POLLARD banknote limited

POLLARD CATALYST
GAMING PLATFORM

REVOLUTIONIZING
iLOTTERY

Pollard Banknote Sets a New Standard with Cutting-Edge Technology

In this digital age, lotteries increasingly rely on great technology to attract and retain players and drive revenue for their good causes. As competition for players' attention and spending grows from iGaming and online sports betting, and as players' expectations for online experiences evolve, lotteries are faced with tough decisions about investing in technology change and, more specifically, what to prioritize in an iLottery solution. Whether upgrading to a comprehensive iLottery platform from a modest digital infrastructure or replacing a legacy system altogether, investing in the right technology is necessary for lotteries as they seek to fulfill their strategies for growth.

For iLottery, most existing technology in the market is already at least 20 years old and therefore faces many challenges to meet the current and evolving needs of lotteries and their players, who expect the same experiences they have with leading e-commerce platforms. Legacy platforms struggle to deliver the modern player experiences, business agility, and innovation needed to excel in today's competitive digital landscape. And since lottery contracts can be long—often ten years—starting with legacy solutions only increases the risk of technical debt and ultimately foregone revenue over time.

Enter Pollard Banknote. Starting in 2009 with our pioneering 'Space Between' digital lottery portfolio, Pollard Banknote has established itself as a leading innovator in the digital space. Today, we continue to deliver a broad array of digital solutions to lotteries around the world, from best-in-class digital games, mobile apps, websites, and loyalty programs, to now a fully modernized, revolutionary turnkey iLottery solution with the most advanced gaming platform at its core.

Pollard Catalyst™ Gaming Platform: Transforming iLottery

Pollard Banknote has been a key player in iLottery since the inception of this channel in the United States. In 2021, we made a strategic decision to invest in our own end-to-end iLottery technology, beginning with the acquisition of an advanced iLottery platform that had been effectively serving established lotteries in Europe for many years. Leveraging our learnings from a decade of North American iLottery experience, Pollard Banknote advanced this technology for the U.S. market, culminating in the Pollard Catalyst™ Gaming Platform.

Catalyst is a fully cloud-native, modular, and API-first solution that is uniquely positioned to revolutionize the lottery gaming systems space by leapfrogging legacy alternatives. The platform's modern design quickly and easily integrates with other solutions and enables cutting-edge features such as fully automatic scalability, even during high-demand jackpot runs. Catalyst is structured to accelerate roadmap development, testing, and implementation, and speed system modifications as needed by the lottery to achieve its strategies.

Catalyst provides all the essential elements for an exceptional player experience while minimizing the risks of technology and functional obsolescence as lotteries grow over time. Our robust Player Account Management system provides the functionality required for registration, age and identity verification, wallet transactions, and responsible gaming features. Geolocation services are provided through Pollard Banknote's proprietary GeoLocs™ technology, one of the most mature and reliable geolocation compliance solutions available today.

Pollard iLottery Solution: Accelerating Growth

Our state of the art iLottery Solution combines the cutting-edge technology of the Pollard Catalyst™ Gaming Platform with a suite of masterfully crafted games, sophisticated solutions that drive engagement and revenue across channels, and a portfolio of business and operational services that drive revenue growth for lotteries and their good causes. We offer all draw-based games and eInstant games from the Pollard Digital Games Studio. We provide a suite of services, including marketing, draw operations, risk management, and player support led by a team of experts with unmatched U.S.-based experience operating iLottery programs.

FRICTIONLESS PLAYER EXPERIENCES & DEEP ENGAGEMENT

Our focus is on creating holistic, intuitive, and frictionless player journeys and deep player engagement. Marketing support from our experienced team includes insightful, data-driven recommendations for player acquisition and retention. Our marketing engagement platform is powered by Bloomreach, a leader and visionary in the digital experience platform space, serving over 1400 global brands. The deep integration with Bloomreach allows lotteries to use real-time data to identify player actions in the moment to deliver highly personalized communications. Bloomreach allows lotteries to start building player profiles from first interactions—even before a player is registered—and continuously builds out the profile thereafter, as more player actions take place. It effectively manages the player experience and content throughout their lifecycle in a user-friendly and streamlined manner.

OMNICHANNEL-CENTRIC DESIGN

Our open architecture enables integrations with various systems and solutions currently deployed in retail to support a true omnichannel experience that drives growth across channels. We capture and report on all channels of player engagement to create a single, 360-degree player view. We also track all player interactions at retail through player cards and loyalty numbers, among other options, in a single unified platform. This combined view provides deeper player insight that, in turn, creates more engagement possibilities.

RESPONSIBLE GAMING AT THE CORE

We have fully integrated the best responsible gaming practices from the National Council on Problem Gambling and the World Lottery Association Responsible Gaming Framework, and Catalyst is designed to go above and beyond these standard practices. Our platform enables real-time tracking of responsible gaming-related account changes and the identification of concerning behavioral patterns, as well as categorization of players into risk levels to better address potential issues.

Join the Revolution

Adopting a new iLottery platform or converting from a legacy system is a significant undertaking for a lottery that can be made successful with the right solution and the right partner that can reliably deliver it. Technology is constantly evolving, and lotteries need to start their journey as far along the technology road as possible to position themselves for success. The Pollard Catalyst™ Gaming Platform speeds integration, implementation, and modification over time to meet lottery requirements and evolving player expectations, which results in higher acquisition and retention and ultimately drives revenue for good causes. At Pollard Banknote, we have made the investment, built the team, and done the work to offer an iLottery solution that allows lotteries to achieve their goals now and as they grow.

POLLARD banknote limited | Outstanding Games. Retail Excellence. Digital Innovation.