

Do your state lottery strategies address emerging industry challenges?



Net transfers as a percentage of sales and net margins on incremental sales have been trending downward for the past 30 years. More lotteries now need to generate record sales just to maintain year-over-year net transfers.

- How will your lottery strategically manage product categories and implement process improvements to maximize net government revenues in coming years?
- Do your KPIs include annual change in net margin and year-over-year net margin on incremental sales?
- How can future contracts be structured to mutually align the interests of your lottery and its vendors?



Recycling or repurposing the content of your last RFP isn't likely to address emerging obstacles and challenges. If a contract for your central gaming system or instant ticket printing and distribution services is coming up for extension or renewal within the next five years, is your state lottery preparing now?

- What changes are needed in your next contracts to improve product distribution and address current trends in retailing?
- How can your lottery mitigate against the risks and costs of bid protests?
- Can you negotiate changes now while observing procurement guideline?

Strategies for Sustainable Net Revenue Growth

What changes to the historical lottery retailer model are necessary to expand distribution of traditional games?

- More than 80% of sales are generated in stores that represent very few of the Top 25 Retailers nationally
- Strategically adjust your retailer model to adapt to a rapidly evolving retail industry
- Ensure that your retailer base is diverse and inclusive
- Learn ways to leverage your digital assets and retail footprint

How is your state lottery strategically addressing the following industry challenges in managing human capital?

- Knowledge transfer and knowledge management as more veteran lottery employees reach retirement age
- Workforce training and professional development
- Career progression for middle managers; planning and retention strategies for talented middle management
- Active succession planning

What strategies has your lottery developed to address the near-term and long-term impacts of emerging product segments?

- Sports wagering, including virtual sports
- iLottery

The ISF Advantage

ISF can help your lottery evaluate and develop strategies necessary to meet future revenue expectations in a rapidly changing marketplace! We have successfully provided strategic support for 60 public sector clients in 19 states.

For over 40 years, ISF has been helping state government clients of all types develop and implement solutions to meet their unique challenges.

Let us help you **Solve the Future!**



Your Vision | Our Expertise
Solving the Future