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## SCIENTIFIC GAMES CASE STUDY

# Delaware First in U.S. to Offer Comprehensive iGaming – Poker, Slots and Table Games

### The Customer

Delaware has long been a leader in responsibly regulating gaming opportunities to create local jobs and proceeds for its citizens. Facing increasing competition from much larger states surrounding its borders, Delaware looked for new opportunities to enhance the product offerings of the Lottery and their commercial casino partners. Being the second-smallest state in the nation hasn't stopped Delaware from thinking big when it comes to iGaming. In December 2013, the Delaware State Lottery became the first in the U.S. to go live with a full complement of interactive poker, casino table games and casino slots games. The comprehensive intrastate iGaming environment is operated from one secure technology platform integrated with multiple game content providers led by Scientific Games.

"The state of Delaware and the Lottery are very forward thinking when it comes to gaming innovation," says Kathy Wayne, General Manager for Scientific Games in Delaware. "They have the ability to look at the big picture and consider how to provide entertainment for Delaware players today and into the future."

With the goal of making the digital play experience as seamless as possible for existing casino players while also attracting new and younger adult demographics, Delaware State Lottery leaders wanted to mirror the gaming offerings available in their three in-state casinos, Dover Downs® Hotel & Casino, Delaware Park and Harrington Raceway & Casino. Each casino now has its own distinct iGaming website connected to the Lottery's single secure iGaming platform. Each website serves as the primary point of engagement with players giving a unique casino brand experience.

"Today, the casinos are the brands that Delaware players think about when they play poker, blackjack or other table and slots games," explains Michael Lightman, Vice President, Lottery Interactive for Scientific Games. "They want to extend that same brand experience to the player."



### The Challenges

In the position of being first in the country to offer comprehensive iGaming, Delaware needed a trusted partner to help ensure their technology system was fully functional, secure, well-tested and rolled out with minimal technical disruption – not an easy proposition when breaking brand new ground in the U.S. lottery industry.

With an eye toward simplicity and future interoperability with other state gaming systems, Delaware sought a single iGaming technology platform that could be deployed for the state's casinos. Three functional objectives were chosen for the new system design:

- **eCommerce** – devising a full-featured, reliable payments system that linked with commonly used payment choices like Visa, MasterCard and electronic banking.



- **Secure geolocation and player verification** – ensuring every single player is located in the state of Delaware when they play and verifying that they are who and where they say they are. Both required new technologies and operational procedures optimized specifically for Delaware.
- **Responsible gaming** – putting in place wager controls and limits, and also cooling off periods that allow people to self-exclude from play.

## The Solution

Through a competitive selection process, the Delaware Lottery selected Scientific Games as the technology leader to design, implement and operate the iGaming platform, ensuring that it had the robust functionality, features and controls to comply with in-state gambling regulations. Early on, Scientific Games knew that Delaware wanted a multi-functional solution, and it partnered with 888 Holdings and Williams Interactive (prior to Scientific Games' October 2013 merger with WMS) to deliver a robust capability with best in technology, services and content.

## The Impact

Scientific Games and its partners have successfully incorporated all aspects of the interactive platform to give players an easy, transparent online experience. Now, they're working with lottery leaders to further refine the system and plan future enhancements.

Delaware intends to introduce more games as well as launch secure mobile and tablet access to the interactive gaming experience. In addition, the State of Delaware is looking at the best ways to integrate its brick-and-mortar database with its iGaming platform to enable Delaware's casinos to drive programs to maximize the effectiveness of both channels.

"We plan to build customer-driven programs that can expand playership, and move players from the internet and into the brick-and-mortar casino environment, and vice versa," concludes Lightman.

*"Our business philosophy embraces innovation and working with third parties, and our technology is architected around that philosophy. The solution in Delaware demonstrates our continued commitment to innovation and looking at the future of where customers, players and retailers will want to go – and being adaptive about getting there."*

**– Pat McHugh,**  
President,  
North America Lottery Systems,  
Scientific Games

## About Us

Scientific Games Corporation is a leading developer of technology-based products and services and associated content for worldwide gaming and lottery markets. The Company's portfolio includes instant and draw-based lottery games; electronic gaming machines and game content; server-based lottery and gaming systems; sports betting technology; loyalty and rewards programs; and social, mobile and interactive content and services.

