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vision



Editorial

Team Player

... is a term that goes with the lottery business. Yet however playful it may sound, it's not something you can see. Even so, we all understand what teamwork requires of us.

Success at a given moment is defined by sales figures. However, sustained success is achieved only with good teamwork. And a good relationship with the customer is just as important as the smooth interplay between sales, development, production and partners.

This second issue of wincor vision offers you insights into how we at Wincor Nixdorf deal with ourselves in order to live up to this aspiration in our day-to-day business. In an interview with Barbara Becker, Managing Director at Lotto und Toto in Mecklenburg-Vorpommern, you'll learn that her working relationship with us has been stable and exciting over the years. We present our project managers, who act as central points of connection between sales and development. We also report on current pilot projects and new solutions we have launched.

I wish you an enjoyable reading experience! And don't forget: we value your opinion. We would be pleased to include your suggestions and ideas in one of the next issues. So let me know about them!

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News

E-learning program successfully launched at SLG

*Xi*learn: learning and understanding the playful way

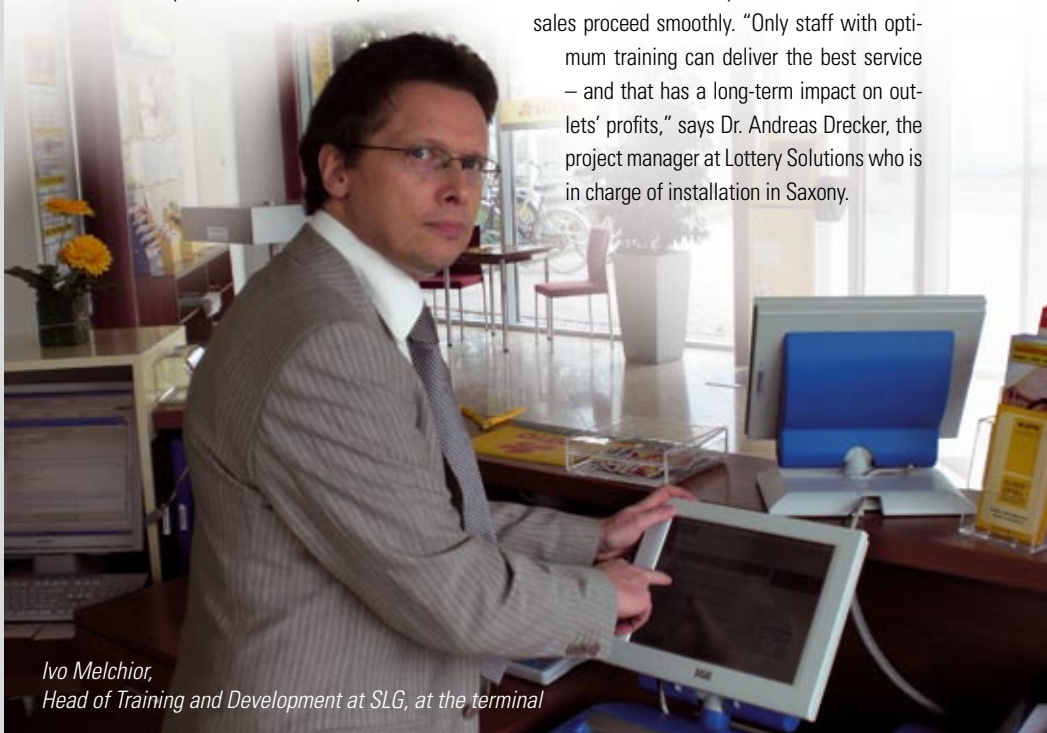
Sächsische Lotterie Gesellschaft (SLG) is the first lottery company to equip its approximately 1,300 Xion /Mtop terminals with the e-learning software *Xi*learn from Wincor Nixdorf. The data was uploaded quickly and securely from the *Xi*load Download Server beginning August 25.

This smart learning aid was up and running on all of the SLG's terminals the very next morning, and has since been actively used throughout Saxony.

Frequent changes in assistants and games mean that staff at lottery outlets need regular training. But training can be time-consuming and cost-intensive. Now there's the interactive learning software *Xi*learn, which Wincor Nixdorf has developed together with SeeMedia so that staff can learn directly at the terminal and thus familiarize themselves in a playful way with lottery operating and maintenance processes.

The solution was premiered at Wincor World 2008, where it fascinated many avid lottery players at the Lottery Solutions' stand – including Ivo Melchior from SLG. The upshot of this positive impression: all 1,300 lottery terminals in Saxony have been

equipped with it since the end of August. Thanks to *Xi*learn, assistants can grasp even complex subjects in customer-specific training units, which are supplemented by multiple choice blocks. For instance, special training units were created to help SLG familiarize its outlet staff with its recently introduced scratch card product. The system selectively answers questions on the principle of games, online administration and the payout of winnings. Frequently asked questions can be called up in small content modules. In contrast to conventional training, each participant's level of understanding is tested right away. The software can also provide checklists and sales tips and thus ensure that sales proceed smoothly. "Only staff with optimum training can deliver the best service – and that has a long-term impact on outlets' profits," says Dr. Andreas Drecker, the project manager at Lottery Solutions who is in charge of installation in Saxony.



Ivo Melchior,
Head of Training and Development at SLG, at the terminal

The self-service terminals from Wincor Nixdorf

At a glance

**Xion /Xpress
cash**



In use at Digitote

**Xion /Xpress
cashless**



In use at Medianet

iCore



In field tests at Singapore Pools

With the latest self-service terminals, Wincor Nixdorf Lottery Solutions offers the right solution for every requirement in the international lottery and gaming business. Self-service is an established trend. According to current surveys, nine of ten Germans already use a self-service terminal at least once a week. For bank customers, for example, the use of self-service systems is second nature, whether for cash withdrawals, account

balance inquiries or for printing account statements. In the lottery and gaming business as well, the self-service channel is gaining in importance. After all, these terminals represent the perfect symbiosis of dialog platform and company showcase, and are therefore ideal for fast service and direct customer address.

*Our project managers (from left to right):
Dr. Andreas Drecker, Alwin Brakebusch,
Andreas Schnell and Dieter Einhart.*



Presenting...

The central points of connection at Lottery Solutions

Project management is the hub of all business, and Wincor Nixdorf is no exception. The four project managers at Lottery Solutions – Dr. Andreas Drecker, Alwin Brakebusch, Andreas Schnell and Dieter Einhart – are not just the contact persons for customers; they're also the interface between Sales and partners, internal and external quality assurance, software developers and hardware suppliers.

Right from the outset, Sales integrates project management in its discussions with customers. That ensures fluid transitions all the way to the installation of the Wincor Nixdorf solution. The responsible project manager determines a project's requirements, examines whether they are feasible, submits an offer together with Sales, monitors technical implementation when an order is awarded, and supervises maintenance and upgrading. All that is carried out while keeping the project's balance and goals in sight.

"Not every system is the sensible choice everywhere and all the time. That's what we try to communicate in our consulting," explains Alwin Brakebusch. "A good solution has precedence over a quick deal." That is a customer-centric corporate policy that brings rewards in the form of lasting customer relationships.

Offering good solutions is one thing. The other is nurturing good contacts with the customer. "First and foremost, the chemistry between the project manager and the customer must be right," says Dieter Einhart. "Everything else comes through dialog with your colleagues." And we don't reinvent the wheel every day at Wincor Nixdorf, either. Any synergies that arise are leveraged. That makes it easier to build on solutions to similar problems. And it also explains why the project managers are assigned to customers on the basis of geography and project content. Dr. Andreas Drecker is mainly responsible for projects for the lottery companies in North Rhine-Westphalia and Saxony. Alwin Brakebusch helped Lottery Solutions launch one of its larger orders: the rollout in Lower Saxony – experience he was able to use successfully in projects for Lotto Bayern or Saartoto. Andreas Schnell is responsible for the Deutsche Klassen Lotterie Berlin (DKLB) and the lottery companies in Mecklenburg-Vorpommern and Brandenburg. And Dieter Einhart mainly looks after the Swiss market, with the large customers Swisslos and LoRo.



An interview with Barbara Becker, Managing Director of the Verwaltungsgesellschaft Lotto und Toto in Mecklenburg-Vorpommern mbH

A good “feel” for software and business

For more than ten years now, Lotto und Toto Mecklenburg-Vorpommern has been one of the most constant – and also boldest – customers of Wincor Nixdorf Lottery Solutions. For example, in the mid-nineties Mecklenburg-Vorpommern, which is located between the River Elbe and the Baltic Sea, installed the world’s first touchscreen terminals. Other projects followed over the years: a rollout of the thermal printer *Xiprint*, the installation of *Xion/Mtop* lottery terminals, the games BINGO and KENO. Although this success had many fathers, a strong, innovatively-oriented woman calls the shots here: Barbara Becker, Managing Director of Lotto und Toto Mecklenburg-Vorpommern for more than 16 years.

wincor vision: *Ms. Becker, you hold a top position in what is still a very male-dominated sector. How did you come to work in this segment?*

Barbara Becker: Quite simple: I applied for the job and made a good impression. To be honest, I wasn’t really surprised to land the position. I’m no stranger to fields dominated by men. And whether you talk about technology in general or IT specifically, I’ve always had a weakness for software that helps map processes intelligently. Once, this enthusiasm even earned me the nickname “the soul of software”, and I think that’s reflected in my professional career.

w.v.: *Can you outline your career for us?*

B.B.: I finished my diploma in mechanical engineering, and for a long time I supervised IT-supported operations at a production unit at the Warnow Shipyard in Warnemünde. After that, I was a consultant for the Chamber of Industry and Commerce, advising small and medium-sized enterprises on IT issues. Then, from 1990 to 1992, I studied business administration to round out my knowledge.

w.v.: *Your company was the first in Germany’s lottery block to roll out touchscreen technology more than ten years ago – and at the time you were one of the youngest and smallest lottery companies in Germany. What made you take that step?*

B.B.: Wincor Nixdorf Lottery Solutions’ product simply persuaded me, even though the company was new on the market at the time. I knew as soon as I saw the pilot presented in Stuttgart that I wanted to have it. I had a clear intuition that the future would belong to this technology. It offers so many advantages: the touchscreen is self-explanatory, meaning that assistants can get used to operating it quickly, easily and reliably. In addition, there is no keyboard, so there are no mechanical parts that need regular servicing – and it’s also easier to clean.

w.v.: *That was an innovative and farsighted decision, yet also a bold one.*

B.B.: That’s true. At the time, I was given to understand that my professional future at Lotto und Toto Mecklenburg-Vorpommern depended on the success of this installation. But I refused to be put off – and now we’re all glad I was so convinced by the product!

w.v.: *Over a year ago you decided to deploy the new terminal software from WN LS. Are you and your customers satisfied with it?*

B.B.: The feedback has been positive across the board. This solution gives customers greater security and creates trust in our outlets. The staff can also work faster. And the protection of minors is ensured when the playslips are read: the customer’s age is repeatedly queried thanks to control functions in the new software’s menu – whether a customer submits a request or a subscription application or when the date is checked by the assistant.

w.v.: *Beyond success, stability is a good indicator of satisfaction, and that goes for business, too. Even so: what do you believe are the reasons for the longstanding business relationship your company has with Wincor Nixdorf Lottery Solutions?*

B.B.: Innovative products and concepts are not the only critical thing. We also value the reliable, honest and professional business policy that informs the way our Wincor Nixdorf contacts look for suitable solutions for us. Everything happens efficiently and nobody’s pushy. The result is a rare spirit of cooperation that we are very pleased with and enjoy supporting.

w.v.: *What about your passions outside work?*

B.B.: Two years ago I fulfilled a childhood dream and began playing the piano. Classical music is immensely important to me and I go to a lot of concerts in my leisure time.

w.v.: *How would you describe yourself? Do you have a guiding principle?*

B.B.: It’s not in my nature to sit on the sidelines and just watch life go by. I like to tackle things head on. My employees say that I take on every challenge with the saying “We can do this, we’ve seen worse”. In other words: never give up, always seek a solution. I inherited that attitude from my father, and it’s served me pretty well this far!

A question for...

... Frank Neubauer,
Head of the Sales Center Lottery Germany at
Wincor Nixdorf

We're breaking new paths in the lottery business: away from monocultures and toward integrative sales models. The latest: "lottery in the supermarket". Why there, and what are the opportunities?



"Retailers are increasingly broadening their horizons. And retail and lottery are converging more and more. That's a good thing, because it's customer-oriented. Customers no longer have the time to cope with a large number of different errands. Lottery outlets need to be where customers can get a lot done in one place: in shopping malls, train stations – and supermarkets. People will tend to play the lottery more if it's made easy for them at a nearby location and they don't have to skip it in order to get their grocery shopping done. Specifically in Germany, we need to develop concepts that are compatible with the current Interstate Treaty on Gambling and also meet customers' needs."



Announcement

Kalimera to the WLA

Members of the World Lottery Association (WLA) convene once a year. This year's congress will be held from October 19 – 24, 2008 on the Greek island of Rhodes, where decision-makers and project developers from the global lottery business will exchange experiences and ideas on innovations in the industry. Customers and partners will be able to learn more about the latest developments. On the free area of its stand, Wincor Nixdorf will present its vision of an ideal outlet.

WINCOR NIXDORF

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Short and sweet

Systematic help

A large number of customers already use the *Xi/oad* Download Server from Wincor Nixdorf to handle download transactions quickly and reliably – whether for updates, games, terminal-specific test versions or multimedia data. Yet the Download Server is just one module in the new Terminal Management System, which enables system faults and errors to be recognized and rectified by remote maintenance. Just as with downloading data, this happens "on the fly" during the terminal's inactive phase. Gaming operations are not impaired at any time and operators don't have to lift a finger. The Terminal Management System is independent of the central system, meets the security requirements of the WLA and offers extensive reporting. That not only saves time and money; it also minimizes the effort involved in managing and distributing software.

The second round

At the beginning of the year, the Swiss lottery company Swisslos expanded its sales channels to include the hospitality counter by installing almost 200 terminals with the game software Ecco, as we reported in detail in the last issue of *wincor vision*. The "second round" has already been ordered, consisting of one hundred additional terminals!