

New mobile solution for Sachsenlotto successfully launched

* adesso provides a new software product for the gaming industry*

* Digitalisation of lottery business with adesso

* Sachsenlotto adds app for lottery players to its sales channels

* Intuitive, powerful and reliable app offers improved service

Dortmund/Leipzig – The new app from IT service provider adesso has expanded Sächsische Lotto-GmbH's gaming offer to include the mobile sales channel. Current user numbers confirm the concept for the recently launched mobile application, translating into a very successful first few months for the attractive, convenient app. Worthy charitable projects throughout society benefit from net lottery income, helping to make a positive contribution to the common good.



(Image: Sachsenlotto)

Sachsenlotto's customers can use the app to play all LOTTO lotteries, from 6aus49 and Eurojackpot to KENO, GlücksSpirale and scratch cards, plus they can quickly and conveniently redeem tickets from their smartphone. The app, which launched in March, is part of adesso's digitalisation strategy for

Sachsenlotto. The mobile business complements the customer platform that adesso developed for the German state of Saxony's lottery operator based on a broadly established industry solution.

The new Sachsenlotto app was developed for the Android and iOS operating systems. The UX-optimised app for mobile devices is intuitive and user-friendly. It features an attractive and easily comprehensible design and offers maximum security and reliability – all essential features for an app that is being used to make payments.

The development of the app enables Sachsenlotto to successfully expand its sales channels and services. Winnings on tickets purchased online are displayed immediately in the app and optional via push notifications. Tickets purchased at lottery retailers can also be checked conveniently for wins by scanning the barcode with a smartphone. In addition, lottery players can now see whether they have won and how high their winnings are, wherever they are and at any time, regardless of whether they played via a mobile device, on the company's website (sachsenlotto.de) or in-store.

Siegfried Schenek, Managing Director of Sächsische Lotto-GmbH, is impressed by the new, additional sales channel: "As a lottery operator, the app gets us closer to our customers. They can play more flexibly and use our portfolio on the go. The uptake shows that the offering has been well received. That is great because, as a state-authorized lottery operator, our net revenue is used to support charitable projects in the Free State of Saxony in the areas of environment, public welfare, youth, culture and sport."

adesso currently supports the majority of the 16 German state lottery operators. The IT service provider has worked with Sächsische Lotto-GmbH since 2007. adesso helped design its website, sachsenlotto.de, which went live in 2017. The company's IT experts ensured that the site met the needs of

the mobile internet with state-of-the-art responsive technology.

As a partner to state lottery operators, adesso is a member of the European Lotteries and the World Lottery Association.