

TRUST: WHY “ZERO TRUST” IS THE FUTURE



Games of chance are inherently all about trust. Today's lottery and casino operators are highly focused on ensuring integrity and security of the games because cyber threats continue to mount. But how do operators handle the accelerating digital transformation while ensuring they are not in the news headlines for the wrong reasons? Shifting to a secure-by-design approach using embedded “Zero Trust” will greatly reduce the attack surface of any application based on *authorize, before connecting* – i.e. the system cannot be subject to external network level attacks. Beyond the major security gains, operators can now ensure security and compliance keep pace with the velocity of automation, and innovation, not slow it.

Risk Today, software applications are often accessed through networks known as Virtual Private Networks (VPNs). While VPNs and firewalls are common, using networks exposes systems to exploitation from billions of malicious actors. According to IBM's Security *“X-Force Threat Intelligence Index 2021”* network access is now the #1 initial cyber-attack vector; “Scan open networks and exploit”. Log4Shell is a very notable recent example, one of the worst cyber incidents of all time. With more apps, more users, and an increasingly digital operating enterprise, the risks are escalating.

A Zero Trust approach changes this risk profile by removing all open ports in your firewalls. Now, access is authorized **before** a connection can be made. System operators can apply application level micro-segmentation, least-privileged access and gain the power of programmable, visible and policy-based security. Not only is the external network attack surface gone, but should a breach occur any risk is dramatically reduced.

Agility Embedded Zero Trust benefits from being “Secure by Design”, built in at the start, not bolted on later. This means the software itself contains everything needed for end-to-end secure connections. In an industry demanding faster response to consumer preferences and market opportunities, a software-only, cloud-native solution removes many of the traditional constraints to faster innovation. Replacing the traditional hardware-centric networking model of proprietary islands with a software-first, APIs model, eliminates infrastructure dependencies and speeds agility. Underlying edges, clouds, and networks no longer present innovation friction. Minimize friction between features and security, we can have both. For example, lottery apps for player claims, gaming websites and business applications like digital licensing platforms, can be secured with embedded “Security as Code”.

Business Case Organizations are adopting “Security as Code” not just for the power of Zero Trust, but also because it enables a path toward the replacement of legacy private network solution components with

a single, unified, zero trust, scalable, cloud native Network as a Service solution. Areas for realizing savings include both capital and ongoing operational expenses; MPLS, SD-WAN, VPN and data center switches to major cloud providers. Additional savings are often realized in areas such as multi factor authentication and other cyber security tools and resources.

What's Next Now is the time to see how Zero Trust “Security as Code” can work for your organization. The increasing federal and state momentum toward Zero Trust security requirements, and the demand for faster cycles of automation and innovation opens the door for a better way; one that simplifies security, reduces complexity, and augments agility.

Best of all, there is no need to replace anything or change the way you do business. You can test Zero Trust, “Security as Code” with no risk. ■

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retailer. Norsk Tipping has completely digitalised its sport betting product with 95% of customers using the digital channels for sports betting. In early February, betting program and play slips were no longer printed. For Norsk Tipping, three strategic objectives include actively contributing to a society with less problematic gambling behaviour, creating Norway's best digital customer experience and developing a flexible, agile and efficient organisation.

From retail to the customer journey, **Shannon Dehaven, Vice President, Digital Engagement, Pollard Banknote, Canada** focused on how optimising the digital connection that is transforming the industry goes beyond retail and online sales in order to understand the modern consumer behavior. It is all about delivering players what they want, wherever they are. Dehaven noted that the more information lotteries have about their players, the more they can understand them, tailor offerings, as well as watch for and inform them about potential problem gaming. Today's players define their own journeys. They care about relevance, simplicity, convenience, and seamless transitions between digital and offline channels. Dehaven stressed that lotteries should develop both retail and digital channels of products that are easy to purchase, since many players carry out activities in both settings.

Andrew Varley, Head of Performance Marketing & Alistair Pitkin, Performance Marketing Manager, Tabcorp, Australia presented on future digital marketing. Privacy is a hot topic in Australia as the government reviews the Privacy Act. With amendments expected on personal information, consent and the right to erasure of personal data, it may no longer be possible to track behavioral data through cookies. Varley and Pitkin underscored the need to reassess marketing approaches. It will be key to know your audience by growing customer registration to legally access their data and better understand who they are; start developing cookie replacement solutions that help reach customers, and finally build an audience-first measurement approach by tracking addressable customer rates.

Sharon Duncalf, Vice President, Global Insights & Planning, IGT, UK outlined what has been learnt about player motiva-

tions and behaviour impacting lottery play over the past years. Speaking of global trends, global lottery has developed rapidly due to accelerated digital transformation and technology advancements like the Cloud and artificial intelligence. Duncalf highlighted a key finding from the Foresight Factory report on new trends that will shape consumer demand and behavior in 2022, of an overall change in personal pace coupled with the need to focus on what really matters in life. Building on this, lotteries can demonstrate their broad portfolio of in-home entertainment with games that appeal to different paces; consider end-to-end digital journeys for audiences that prefer not to be in stores, and offer entertainment to players where and when they choose. Duncalf also touched on ways the lotteries can embrace the metaverse and apply digital proxies to their brand to promote and educate in virtual worlds and find new audiences.

Peter Ter Weeme, Chief Social Purpose Officer & VP, Player Experience, BCLC, Canada emphasised how social purpose can future proof a business. A Social Purpose Company is a company whose enduring reason for being is to create a better world. It is an engine for good, creating social benefits by the very act of conducting business. Its growth is a positive force in society. The benefits of social purpose include attracting, retain and engaging customers, recruiting, retaining and motivating employees, enhancing stakeholder relationships, strengthening social capital, improving financial performance and increasing innovation. Emerging themes from the BCLC

social purpose journey including building a world where everyone has an equal chance, to grow happiness and wellbeing through play and to bring people and communities together to raise everyone's game.

Finally, **Chris Allen, VP Marketing, Scientific Games, UK** reviewed the great success of scratch cards which have grown in many markets over the past twenty years, surpassing 50 billion dollars alone in the US, in 2019. Almost 35% of all lottery sales globally are generated from paper scratch cards in an industry whose growth has gone from millions to billions. 45 years of industry innovation has focused on players, produced new price points, products, and experiences. Lotteries have embraced new technologies for changing player behavior. This innovation has allowed growth while connecting players to the lotteries and the social causes they support.

The advent of the Internet and high uptake of mobile phones has changed the way people live, work, play and interact through social media and other similar platforms. In concluding, Allen noted that the future would revolve around data, which drives expansion and digital engagement of players and offers the patterns for the future to optimize portfolios across all games.

EL and WLA would like to thank all speakers and participants, as well as CIBELAE, ALA and NASPL, for the fruitful discussions and support. Both associations hope to reconnect in person in 2023 for the next edition of the EL/WLA Marketing event! ■

Visit the websites of the European Lottery Association and the World Lottery Association to learn about their Mission, Educational Seminars, Conferences, Trade Shows, information resources, members, industry and association news, and much more.

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EL & WLA have the pleasure to invite you to the first joint physical event in two years!

The "EL/WLA Sports Betting Seminar: Running your Sportbook - Market trends, illegal betting, data rights, integrity and responsible practices", takes place in Seville, Spain from 17-19 May 2022. Check out the EL/WLA websites for more information and how to register!