



# Betware

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NOVOMATIC GROUP

## Playbook for launching an i-Lottery website

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**Second Article in 5-part series:** In the last installment of this series we covered the Player Account. The Player Account is the foundation and the heart of your i-Lottery solution but on its own it will not generate sales. The content (i.e. games) you offer is what will generate sales, but there's quite a lot we need to cover before we can start talking about content. Two critical pieces of technology we are going to cover in this article are the "wallet," which will allow players to pay for games and receive winnings, and something called the "Single Sign-On." These two are usually sold as part of a Player Account but we will cover them separately here as they are quite important.

**Single Sign-On (SSO):** Let's get one thing straight: players do not care about technology. Players care about user experience, games, entertainment, winnings and many, many other things - but they do not care how that is all done behind the scenes. Players may like the WOW! factor they get from having experienced a new tech feature, but it's not the technology they are reacting to. A side effect of this is that players have no tolerance for bad usability even when there's a great technical reason for it. To be honest, there are rarely good technical reasons for bad usability. "It was too much effort to make that quirk go away" hardly qualifies as a reason, but even if there was a good reason players wouldn't care. Single Sign-On is a prime example of this. When Lotteries started to offer online content from more than one vendor, the norm was that the players would have to sign onto each site separately, and usually with a different username and password. No one liked that, and thankfully you do not see that much now. It is still important, though, to ensure you do not end up with this "feature" as part of your new iLottery site. If you intend to pursue a multi-sourcing strategy (which is defined as offering content from many different providers), and most gaming operators do, you have to make sure that your players only ever have to register and login on your site. What's more, you only want the player to have to log in once to access your site. They should not be required to log into Instant Games which are provided by content provider A and again to log into Lotto which is provided by content provider B and so on. The importance of this cannot be over-stated. SSO is what allows your players to login once, even if the content they are playing is provided by entirely different companies and even run on separate IT systems. SSO is magic that happens in the background that players don't know (or care about), but it helps deliver a smooth gaming experience.

**Wallet:** The wallet is the piece of software that keeps track of the player's electronic funds and allows money to transfer in and out of your site. Like with Single Sign-On, it is important that you offer your players a single wallet. It is not a good user experience to have to constantly shift funds between sub-wallets to migrate between different games. Also, there is no valid technical or player experience reason to have

multiple wallets. The real issue is that much of the software out there was not originally built with a single shared wallet in mind. It is simply easier on the supplier to leave the software as it is and have players deal with multiple wallets; but it goes without saying that it's not easier for the players. Our players deserve better, they really deserve a single wallet. Apart from the single wallet issue are three other things that you need to know about the wallet:

**Supported Payment Methods:** You need to enable players to move money into your iLottery site so that they can play. Fortunately, there are many possible payment methods available. Ask your suppliers about this but don't spend too much time on it. There are many easy-to-integrate payment solutions available and it's unlikely this will be an issue with any supplier. A side-note on this is that more payment methods do not necessarily mean more revenue.

**Support for withdrawing funds:** Payment methods are not necessarily deposit (in) and withdraw (out). It's important to know this because your players may, at some point, wish to withdraw money from your site and you need to have at least one way for them to do that. Generally gaming sites offer far more ways to deposit money than to withdraw money. Partially this is due to pragmatism on the lottery's side since the operator is eager to get player funds deposited into the site but not quite as excited about funds being withdrawn, yet there are other reasons too. Many popular payment methods are built to only allow players to deposit money. Money laundering and many kinds of fraud rely on fund withdrawal and protecting against them gets much harder with increased withdrawal complexity. There are more reasons which all add up to making multiple withdrawal options less attractive and more complicated to achieve when compared to the value they bring the player. The recommendation here is to have fewer but better withdrawing options for the player. For example, many of Betware's customers have only one withdrawal method and we have never had a complaint about that.

**Methods for preventing Money Laundering and Fraud:** In all regulated markets you must ensure that your system cannot be used to launder money and the more in and out payment methods you have the more difficult this becomes to manage. Ask about this to ensure your supplier takes this seriously, as this is an important and complicated issue.

That is Single-Sign on and Single-Wallet in a nutshell. What was covered in this installment plus the player account that was covered in the last installment of this article series goes a long way to providing a good foundation for an i-Lottery website. There are still more things to cover such as the back office, regulatory compliance, marketing, games and more and we will look at some of those issues in the next installment of this article series. ♦