

case study



Camelot

company

Camelot operates the UK National Lottery, one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. 50 per cent of sales revenue is paid out to players in prizes. National Lottery retailers receive 5 per cent commission on all ticket purchases.

needs

Camelot send Point of Sale (POS) packs to retailers to promote the Lotto and EuroMillions games in-store, which offer 3 large jackpot wins each week, where there is a dependency on the retailer to unpack and display the POS correctly. Since the jackpots roll, it is not possible to create and ship POS packs in time, which leads to poor jackpot communication and reduced sales. Comtech were successful at winning the contract to develop a wireless display system following a strict tender process.

solution

Following a successful 90 store trial, 2500 Jackpot Communicators (JPC) were rolled out managed from a central location from a secure web-application.

- Hardware - JPC supporting an LED wireless display for Lotto and EuroMillions games updated via the mobile GSM network.
- Software - Secure web-application automated with Camelot IT systems to update Jackpot levels after each draw.
- Services - Support, maintenance & hosting services for full turn-key solution.

benefits

- 3% sales uplift for the main Lotto draw to the benefit of good causes, retailers, prize winners, Camelot and the government.
- Accurate jackpot communication.
- Increased player awareness, especially for the new EuroMillions game.
- Created a sense of excitement in-store.
- Less time on POP administration.
- Reduced retailer involvement.

“ ... exceeded our expectations, with good feedback across the board, from retailers and players, and our sales force alike ”

Paul Hopton, Merchandising Manager, Camelot

Comtech M2M

is the UK's leading machine-to-machine (M2M) technology company. M2M is the ability to connect remote devices with central IT systems and business processes without human intervention. μWEAVE is a robust communication platform for monitoring, controlling and managing any remote equipment across wide ranging industries. extra ... is a wireless digital signage application that operates on the proven μWEAVE communication infrastructure.

