Over $2 Billion and Counting for our Schools

Lottery Gaming System and Services

Request For Open House Demonstration

Open House Coordinator	*All communication regarding this Open House Demonstration <u>must</u> be made through the Open House Coordinator identified below.* Addressed to: **Name:** Kelly Crockett **Title:** Executive Administrative Assistant II **Contact Information:** Kelly.A.Crockett@lottery.nh.gov CCed to: **Name:** Richa Yadav **Title:** Director of Project and Development **Contact Information:** Richa.Yadav@lottery.nh.gov
Open House Meeting Request	<mark>**Extended**</mark> **– Respond By Date:** *4/24/2024, 4:00 PM EST* **Location:** Please respond with interest to Open House coordinator for Open House Demonstration. The meeting can be remote – via video conference or on-site at the Lottery.
Open House Demonstration	*The Lottery will contact Respondents to schedule an Open House / Demonstration to be conducted during the dates:* <mark>**Extended**</mark> **– From Date:** *04/15/2024* **To Date:** *05/24/2024* <mark>**Note**</mark> *– No Open House will be conducted between 05/06/2024 to 05/10/2024.*

PART I – INTRODUCTION

A. PURPOSE AND BACKGROUND

The New Hampshire Lottery ("New Hampshire Lottery," "Lottery") invites respondents (hereinafter referred to as "Respondents" or individually as "Respondent") to participate in this Open House Demonstration regarding development, implementation, and support of a new full-service lottery gaming system and ancillary services. The Open House can be conducted either remotely or in person. It will primarily involve presentations, demonstrations, and questions and answers.

For this Open House Demonstration, the Lottery prefers to hear from those vendors with an active full-service lottery central gaming system deployed within North America with a North American Association of State and Provincial Lotteries ("NASPL") lottery or World Lottery Association WLA EU/UK jurisdictions only.

The Lottery reserves the right to clarify, modify, amend, or withdraw any information requested by or contained in this Open House Demonstration. The responses provided as the result of this Open House Demonstration will not constitute any type of bidding process by the Lottery but may be used for informational purposes in the development of a competitive bid which may or may not be conducted in the future. This Open House Demonstration is not intended to conflict with or usurp any existing or future contractual relationships between the Lottery and any Respondent for any other form of gaming.

The Lottery has the following objectives for issuing this Open House Demonstration:

- To aid in the preparation of a possible request for proposals for a new full-service Lottery gaming vendor and to ensure a competitive process among prospective vendors.

- To obtain the latest detailed capabilities for hardware, software, systems, programs, scratch and systems products and services currently being offered for the benefit of lotteries and their players, retailers, partners, vendors, and constituents.

- To obtain the latest on sustainable revenue, income and retailer and player growth and optimization opportunities including, but not limited to programs, merchandising, technology, business intelligence and analytics, products, loyalty, retailer, digital, and cashless sales.

- To gain options and recommendations for RFP scope and structure, pricing models and other important considerations when designing an optimal Lottery procurement aligned with the needs and priorities of the Lottery and responsible lottery modernization.

B. CURRENT CONDITIONS

LOTTERY OVERVIEW

The New Hampshire Lottery is led by a three-member Commission and an Executive Director, Charles McIntyre. Four major business units report to the Executive Director: Licensing and Enforcement; Administration and Facilities; Finance; Sales, Product and Marketing. The Lottery is headquartered in Concord, New Hampshire with a satellite office also in Concord for Licensing and Enforcement. In total, the Lottery has approximately 70 employees.

For more information on games offered in-store or through iLottery, as well as sales information visit:

[In-Store Games | New Hampshire Lottery (nhlottery.com)](nhlottery.com)

[Financial Reports | New Hampshire Lottery (nhlottery.com)](nhlottery.com)

[iLottery Games | New Hampshire Lottery (nhlottery.com)](nhlottery.com)

[Sports Wagering | New Hampshire Lottery (nhlottery.com)](nhlottery.com)

The Lottery currently offers nine (9) Draw games such as Powerball and Tri-State Megabucks, multiple Fast Play games in five (5) price points and scratch games in seven (7) price points. The Lottery also offers My603Rewards where Lottery players may enter non-winning retail lottery tickets for points and redeem the points for lottery cash and coupons, or enter the points into drawings for prizes, as well as submit qualifying non-winning tickets into second chance promotions. Lottery tickets are sold throughout the State through a network of retailers licensed by the Lottery.

The Lottery is a member of two multi-state lottery organizations: the Tri-State Lotto Commission for shared regional activities and shared games Megabucks, Gimme 5, Fast Play and Pick 3/Pick 4 and the Multi-State Lottery Association (MUSL) for shared games, Powerball and Mega Millions.

RETAILER NETWORK

An existing base of approximately two thousand five hundred (2,500) retailer terminals, with one thousand five hundred (1,500) retailer locations and four hundred sixty-six (466) are also keno retailers.

The Lottery utilizes a variety of different communications methods based on geography and business requirements, which are primarily 4G, and DSL or cable when 4G is not available. Some retailers are on satellite.

REWARDS PROGRAM

My603Rewards is the NH Lottery's latest addition that gives players the chance to enter their non-winning tickets on the NH Lottery App for additional chances to win. My603Rewards allows players to earn points or enter Second Chance Drawing with every non-winning ticket they scan. Also, players can provide feedback through player surveys to get extra points. Points can be redeemed for Lottery Cash & Coupons or used to enter Rewards Drawings. Other features include Ticket Checker for verifying ticket status, updates on winning numbers and jackpots, and offers an EZ Pick option for randomly generating numbers. Player can locate nearby retailers via the Store Locator and customize their home screen to track preferred games.

C. GENERAL PROVISIONS

1. All contact with the State regarding this Open House Information Session <u>must</u> be made through the Open House Coordinator and the secondary support person. No other person/ State employee is empowered to make binding statements regarding this Open House Demonstration.

2. No award shall be made as a result of the Open House Demonstration process.

3. Issuance of this Open House Demonstration does not commit the Lottery to pay any expenses incurred by a Respondent in the preparation of their response to this Open House Demonstration. This includes attendance at presentations or other meetings, and software or system demonstrations, where applicable.

4. Issuance of this Open House Demonstration in no way constitutes a commitment by the State of New Hampshire to issue a Request for Proposal (RFP).

5. All applicable laws, whether or not herein contained, shall be included by this reference. It shall be Respondent's responsibility to determine the applicability and requirements of any such laws and to abide by them.

6. The Open House can be conducted either remotely or in person and will primarily involve presentations and demonstrations.

7. Participation in the Open House is optional; those who choose not to present can still submit for the RFP, if the Lottery chooses to issue one.

8. Respondents are not required to address all questions; they should prioritize based on the latest trends.

9. The State reserves the right to use any information provided in the course of the Open House in formulating a potential RFP. By participating in this Open House, Respondents acknowledge that any written documentation provided in the Open House may be subject to public disclosure under RSA 91-A.

PART II – PROPOSED INFORMATION SESSION

The Lottery seeks Respondents who are willing to participate in an Open House Demonstration to allow the Lottery team to review the latest technology around the current and future Lottery trends, issues, and innovations. The Lottery wishes to expedite this process and welcomes Respondents to participate in either an on-site or remote session. Below, is the recommended agenda for each vendor.

A. OPEN HOUSE AGENDA

Respondents participating in the Open House shall use these agenda items but are not required to address all questions. However, Respondents should prioritize based on the latest trends:

1. **System**
   A. Discuss Data Integrity and how this is handled throughout the system including disaster recovery.
   B. Explain the process of identification and mitigation of issues throughout the central system.
   C. What processes are manual and what can be automated? (Website) prizes claimed, nexus check (child support) and any others.
   D. Network Monitoring System – Discuss automated monitoring and notification capabilities, including integration with Lottery systems.
   E. Communication network between the host system and retailer environments. Please provide available options and/or recommendations, with advantages and disadvantages among the various types of technologies including but not limited to reliability, serviceability, and cost.
   F. Please discuss cloud technologies. What is your company's current cloud status and what is your position on movement to the cloud?

2. **Integration, Technology, and Cashless**
   A. Does your solution support cashless payments? If so, on which terminals:
      i. On self-service machines.
      ii. On terminals.
   B. What payment types are available?
      i. Cashless at retailer hardware.
      ii. Contactless/One touch debit card.
      iii. Debit card exclusive Apple Pay and Android Pay compatibility.
      iv. Capabilities and tools available for active (i.e., real time) and passive cashless fraud monitoring and mitigation.
      v. Other cashless recommendations.
   C. Do you offer an omni wallet integration for (Mobile integration with iLottery Player Account Management (PAM)):
      i. Ability to use omni wallet to pay at Retail.
      ii. Cashing winning retail tickets into iLottery PAM.
         1. Discuss previous experience of integrating with 3rd party PAMs.
      iii. Cash out winning from iLottery to retail.
      iv. Mobile claiming of retail tickets of $600 and greater.
      v. iLottery retail voucher (iCash/terminal voucher with deposit code redeemable for iLottery).
   D. Do you have experience and a willingness to integrate with other vendor partners (app, website, iLottery, etc.)?

3. **Terminals**
   A. Describe the various terminal options available including but not limited to:
      i. Self-service terminal options.
         1. Full Service

        2. Scratch Ticket Only
        3. Keno Options
        4. Other
    ii. Terminal Operations / Monitor / Lottery Visibility:
        1. Small footprint.
        2. Dynamic content and updates to prompt retailers to Ask For The Sale (AFTS).
        3. Mobile footprint.
        4. Other
    iii. In lane options integrated into retailer Point of Sale (POS).

4. Games, Marketing, and Promotion Functionality (Terminal, Fast Play and Other Games)
    A. Discuss the process of game development and the timeline to deliver new game functionality.
        i. Define the speed to market while ensuring the quality of the game(s) and system is maintained. Discuss the following types of games:
            1. Draw Games.
            2. Fast Play Games.
            3. Other games or Combination of games.
        ii. Do game changes or updates require new terminal software?
        iii. How are the game changes deployed?
        iv. Define the familiarity with games portfolio management.
        v. Describe the ability to move games "merchandising" on terminals (all terminals) for prioritization.
    B. Explain the Marketing Promotion functionality.
        i. What types of games are available for promotion?
        ii. Describe the ability to limit the Promotion to specific retailers or Regions within the State.
        iii. What new promotions features might be available and suitable for the Lottery?
        iv. What cross-vertical promotional offerings do you have available that might be applicable in New Hampshire?
    C. Elaborate on the various marketing (images, videos, other) "Presentations" that could be viewed on monitors or terminals across the state.
        i. How would these "Presentations" be deployed?
        ii. Can these "Presentations" be limited to specific retailer chains, retailer locations or specific counties or regions within the state?
    D. Describe the capability to promote high jackpots to prompt for the sale from the terminal, or self-service.

5. Signage and Monitor:
    A. How are Keno monitor games handled? How do you ensure no lag is present on the Keno screen? How would you add additional monitor games? What options are available for serving these monitor feeds within retailers?
    B. Describe the digital signage content management and digital signage opportunities (including play stations, menu boards, etc.); define the ability to differentiate content by retailer.
        i. Please elaborate on signage capabilities on all terminals including self-service machines.

6. Scratch tickets:
    A. Describe the system capabilities relating to scratch tickets including but not limited to:
        i. Single ticket accounting capabilities.
        ii. Solutions and recommendations for scratch ticket accounting for ticket-by-ticket rather than standard pack activation (not limited to solutions requiring new hardware).
        iii. What limitations does your system have in place for scratch ticket prize amounts and levels?
        iv. What options do you offer for automatic ticket inventory management including in-lane solutions.

7. **Retailers and Retailer Field Support**
   A. Customer service center available options: such as callback, chat, email, or text.
   B. Availability of real-time data on preventative maintenance and service call status.
   C. Provide best practices on response rates for repair, maintenance, and installation requests.
   D. Retailer portal features and functions, including availability of real-time out-of-stock reports/alerts.
   E. LSR access - Can LSR access retailer LSR functions through LSR app or laptop rather than through the terminal?
      i. Is there a mechanism available to allow an LSR to identify they have visited a retailer without logging into the retailer terminal? Is there any new technology tracking the LSR from retailer to retailer with 1) beacon technology, 2) Bluetooth or, 3) other?
   F. Retailer Training- What do you offer for retailer training? How is it tracked and reported? Are there knowledge tests?
   G. Elaborate on latest trends on consumables including terminal paper and digital play slip.

8. **Inventory Management of equipment**
   A. What options do you offer for real-time equipment inventory tracking?

9. **Innovation:**
   A. Elaborate on key product innovation, research, marketing, and promotions.
   B. Describe the major changes over the last 5 years. What are the current roadmap items for enhancements and plan for future proofing for 5-10 years down road?
   C. Over the next ten years how will the North American lottery industry change, what will lotteries have to do to remain responsible stewards of income to benefit good causes and what specifically is Respondent doing to ensure products, services and solutions remain at the forefront of the industry?
   D. Specific to retail partners, what do you see happening with corporate and independent retail trends, programs and requirements and how will that impact demands on lottery products, promotions, funding, and operations?
   E. What do you believe lottery capabilities should be as it relates to business intelligence, data, analytics, and reporting and what are your recommendations for best practices necessary to deliver capabilities while ensuring a return on investment for a small population lottery?

10. **Responsible Gaming:**
    A. What are some recommended responsible gaming features to promote responsible play and implement those at retail?
    B. Elaborate on options to connect responsible gambling data between various platforms including iLottery, sports betting.

PART III – OPEN HOUSE DEMONSTRATION

A. OPEN HOUSE MEETING REQUESTS

The New Hampshire Lottery will be accepting Open House Meeting Requests to coordinate sessions at the date, time and location agreed upon by the Coordinator and the Respondent. The session must occur during the predefined date range identified on the cover page as the Open House Demonstration Period. Full-Service Respondents will be allocated 3 hours for the session and must not run longer. Respondents offering only specific services are also welcome to participate, though they will be allocated less presentation time.

B. OPEN HOUSE DEMONSTRATION SESSIONS

1. **General Instructions**
   a. As discussed, sessions will be conducted between the Respondent and Lottery at the chosen time discussed above. The Respondent must identify if they plan an onsite or virtual session so the appropriate accommodations can be prepared in advance.
   b. Respondents who choose to appear onsite, will be given the time needed to setup the equipment for presentation and disassembly after the sessions concludes.
   c. Interested parties should use the agenda outlined above as guidance for their presentation.
   d. This session is intended to be informal, and Respondents should be prepared to answer questions as raised.
   e. There will be no scoring on these sessions as this is for informational purpose only.
   f. Demonstration of the latest technology will be a key element within the Open House.