EGR

B2B Winners
Report 2023

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Optimove / Relax Gaming / Simplebet
/ Skilrock Technologies / Strive
Gaming / Vermantia

Winner's focus: Skilrock Technologies

Pushing the boundaries

Sujit Lahiry
Executive director and CEO Skilrock Technologies

Sujit Lahiry is the executive director and CEO of Skilrock Technologies. An industry veteran with over three decades of experience in lottery and gaming, IT, telecoms and information technology-enabled services, he has spearheaded projects across Asia, Africa, Europe and Latin America. With an engineering background and a solid foundation in research, Lahiry is globally recognised for helping businesses transform challenges into opportunities.

CEO of Skilrock Technologies, Sujit Lahiry, shares his insights on the post-pandemic lottery landscape and how the platform provider's innovative solutions are empowering global lottery and gaming operators to take their business to the next level

EGR: Congratulations on winning the EGR B2B lottery supplier award. What does winning mean to the business?
Sujit Lahiry (SL): Skilrock Technologies has been in the business of providing technology to the lottery and gaming industry for over 14 years. Our presence is marked by relentless innovation and ground-breaking solutions which touch almost all vital categories. Throughout our existence, we have devoted ourselves to innovative and industry-changing solutions such as LottoZone, Green Lottery, cashless gaming, a true omnichannel omni-gaming platform, localised games and more.

As for the award, we are exceptionally thankful for this recognition. It is another important feather in our cap as we continue to receive industry accolades on various platforms. This also proves our dedication to the betterment of the vibrant world of lottery and gaming. We hope to receive more such accolades in the near future.

EGR: How does Skilrock achieve a seamless player experience with INFINITI, your company's omnichannel and omni-gaming platform?
SL: Our INFINITI platform is well suited to fulfil all demands; in fact, it is already powering lottery businesses in more than 30 jurisdictions worldwide. We also believe that INFINITI will help more businesses build their omnichannel and omni-gaming strategies. And, as many of our clients' success stories can corroborate, the adoption of this best-of-breed specialised solution and their integration is a solid strategy for achieving better results, lower costs and retaining players.

Many businesses rely on adding heterogeneous solutions, which create inconsistencies throughout their operations. Their different channels work separately and without any synchronisation. We understood this problem and developed our platform accordingly. Ours is a complete solution and is time-tested and proven in different markets. The focus is on enabling a seamless and frictionless gaming experience for players. Needless to say, the players appreciate the absence of any notable discrepancy while changing channels. This also gives us an edge over other solution providers.

EGR: Skilrock's newest solution, Scan-n-Play, has created a lot of buzz at different global events. How does it work?
SL: Scan-n-Play is a disruptive technology solution that is changing the traditional way of looking at player experience in bricks-and-mortar stores. While it is easy to allure serious players, casual gaming has remained a different ball game. In simple terms, digital technology still has a lot to do for casual gamers. These players want elevated convenience, uncomplicated gameplay, as well as no-fuss payments.

So, this is really something that needed a strategic revisit on a priority basis. We understood the gap and came up with Scan-n-Play – a unique and cutting-edge technology solution that empowers players and retailers. Retailers finally have a solution that understands the changing market needs and players can enjoy their favourite games with optional anonymity. It comes with plenty of features such as an omnichannel and omni-gaming experience, a refreshed catalogue of games, convenience to play, ease of payment and much more.

Moving forward, there is often a dichotomy between what retailers offer and market needs. This means a clear loss in terms of revenue generation, player acquisition, etc. This will also entail an

energised, tech-enabled environment and make the whole experience fulfilling and profitable.

EGR: The lottery and gaming industry has come a long way, especially after the pandemic. How do you see the industry changing and moving forward in the future?

SL: The lottery and gaming industry has indeed come a long way. The pandemic drastically altered the retail lottery experience, forcing the closure of bricks-and-mortar stores. The abrupt shift gave birth to an unprecedented uptake of digital channels, the adoption of which undoubtedly helped businesses cushion the impact of the pandemic.

However, after normality was reinstated, it created a paradigm shift in player behaviour towards both retail and online categories. Put simply, players are spending time and money on both channels. Understanding this is therefore critical to ensuring one's place in the market today. This includes entailing omnichannel planning, flexibility, trained manpower and technological prowess across the value chain.

It's not to say that digital adoption is slowing down. In fact, it is rising and presenting a unique opportunity to drive deeper engagement and exciting gameplay. It's interesting to see the emergence of newer technologies such as AI, blockchain, the metaverse and so on, which may hold huge implications for the industry.

Looking ahead, as smart products, automation and robotics are increasingly adopted, the data and insights these technologies drive out will yield yet further benefits for operators that have the right digital foundations. All in all, technology will continue to make the game content and platform more exciting in the near future as well.

Another crucial aspect is the regulatory environment. If it is supportive, it can positively impact the market and act as a catalyst for the benefit of both players and operators. This is more important at a time when lotteries are increasingly looking to assess their impact on the communities at large. With proper guidance and regulations, it will be easy for them to fulfil their goals.

EGR: What are some of the biggest challenges and opportunities in the lottery business today and how does Skilrock assist them?

SL: Talking about challenges, I'd like to focus on the role of traditional lotteries and their journey throughout the years. Traditional lotteries are still popular and will continue to have a considerable

share of the global market. Prior to the pandemic, most lotteries did not adopt digital and other modern technologies. On the other hand, casinos and sports lotteries willingly embraced cutting-edge technology. As you can guess, this created a huge discrepancy between them. The ultimate effect was on the revenue of lottery operators.

But things drastically changed after the pandemic as lotteries rushed to adopt digital tools and new content. They realised that the lottery world is becoming pretty dynamic and operators need to be on their toes to cope with the ever-changing platforms, features, trends and strategies.

Of course, this resulted in increased revenue generation for them, however, as they ride this wave, it's crucial to remember that they need a trustworthy and experienced technology partner.

That's where we come into the picture. Skilrock prides itself on providing a cutting-edge, future-ready platform and exciting content for the lottery industry. Our solutions empower global lottery and gaming operators to take their business to the next level with our winning combination of innovative technology, latest hardware, exciting content and customised services.

EGR: What will Skilrock Technologies be focusing on over the next year?

SL: We will focus on creating more exciting and innovative products for the lottery and gaming industry. We are not afraid to try innovations and push the boundaries. This has always been our motto and this year will be no exception either. Our clients can also expect to see more solutions that are developed to meet their changing needs. ◆

Other Winners

Cryptocurrency services supplier
CoinsPaid

Innovation in mobile
Evoplay

Innovation in RNG casino software
Bragg Gaming Group

Lottery supplier
Skilrock Technologies

Mobile gaming software supplier
Vermantia

Mobile supplier
Strive Gaming

Software rising star
Simplebet

Fantasy and DFS supplier
Scout Gaming