grow Through Modernization

SCiQ, a patented retail ecosystem from Scientific Games, is delivering on the rising automation needs of retailers and modernizing the lottery purchase experience for players. It’s the industry’s first comprehensive in-store technology to inventory, secure, track and manage accounting for instant lottery products with the analytics that help drive sales performance. SCiQ gives instant games more visibility so players can make quick and easy purchases at the check-out counter.

“SCiQ is modernizing lottery at retail and delivering results”, says Michael Martin, VP of Retail Solutions at Scientific Games. “Retailers and lotteries using SCiQ analytics can see real-time information such as inventory levels, along with actionable reports that



drive improvements in sales and product availability for players.”

In its first year of implementation in Ohio, stores using SCiQ saw a 15% increase in instant game sales, compared to stores without technology. Retailers using SCiQ analytics routinely set a 5% out-of-stock target and tracked it in real-time to ensure games remained available.

“We have methodically launched SCiQ to work with our retailers as they transform their stores to maximize the potential with lottery products,” Perk said.

A More Visible and Easier Check-Out Process

Using SCiQ to manage instant games at check-out is simple. The retail sales associate selects the customer request through a digital ordering screen and dispenses the ticket by pressing a button. The system tracks the purchase and updates inventory in real-time.

“SCiQ gives us the tools to be a best-in-class lottery retailer,” said Larry Vertal, North American Age Restricted Product Manager for Circle K. “We now use analytics to track our lottery sales and inventory, while also creating friendly competitions within the business to drive improvement. Circle K has seen the successes of SCiQ through a faster and efficient sales process, which paired with inventory management, has led to greater customer satisfaction.”

SCiQ creates more visibility for lottery products, with a prominent digital

menu board at the checkout counter so players can easily see the available options of instant games. It also provides added security for the retailer, with undispensed games locked in a bin under the counter and out of sight from would-be shoplifters.

“I really like the visual aspect of the dispensers,” said Kevin Howell, Director of Lottery for Par-Mar Stores. “They are eye-catching and customer friendly. I also like the reporting so we can see where the out-of-stocks are, because games don’t sell if bins are empty. I am pleased that all managers in the stores where SCiQ has been installed love them, and visiting managers want one in their store.”

Innovation teams at Scientific Games continuously adapt and evolve SCiQ to stay ahead of retail trends. The system has caught the attention of U.S. retailers increasingly seeking automation to make selling lottery products more efficient for their operations – and easier and more convenient for their customers.



Inspire

The Fun.

We take pride in keeping fun at the center of lottery play.
This means using our *Healthy Play* program across every product we offer so that each one unleashes the power of fun and a moment happiness.



Game On!

Life is always an adventure with these exciting new instant games that your players will love!

Contact your Scientific Games representative for details.

