Aurora Performance Intel: Get Answers Fast

A comprehensive lottery solution to gain insights from all of your lottery data

Information may be a lottery's most valuable asset. Across consumer product industries, executives harness the power of information, realizing that intelligent strategic and tactical decisions depend on quick access to timely data-driven insights. Understanding the importance of this, IGT has worked with its customers to develop tools that address the largest challenges and areas of opportunity for using a lottery's retailer and player data more effectively. The result of this significant investment and effort is IGT's Aurora Performance Intel.
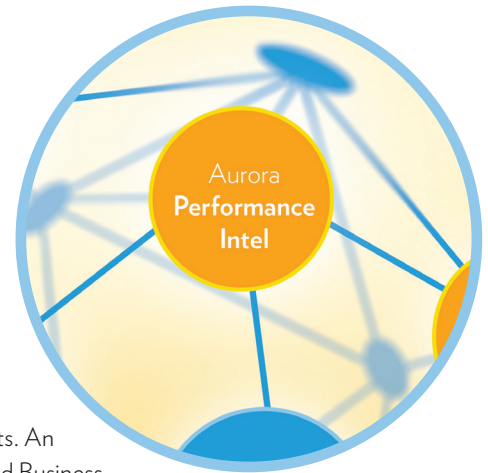
Performance Intel is the foundation for comprehensive lottery Business Intelligence (BI) and analytics. A one-stop solution for decision making, it provides users with instant access to timely Key Performance Indicators (KPIs) and in-depth information that will make lotteries more nimble, efficient, and effective. IGT supports lotteries worldwide with BI and analytics content and capabilities that are proven, essential tools for driving sales growth. Performance Intel is built on that experience and understanding. Moreover, Performance Intel informs and powers a suite of product and service offerings from IGT.

Easy, Comprehensive, Actionable

Performance Intel provides three key benefits to help lottery staff gain oversight and insights into Retail Lottery and interactive businesses.

1. Easy to use and timely access.

Using the latest data presentation capabilities, Performance Intel includes visual analytics and interactive dashboards for at-a-glance insights. An intuitive web-based Business User Module interface lets users get the information they need quickly through tabs and report menus.
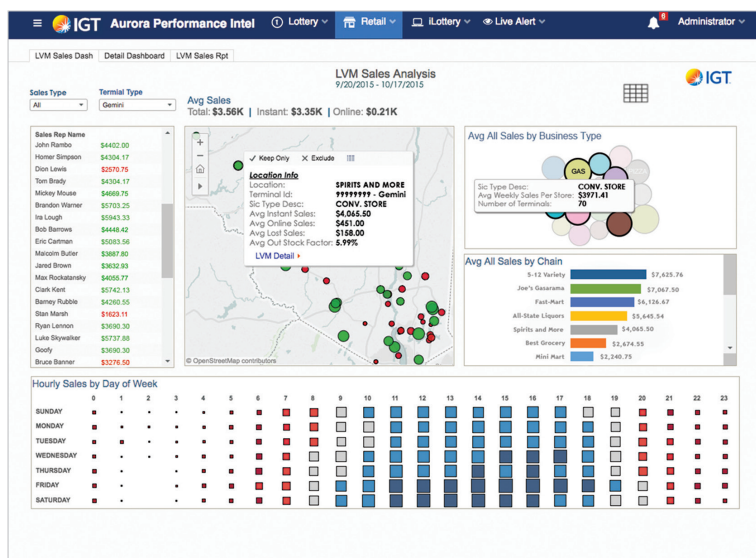
Data visualization and interactive dashboards provide at-a-glance views of any functional area of lottery performance. Ad-hoc capabilities allow analysts to look deeply into Performance Intel's central data warehouse by selecting objects from business-friendly data universes that include the ability to drill-down to transaction level detail. Secure access to the full range of Performance Intel's content is ensured through Aurora Navigator's single sign-on portal on a desktop or tablet, while a mobile BI application provides convenience and immediacy of information.
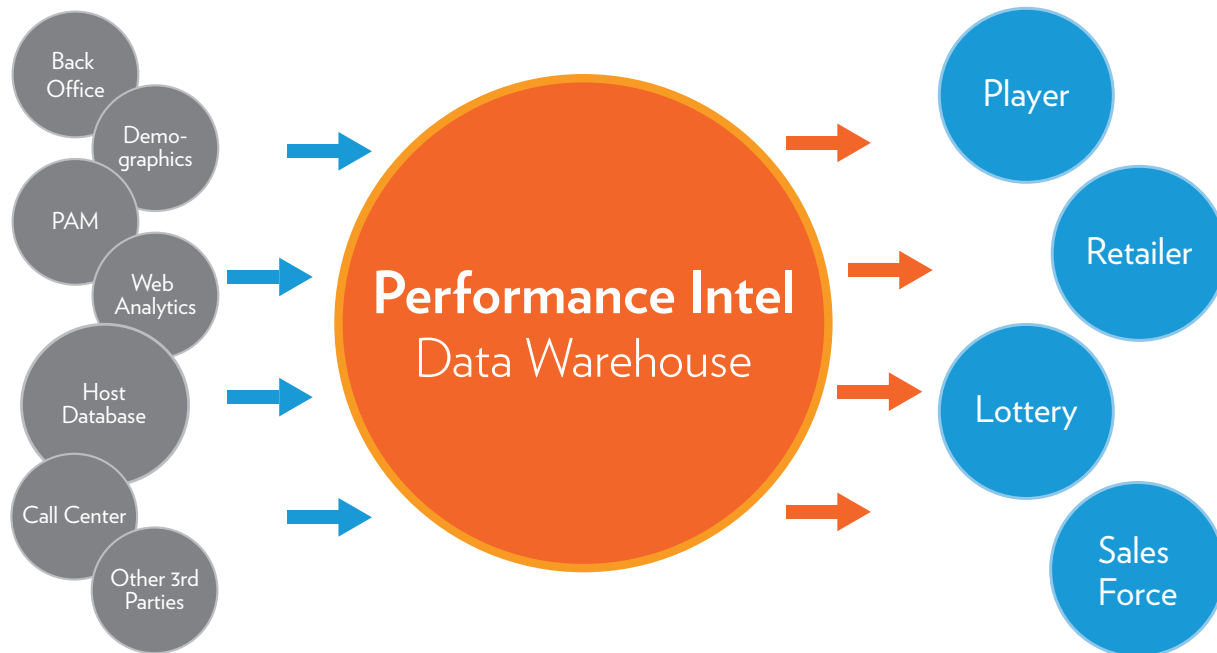
2. Comprehensive Data Set

Performance Intel provides the opportunity to consolidate information across all aspects of a lottery in one location. It can integrate data from any lottery or third-party data source to create a central repository. IGT's Player Account Management (PAM) data is also integrated into the Performance Intel warehouse. This includes key metrics and measures centered on player spending and engagement analyses. Player-level data is especially relevant for jurisdictions that offer interactive products and have registered, known players.

Performance Intel consolidates industry-proven baseline content, such as instant ticket performance data, retailer performance data, fraud detection information, and lottery vending machine analytics that leverage daily and *real-time* analytics.
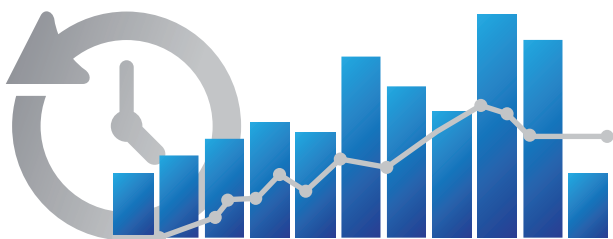

Performance Intel provides at-a-glance, interactive dashboards to gain quick insights into lottery performance.

Performance Intel provides a central source of data that supports synchronicity across BI-driven systems.

3. Actionable Insights

Performance Intel creates metrics and measures that are actionable, allowing lottery decision-makers to make informed changes and create timely communications. Lottery executives can use Performance Intel to gauge how lottery goals are being met, or how incentive and promotional programs are impacting sales.

Aurora Performance Intel offers daily and real time data updates.

Performance Intel also offers a Fraud Detection Analytics Module that leverages daily and real-time data to first identify and then target suspicious activity. These insights provide evidence to identify and stop fraudulent activities. **Aurora LiveAlert** is a Performance Intel module that leverages real-time data transactions and user-defined fraud detection scenarios.

Future Ready – Evolutionary

The BI and analytics industry is always evolving with new technologies and new ideas. Lottery reporting and data analysis needs also are changing as lotteries continue to embrace and use new capabilities that include predictive and real-time analytics. Our dedicated Performance Intel research and development staff

Actionable Insights from Performance Intel

Insight	Action
Weekly total instant ticket sales are trending lower than last year, and weekly average sales of $2 and $5 games, which historically have been driving sales, are tracking 4.5% lower than last year.	**... face more $2 and $5 games**
50 Gemini lottery vending machines that historically have high average weekly sales in the southern part of town have 8 or more empty bins. These retail locations are also out of stock of 5 core instant ticket games.	**... reroute field services or sales reps today to these key locations**
Interactive players age 21 to 35 in the north-eastern corner of the province who regularly play LottoMax, do not play Lotto 6/49.	**... send an e-mail or text reminder to those players that the Lotto 6/49 jackpot is at an all-time high.**

continues to invest in product improvements that leverage industry best practices. This is true from a technological perspective; however, it also extends to working closely with our lottery partners, our IGT-operated lottery site staffs, and dedicated IGT subject matter experts around-the-world to grow and share new analytics concepts and models that help guide the product's development. These efforts and IGT's commitment to BI and analytics will help lottery customers improve and manage their lottery operations to increase profits for good causes.