



REQUEST FOR INFORMATION: 01-2015

## Mobile Application for New York Lottery

Release Date: January 8, 2015  
Written Responses Due: January 30, 2015

**Designated Contacts:** The individuals listed below are the designated contacts for this Request for Information (“RFI”). All communications concerning this RFI must be addressed in writing via e-mail or USPS to either or both of these individuals.

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Contracts Office, 5<sup>th</sup> Floor  
One Broadway Center  
Schenectady, NY 12301-7500

## PART 1 - INTRODUCTION AND OVERVIEW

### 1.1 Introduction

The New York State Gaming Commission (the "Commission") is issuing this RFI to assist the Commission with the possible future development of a Request for Proposals ("RFP") to develop and manage a new Mobile Application ("App") for the New York Lottery as described further in this RFI.

In light of the goals discussed in Part 2 of this RFI, the Commission seeks to receive information on the latest App technology and management services available as they pertain to the lottery industry. This could include Apps that have been created for clients outside the lottery industry as long as the Apps were designed for retail businesses structured similarly to a lottery (such businesses should have an extensive retail network offering a range of products whose purchase is discretionary in nature). The responses to this RFI should cover both information-only Apps, as well as Apps that facilitate sales transactions, as both are relevant to the New York Lottery.

**Note: This RFI is an information gathering tool only. Any response to this RFI must not include cost.**

### 1.2 Background

The New York Lottery (the "Lottery"), now a division of the Commission, was enabled through an amendment to the New York State Constitution as a result of a referendum in 1966. The Lottery's sole mission is to earn revenue for education. Lottery employees and Commission supporting staff work with business partners and approximately 18,000 retailers statewide to provide games for our Lottery customers. Games include drawings like *Numbers*, *Cash4Life*, *Mega Millions* and *Powerball* as well as a rotating stock of 35-50 instant lottery tickets.

The Lottery sells traditional lottery games through an extensive state-wide retail network and through limited subscription offerings over the internet through its website ([nylottery.ny.gov](http://nylottery.ny.gov)), which generates traditional Lottery sales in excess of \$7 billion annually. The Lottery continues to be North America's largest and most profitable lottery, earning over \$48.43 billion in education support statewide since its founding nearly 50 years ago. In the fiscal year 2013-2014 alone, the Lottery contributed \$3.17 billion to help support New York State education. This represents nearly 15 percent of total State education funding to local school districts. Since the introduction of a winning numbers App in December 2012, the Lottery has experienced over 298,000 downloads. The Lottery's current Winning Numbers App can be accessed at the following link: [Mobile Apps](#).

### 1.3 Goals for the New York Lottery Mobile Application

During this phase of the process, the Commission would like to gather information from interested parties who can provide App development and management services for the Lottery. The Commission is hoping to learn about current industry offerings and best practices pertaining to Apps and how an App can be used to further the Lottery's mission of generating revenues for education.

The primary goals of a Lottery App initially would be to:

- Engage players with meaningful content, including but not limited to, winning numbers, jackpot amounts, promotions, and to provide entertainment value, such as play-for-fun games;
- Drive players to existing retail locations and/or the Lottery's Online Subscriptions Center to purchase lottery tickets; and
- Manage the relationships with these players to cultivate responsible loyalty.

While the Lottery presently offers just two games through an online subscription system, development of this distribution channel will likely occur in the near future. As such, it is the goal of the Commission to investigate currently available options in Apps with the understanding that any App developed in the short-term would not only include a sales function, but may have the capacity to evolve in the future. Also, as more consumers utilize their smart phone to make purchases at retail and carry less physical cash than in the past there may be opportunities to utilize Apps as a payment method at retail or self-serve lottery terminals.

## PART 2 – INTERESTED VENDOR RESPONSE

### 2.1 Content of Response

Interested vendors are invited to provide information addressing the following topics, as well as any other information it may deem relevant and useful:

- Newest App technology.
- Industry best practices.
- App management services.
- Security features.
- Integration of responsible gaming safeguards based upon World Lottery Association (WLA) guidelines.
- Play-for-fun interactive gaming.
- Payment mechanism for purchase of Lottery products at retail using mobile device.
- Mobile sales functionality (must include both age and location verification features).
- Game types available (e.g., instant win, e-scratch Cards, draw games, slot themes, etc.).
- Ticket scanning functionality (to identify winning tickets, preferably without using ticket serial numbers to determine if tickets are winners).
- Coupon serving and redemption functionality.
- Push messaging capability.
- Player support/customer service.
- Social integration to allow users to share lottery experiences and invite friends to participate.
- Integration with highly secure proprietary closed Lottery transactional interface at retail.
- Retail locator functionality.
- Integration with separate customer loyalty program.
- QR code reader or similar feature to allow explanation of promotions, new games, etc. using mobile device at retail.
- Functionality to create personalized wagers/play slips to be recognized and processed by Lottery system at retail.
- Customer relationship management & analysis.
- App evolution/expansion.
- Cost structure options not specific to the Lottery (e.g. price per month, price per click, etc.).
- Integration with other lottery digital marketing efforts.
- General timeline for App development and approvals.

Respondents should be creative when providing information related to this RFI. Respondents are invited to submit any existing material or material prepared specifically in response to this RFI that it believes may be of interest or use to the Commission. In the preparation of a written response, respondents should pay particular attention to the goals and content for response outlined in this RFI.

## PART 3 - ADMINISTRATION OF THIS RFI

### 3.1 Issuance and Intent

Responses to this RFI should not anticipate award of a contract; this is an information gathering process only. A response does not bind or obligate the responder or the Commission to any agreement regarding provision or procurement of products or services referenced.

### 3.2 Pertinent Dates

The following timetable applies to this RFI:

Release of RFI: January 8, 2015

Written Responses Due: January 30, 2015 by 3:00 p.m.

These dates are established for informational and planning purposes. The Commission reserves the right to change any of the dates.

### 3.3 Response to the RFI

Written responses shall be submitted by interested vendors as indicated below.

Stacey Relation  
New York State Gaming Commission  
Contracts Office, 5th Floor  
One Broadway Center  
Schenectady, NY 12301-7500

Responses may be submitted by contract carrier, courier delivery, in person, or by U. S. Postal Service. If delivered by other than U.S. Postal Service, the respondent should contact the designated contacts under this RFI prior to delivery to assure proper receipt. **Fax or e-mail submissions are not acceptable.**

### 3.4 Costs Associated with Preparation of Response to this RFI

Neither the Commission nor the State shall be liable for the costs incurred by an interested vendor in preparing or submitting a response to this RFI.

### 3.5 Disclosure of Responses to the RFI

The Freedom of Information Law provides for an exemption from disclosure for trade secrets or information the disclosure of which would cause substantial injury to the competitive position of a commercial enterprise. If you believe your company's response contains any trade secrets or other confidential or proprietary information, you must submit, at the time of submission of a response, a redacted version of the response, as well as a letter of explanation as to why such information should be exempt from

disclosure. Requests for exemption of the entire response are discouraged. Please limit any requests for exemption of information from disclosure to bona fide trade secrets or specific information, the disclosure of which would cause a substantial injury to the competitive position of your company.