



Abacus is creating new market opportunities in the lottery industry with its technology. The platform has been meticulously planned and tested, and a large part of the marketing of the solution is through global trade shows. Demonstration of the software solution is critical in getting Abacus' message across and grow the business.

Client

Abacus has developed its Fusion Platform to help lottery operators access more points of interaction with its customers as well as offering new games and other services. Abacus provides a flexible, robust, secure and feature-rich gateway to these wider sales environments. In real terms this means giving lotteries vastly more opportunities to sell to their customers in today's retail environment.

Business Driver

"Getting the Abacus message across to potential customers is critical", comments Paul Lawson, CTO at Abacus. "The ability to show the solution in action at global trade fairs is vital to Abacus' sales and marketing plan. The demonstrations must be simple to understand, feature-rich and get the message across. Abacus is competing with some of the biggest players in the market."

Overview

Client:

Abacus Solutions International

Solution:

uniCenta open PoS

About Abacus:

Abacus Solutions International has developed a technology platform that is set to revolutionise the sales strategy of lotteries worldwide.

The unique nature of the Abacus solution has in the past made it difficult to demonstrate the product at trade shows.

Abacus recognised that uniCenta's open PoS solution gives Abacus the flexibility to demonstrate its solution, and enables it to potentially reach new, untapped retail markets.

www.lotteryeverywhere.com

Working with uniCenta

"Initially we had some real issues in trying to get a large vendor to develop the solution in time for a trade show" Lawson says. "However, once we started talking to the uniCenta, they worked quickly to understand the requirements of the project, and the team I worked with felt like true colleagues, not external parties. I quickly realised this sort of hands-on and very honest approach was exactly what we need at Abacus."

Solution: uniCenta oPoS

uniCenta provides a community based Point of Sale solution to retailers under either a GNU license agreement or via a subscription support package.

"Retailers large and small across all sectors are under increasing pressure to remain competitive. Shrinking margins, increasing costs and competition from online stores impact daily. Our aim was to provide quality support services to business users", comments Jack Gerard, uniCenta's CEO. "In the past twelve months we have signed up over 500 subscribers, released 4 major versions and 8 monthly patches. uniCenta oPOS carries on going from strength-to-strength."

What it means for Abacus

"When we signed up to the biggest trade fair in North America we needed a way of demonstrating our software gateway to the industry. The timescales were tight, and approaching the existing EPOS vendors showed they could not supply a solution in time to ship the equipment to the show," says CTO Lawson. "When we approached uniCenta to do the development work we soon came to appreciate the patience of the solutions architects who sat with me through many iterations of my designs, and the developers who brought the solution to life."

uniCenta developed a completely new connection adapter to the Abacus gateway environment which allowed the solution to request quick-pick tickets from a simulated lottery host at the show. Installed on ELO hardware, the solution was a great success and generated a lot of interest for the Abacus product set.

"The roll out from start to finish was quick and simple. We required a quick turnaround from concept to live system – for a project that has no precedents for either business. This was only possible because of the quality of the uniCenta team"

- Paul Lawson, CTO, Abacus

The future for Abacus and uniCenta

Abacus has already grabbed the attention of lotteries around the globe, and is deploying its solution in the European market, with plans to take on North America next. With no real competitors in the market, and a proposition that is in high demand within the sector, Abacus is planning for large future growth.

"Whilst the uniCenta platform has been used as proof of concept so far," Lawson reports, "we have interest in lottery lite terminals, based on mobile tablet hardware, and uniCenta lends itself to this solution perfectly. I feel absolutely confident that we can develop our potential to the highest standards now that we're working with uniCenta."

