



FROM A VENDOR PROVIDER TO A TRUSTED BUSINESS PARTNER

How INTRALOT worked with BCLC and converted their legacy solution to LotosX Omni.

Nowadays, as companies continue to invest in technology solutions to drive efficiency, innovation, and customer satisfaction, the expectation for an effective vendor-client partnership has never been higher.

Recently, INTRALOT were able to collaborate with **British Columbia Lottery Corporation (BCLC)** to deliver their latest and most significant IT transformation. INTRALOT successfully **migrated BCLC's retail lottery system to its innovative LotosX Omni ecosystem**, deployed on a **Cloud technology stack** and went live with **INTRALOT's next-generation lottery terminals** across the whole of BCLC's retail and hospitality network. BCLC is now one of the first lotteries in the world to adopt a fully cloud-based lottery system and the first in North America.

This partnership not only ensured a successful go-live but, more importantly, strengthened both organizations and inspired **a shared vision for greater possibilities**. As we continue to expand our collaborative roadmap with new initiatives and ambitious goals, it's important to acknowledge that this level of success wouldn't have been possible without the genuine understanding and alignment between the two teams.

At the heart of a successful partnership lies trust, transparency, and mutual respect.

The question is: **how do you get there?**

intralot

Set Clear Expectations From the Start

A successful partnership starts with a shared understanding of the goals, required timelines, and outcomes. When kicking off a new engagement, it's essential to have open and honest conversations about what success looks like for both parties. Setting realistic goals avoids future disappointment and sets a foundation for mutual success.

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During the business analysis period, both INTRALOT and BCLC worked side by side - both in person and remotely in order to ensure we both fully understood what one another was asking before landing on the final scope definition.

Prioritize Open and Ongoing Communication

Communication is the lifeblood of any strong relationship, and business partnerships are no exception. INTRALOT and BCLC maintained a steady dialog throughout the project allowing us to meet all key milestones. This approach to communication enabled a more agile process, allowing both parties to adapt as needed.



Regular stand up meetings, status updates, and the willingness to listen can go a long way in preventing misunderstandings.



Be Proactive, Not Reactive

A successful business partnership, is not just about solving problems but proactively anticipating them.

a shared roadmap designed to **drive mutual growth and success.**

INTRALOT provided strategic insight into evolving solutions for BCLC, and both parties suggested additional features and flagged potential challenges before they became issues.

For INTRALOT and BCLC, this was the cornerstone of the partnership, allowing for unanimous decisions and facilitation when there was a need to adjust or comply.

Long-Term Value, Not Short-Term Gains

A successful partnership should be seen as an ongoing collaboration, not just a one-time deal. This requires shifting the focus from simply selling a product to delivering long-term value.

INTRALOT is looking toward the future with partners like BCLC. We want our clients to know and feel that we are there for them beyond the initial purchase. This can be achieved through continuous support, ongoing training, and regular discussions of the solution's effectiveness. **We aim to cultivate long-term partnerships, and the BCLC collaboration exemplifies this commitment.**

Humanize the Relationship

While contracts, KPIs, and technical solutions are critical components of any partnership, it's the human element that can make or break the relationship. Too often, the focus remains on the technical or transactional aspects, and the people behind the partnership are overlooked.

Since undertaking the BCLC project, both parties have worked with mutual respect and support to all people involved from both teams. In addition, we have also worked with BCLC's retailers from the beginning to provide operational inputs on system features and usability.

almost **100% retail network readiness** in the first two days after go live.



INTRALOT's Vision for Today and the Future:

Prioritizing People at the Core of Every Partnership



During the BCLC project, many of the individuals involved achieved personal milestones and we acknowledged and celebrated these as they occurred. It is crucial that our partners feel valued and understand how essential their ongoing collaboration is to our success.

The most successful vendors are not only those who offer cutting-edge solutions but also those who prioritize the needs, aspirations, and well-being of the people they work with. By fostering open communication, mutual respect, and a commitment to long-term value, we strive to build enduring partnerships that continue to thrive in the future. **Ultimately, the strength of our relationships comes from our willingness to genuinely listen and connect with the individuals behind them.**