

Lottery industry website relaunch: adesso modernises LOTTO Thüringen's internet presence

- LOTTO Thüringen presents its new web portal www.otto-thueringen.de
- Portal relaunch with holistic support from adesso
- Secure, future-proof investment in state-of-the-art web technology

Dortmund/Suhl – Today LOTTO Thüringen launched its new modern internet presence. The website for Thüringen's state lottery was again designed and implemented by IT service provider adesso. Following the development of its online presence in 2012, the relaunch is the second major portal design contract the company has awarded to the lottery solutions experts at adesso.



(Foto: LOTTO Thüringen)

LOTTO Thüringen's fresh new website reflects shifts in the industry – changes in players' behaviour, expanded target groups and new technologies – which led to a need for modernisation. Behind the new web interface, which lottery players can visit at www.otto-thueringen.de, lies IT service-

provider adesso's 20 years of lottery and technology expertise. In a one-and-a-half year development project, the company redesigned the portal from the ground up using the latest technology. From the creative concept, developed in a series of customer workshops, to technical execution and implementation, quality assurance and the operational go-live – adesso offered holistic support throughout the portal project and will have ongoing responsibility for maintenance. The IT service-provider was able to integrate the portal into LOTTO Thüringen's existing central lottery system, which was essential for a coherent system environment.

www.lotto-thueringen.de: Portal architecture with potential for further development

Up-to-the-minute technical features, developed using the Spring Web MVC framework, will allow the website architecture to evolve, so that it can adapt and expand to meet new requirements at a manageable cost. The new site's user-friendly, responsive design allows the offering to be used optimally from all mobile devices. Marc Lorek, Head of the Lottery Line of Business at adesso, describes the task faced by his development team: "This relaunch project for LOTTO Thüringen allowed us to use the full range of our specialist knowledge. The result is a modern, user-friendly website with a clear customer focus. Our expertise with the latest technology has also allowed us to ensure that the solution is a secure, future-proof investment."

Knowledge of industry-specific business processes pays dividends

Jochen Staschewski, Managing Director of LOTTO Thüringen, approved the operational go-live of the new website today. He is pleased about its fresh new look: "From today our lottery players will have a completely new experience of our gaming services. From online ticket submission to information about wins, our customers will enjoy a pleasant experience with an

accessible website that also offers a high level of security for all processes. It's all thanks to our cooperation with the experts from adesso, whose detailed understanding of lottery processes, built up through years of experience, allows them to offer us full IT support."

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