



It was the largest technology conversion in the global lottery industry’s history—a once-in-a-generation project and a major milestone in The National Lottery’s fourth license era in the UK.

Just months after the conversion, Francesca “Frankie” Allison, Product Director at Scientific Games and Matthew Lyne, Channel Manager – Retail Delivery at Allwyn UK, took the stage at the 2026 European Lotteries / World Lottery Association Marketing Seminar in Barcelona to

share how the massive retail modernization came together. The scope was unprecedented: more than 43,000 retailers, dozens of integrated systems and a complete overhaul of legacy technology—delivered at scale.



Francesca Allison, Product Director,  
Scientific Games



Matthew Lyne, Channel Manager – Retail Delivery,  
Allwyn UK



**THE EUROPEAN  
LOTTERIES**

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The pride in the partnership between Scientific Games and Allwyn UK was evident as the two retail experts walked the audience through a project central to Allwyn UK's bold plans to modernize The National Lottery. The project centered on replacing The National Lottery's legacy 2009 central gaming system with Scientific Games' *Momentum* ecosystem, integrating multiple suppliers and converting 43,500 retailer terminals to new software ahead of the full rollout of Scientific Games' *WAVE* retailer terminals.

The mission behind the technology was clear: maximizing funding to the Lottery's good causes—while future-proofing the retail channel.

Frankie Allison opened the session by framing the broader challenge facing lotteries worldwide: changing consumer behavior and rapidly evolving retail environments. Today's players expect seamless journeys—from mobile pre-buy to click-and-collect, from in-lane to self-service kiosks—mirroring the convenience they experience elsewhere in retail.



### **One Size Does Not Fit All**

“We don’t use a one-size-fits-all approach,” Allison told the audience, drawing on her seven years of experience in the lottery sector. “Retail solutions must be flexible, scalable and configurable. We must continually evaluate each retail space to provide the right technology and keep pace with market trends.”



The reality on the ground, she explained, is that no two retail environments are the same. Each store, whether large or small, modern or traditional, must have lottery technology that truly fits its environment, capabilities and customer base.

Matthew Lyne, who has spent 14 years working with The National Lottery, continued the story from the retailer's perspective. Self-checkout is becoming the norm, retailers are under pressure to do more with less, product theft remains a concern and home delivery is booming. The traditional lottery counter is no longer the only—or even primary—point of interaction.

The response, Lyne explained, lies in permanent point-of-sale solutions designed for modern retail. These include seven different sizes of scratchcard dispensers offering players from four up to 20 games, a variety of *WAVE* retailer terminal sizes and specifications and deeper integration of lottery technology into retailers' existing point-of-sale systems.



Another innovation gaining traction in the UK is *SCiQ*, an award-winning retail ecosystem developed by Scientific Games that makes scratchcards easier to manage and sell in stores. The system features dynamic digital menu boards, real-time analytics for inventory control, push of a button reporting and locked product bins to minimize shrinkage. *SCiQ* is being trialed at Asda—the first implementation in Europe—alongside nearly 30 other stores across several major UK retailers.

“So far, *SCiQ* is driving strong results with retailers and players find the modern, digital menu boards featuring scratchcards appealing,” said Allison. “We are optimistic about expanding implementations across the UK.”



Looking ahead, Lyne highlighted how innovation is extending beyond the physical store to make The National Lottery's products more accessible than ever. Scratchcards can now be purchased through several major online grocers in the UK, and the new initiatives are opening entirely new use cases.



“Working with Scientific Games, we’ve launched a process for businesses to buy scratchcards in bulk for staff rewards—while maintaining player protection standards,” Lyne explained.

He also shared enthusiasm for rapid-delivery trials underway across 16 cities in England and Wales, where players can order up to 10 scratchcards via the Gopuff mobile app, delivered alongside everyday essentials in as little as 15 minutes. Mandatory age verification is conducted upon delivery.

“Our goal, whether players are at home or in store, is to ensure The National Lottery’s games are accessible, relevant and delivered responsibly,” said Lyne.

Allison closed by returning to the broader theme of collaboration and adaptability. “Retail is changing and consumers are changing,” she said. “Allwyn UK is embracing the flexibility of Scientific Games’ technology to support their goal of growing The National Lottery by future-proofing retail environments. It’s a true collaborative effort, and we’re achieving results together.”