

Information Technology Services Division

Presentation to California State Lottery Commission February 23, 2012

Director's Report 7F

Information Technology Services

Responsible for the delivery of technology services to the Lottery's players, retailers, and employees

- Application Services provides business application support and vendor management for critical applications
- Infrastructure provides productivity tools and the technology infrastructure for Lottery internal operations



Major Initiatives

- Business Intelligence and Business Analytics (BIBA)
- Gaming System Upgrade
- New Public Website



BIBA

- · Set of Tools and Processes
 - Consolidates and organizes Lottery data
 - Allows users at all levels to easily access and use information
 - Enables timely and efficient decision making
 - Transforms data into actionable information

BIBA (cont.)

- Current
 - Provide reporting and analysis of product sales and distribution data
 - Focused on supporting Headquarters
- Future
 - Provide information directly to Sales staff to enable decision-making in the field
 - Expand the system to include financial data

Gaming System Upgrade

- · Gaming System
 - Manages millions of transactions in the core system and administrative systems
- Key Benefit of Upgrade
 - Latest gaming system platform that offers more functionality and technology improvements designed to support our increased sales growth
- · Implementation Date
 - April 1, 2012

New Public Website

- Provide a player-centric entertainment destination
- Engage players with a positive and exciting experience to motivate them to play Lottery games, promoting player loyalty and driving sales
- Deliver a technical architecture allowing the Lottery to quickly enhance the site as consumer markets shift, or as opportunities arise

New Public Website (cont.)

- Implementation Date
 - February 23, 2012
- Future Plans
 - Enhance 2nd Chance program by adding draw games
 - Deliver the next phase of Player Loyalty
 - Integrate new robust mobile applications to offer players more utility