



Beyond Go-Live: Delivering a Successful Omnichannel Conversion in North Dakota

By Scientific Games

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When the North Dakota Lottery launched its new omnichannel solution in September 2025, the milestone represented more than a successful go-live. The upgrade to Scientific Games’ most advanced central gaming system and integrated iLottery platform modernized retail and digital sales across its nearly 450 retailers—strengthening the

infrastructure that supports the state’s general fund, the multijurisdictional drug task force grant fund, and the compulsive gambling prevention and treatment fund.

For a unique lottery like North Dakota with a draw games-only offering, the tech conversion had to connect retail and digital seamlessly for players and without adding operational complexity for the Lottery. It also had to position the lottery for any potential future expansion of its product portfolio and digital channel.



Preparation as Strategy

For months prior to go-live, Scientific Games worked alongside the Lottery and its retailer network to plan the transition. The effort extended well beyond system configuration to operational readiness, retailer engagement, compliance alignment and contingency planning designed to minimize disruption and build confidence.

“In today’s environment, relevance requires continuous evolution,” said Thomas Lawler, Director of the North Dakota Lottery. “This omnichannel technology upgrade was an important step in ensuring we remain relevant for generations to come, while continuing to support the retailers who sell our games and benefit programs across the state.”

That mission shaped the project's structure. Rather than focusing solely on installation, the teams prioritized preparing the organization to operate confidently in a modernized environment.



“Working as one team, we focused on delivering a seamless launch while building the foundation for the Lottery’s next phase of growth,” said Allison Edwards, VP of Americas Systems for Scientific Games. “A successful conversion isn’t defined by flipping a switch. It’s defined by

how well you prepare the organization to operate in the new environment.”

Preparation proved especially important as the Mega Millions price change to \$5 occurred during the transition timeline—an added variable requiring coordination across retail communications, system updates and digital platforms.

Integration That Enables Modernization

The new environment connects the Lottery’s central gaming system with its iLottery platform, creating a unified infrastructure for managing draw game sales across retail and digital channels.



Thomas Lawler, Director of the North Dakota Lottery (center), flips the switch to the new omnichannel system on go-live day.

“Our game portfolio is exclusively draw games, so it is essential to offer those games in both the retail and digital environment through a modern technology solution,” said Julie Thompson, Security Officer for the North Dakota Lottery. “Introducing cashless play at retail and offering digital purchasing options—including subscriptions—gives our players flexibility while maintaining strong security and compliance standards.”

Players can purchase eDraw games (which represent nearly 13% of the Lottery’s total sales) via desktop or mobile and choose between one-time purchases or four-week subscriptions, supported by an integrated system connecting central operations with digital sales and loyalty tools.



For operators, the lesson is clear: modernization requires intentional integration across systems, data and engagement—not simply adding digital on top of retail.

Partnership Beyond Procurement

This conversion marked the third time the North Dakota Lottery selected Scientific Games as its systems technology provider since 2004. The most recent selection followed a competitive procurement process, reaffirming the Lottery’s confidence in the partnership.

“Our Bismarck-based team and technologists at our global headquarters in Atlanta stayed closely aligned with the Lottery’s team and its retailers during the planning process and throughout the new systems implementation,” said Edwards. “That focus and dedication to operational excellence will continue in the months and years that follow.”

The company's sustained presence reflects a broader service philosophy.

Scientific Games supports lotteries ranging from a few hundred retailers to networks numbering in the tens of thousands. Its service model is structured so that every customer—regardless of scale—receives the same disciplined attention and long-term support.

Defining Success Beyond Launch Day

Six months after go-live, optimization efforts continue. Performance monitoring, retailer feedback and digital engagement remain active components of the long-term roadmap.

For lotteries considering modernization initiatives, the takeaway is clear: technology alone does not drive growth—preparation, integration and partnership do.

A smooth go-live matters. The true measure of success is the strength of the foundation built for what comes next.

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