

Aurora OnePlace: The OnePlace for All Your Sales Force Needs

With IGT's July 2016 acquisition of Hudson Alley Software, Aurora™ OnePlace – the leading sales force automation solution in the industry – has joined the suite of smart, open, agile business intelligence products IGT has developed to drive lottery profitability and growth. Since Aurora technology enables extending back-end services across multiple applications, Aurora OnePlace, Aurora Retailer Wizard, Aurora Retailer Manager, Aurora Performance Intel, and Aurora OrderStar will all share the same set of services and the same information to provide IGT customers unprecedented integration; for instance, a retailer will see the same alerts in Retailer Wizard as field sales reps see in OnePlace and inside reps see in OrderStar for that location. Of course, OnePlace easily integrates with other IGT and third-party applications as well, allowing all OnePlace users to benefit from IGT's vast resources, including its training organization, teams of analysts, and insights from its lottery operator and sales force management experience in jurisdictions around the world.

Lotteries buy sales force automation solutions for results, and IGT's Aurora OnePlace mobile app and website deliver the results lotteries need to grow sales at retail and to operate more efficiently and effectively.

- Visualized, up-to-the-minute reporting puts insights and compelling data into the hands of sales reps, enabling them to coach retailers.
- Actionable alerts notify reps immediately of potential revenue-draining situations and opportunities for growth.
- Routing tools provide optimized time management.
- Prospecting module supports active tracking and monitoring of retail recruitment activities.

With a major new release, Version 8.0, scheduled for September 2016, including brand-new iOS and Windows 10 apps, Aurora OnePlace now has even more essential tools and features to drive best practices and provide invaluable information on:

- Sales.
- Instant ticket inventory.
- Sales goals.
- Retailer goals – new.
- Retailer profiles – new.
- Territory routes.
- Service calls.
- Jackpots.
- Winners.
- Merchandising elements, including new POS ordering module.
- Instant games.
- Incentive tracking – coming soon.
- More.

Top 10 Ways Aurora OnePlace Helps Drive Sales

1. Quickly identify problems and opportunities.

Powerful but simple, Aurora OnePlace displays information in a way that makes it immediately actionable. For example, with a quick glance, sales reps or sales managers will know how a retailer's sales are trending within each game category, enabling them to react appropriately and instantly.

2. Shift sales reps from defense to offense.

Sales reps who use OnePlace walk into each sales visit with a mission, knowing exactly what they want to accomplish. This allows the rep to use the limited time allotted for conversations with store managers and owners efficiently, to the benefit of both rep and retailer.

3. Increase new game penetration.

Aurora OnePlace proactively alerts reps and sales managers when retailers have not activated a pack of a new game in the first weeks after launch. With OnePlace, sales reps can see all alerts in their territory and/or all alerts for a specific retail location, so that they can call and/or visit retailers to get those new hot sellers put out for sale.

4. Sell in best-selling games.

Dispenser space is a precious commodity; it's important that it's used wisely. OnePlace lists best-selling games by price point so sales reps can quickly ensure that the top performers are carried and on display at each retail location. In addition, OnePlace will alert the sales rep of stale inventory that has been sitting in the retailer's safe for too long and should be returned.

5. Remove slow-selling games that the retailer believes sell well in his or her store.

Often, when sales of a once-best-selling game begin to decline as customers move to newer games, retailers fail to notice that the game has lost momentum. OnePlace lets reps pinpoint old inventory and show the retailer which specific games are not selling well in his or her store and should be replaced with better-selling games.





Everything reps need, all in OnePlace.

6. **Optimize each retailer's price point mix.**

Effectiveness of a display varies by location, depending upon the preferences of customers. OnePlace's Space-to-Sales Screen graphically presents analysis of each retailer's specific instant game assortment and makes recommendations for adjusting the price point mix or adding facings of higher-selling, higher-price-point games, taking the guesswork out of achieving a more profitable display.

7. **Use winner awareness to drive sales.**

It's no secret that customers like to play in "lucky stores." OnePlace provides abundant winner awareness information, both by territory and by location, to help reps help retailers spread the news.

8. **Spark friendly competition by focusing on areas of opportunity.**

OnePlace can compare an individual retailer's sales by product line within its territory, region, state, zip code, and business type. This powerful dynamic provides actionable data to show where the retailer can improve and gives the retailer incentive to outperform the competition.

9. **Track what is happening – and not happening – at retail.**

OnePlace pioneered the use of checkboxes to document each retailer visit. This simple step not only provides both quantitative and qualitative information about each visit, it offers the added benefit of providing powerful reporting capabilities to track initiatives, such as selling in of special dispensers or increasing facings at retail. It even allows reps to take photographs and add them to their visit history, which managers can view instantly.

10. **Increase field time and maximize productivity.**

Because OnePlace proactively provides information on sales, earnings, credits, adjustments, settlements, pack statuses, and more, it can dramatically reduce the hours reps spend in the office or on the phone with headquarters, allowing reps to spend more quality time with retailers and freeing up office staff.

An Integrated Solution

Adam Perlow, formerly CEO of Hudson Alley Software, has joined IGT as Vice President, Sales Force Automation Solutions, and the transition has been seamless, with no interruption to the service Hudson Alley customers have come to expect. Aurora OnePlace will continue on its established path of evolution inspired by new technology, new ideas, and feedback from IGT's and OnePlace's lottery partners.

In the future, OnePlace customers will benefit from even more enhancements based on the goals and desires of lotteries and IGT's experience and

insights. Among the exciting new features coming to OnePlace are sales rep and retailer incentive management modules; instant ticket ordering; real-time, terminal-free pack returns; and other pack functions. New training programs (both classroom and in-the-field coaching) will increase the effectiveness of OnePlace use to drive sales. These will include training on and implementation

"Our goal was for our Sales Reps to maximize their time in the field, achieve real results during a sales visit, increase lottery ticket sales and improve the service that the NCEL provides to its retailers. OnePlace has positioned us to be true sales representatives in NC!"
 – Terri Avery, Deputy Executive Director of Sales,
 North Carolina Education Lottery

of the PERFECT Sales Process, a systematic, repeatable, and measurable way to sell that turns the oft-perceived "art of selling" into more of a "selling science" and ensures that customer interactions are standardized across the sales organization. And to help optimize lottery sales processes, IGT will offer a consulting service that includes evaluation of current practices and a plan to enhance them.

For more information on Aurora, visit IGT at NASPL 2016 or follow the action on IGT's Facebook, Twitter, and LinkedIn feeds.

