



Camelot Global Services expands UK lottery retail distribution capacity by 85% with Mule ESB

Camelot Global Services (CGS) has delivered a new system to Camelot UK – operator of the UK National Lottery to help to expand revenues by further increasing its distribution network of 28,000 in-store lottery terminals. Enabling retailers to leverage existing technology assets, rather than installing additional lottery terminals, would accelerate this expansion. With Mule ESB, CGS developed an innovative new solution to onboard new retailer partners by selling through retailer's own point of sale terminals.

The Challenge

Camelot's lottery ticket distribution network, built up over the past 18 years through retail partnerships and digital channels, is the sole distributor of National Lottery games in the UK, with more than 70% of UK adults playing regularly and generating over \$10 billion in annual revenue.

To continue its impressive growth, Camelot needed to continue to add retailers to its network. One of the key obstacles in doing so was retailers' reticence to install dedicated in-store lottery terminals which took up valuable floor space and caused congestion at peak shopping times. Camelot realized that a key lever to onboarding new retail partners, and thus continued growth, was to remove the requirement for in-store systems by integrating into retailers' own point-of-sale (POS) systems and networks. Furthermore a store could then be lottery-enabled without requiring investment in any dedicated lottery hardware or network links.

The new solution needed to integrate with a variety of POS deployments in a generic manner. Past experience had shown that point-to-point integrations were inflexible, and difficult to change, as the number of different POS systems to integrate into increased. The solution would also need to deliver ongoing new games and features without requiring retailers to change their software and risk downtime. And finally, the solution would also need to be high performance and secure, so that it could process the tens of thousands of transactions that Camelot's systems receive every minute.

CGS faced significant commercial pressure to bring a solution to market quickly. In the pipeline were potential partnerships with a number of national retail chains, with some combined 60,000 POS terminals across 3,500 locations. CGS knew that completing the retailer integration development within a 3-month timeframe would be critical to winning these deals.

Company profile:

- Headquarters: Watford, UK
- Industry: Lottery/Retail
- WebSite: <http://www.camelotgroup.co.uk>
- MuleSoft Partner: Open Answers
Website: <http://www.openanswers.co.uk>

Challenge overview

- Access to new retail channels required for continued growth
- Prospective retail partners did not want to install lottery terminals
- Innovation required to integrate from back-end lottery system into retail POS terminals, across multiple POS platforms

“ The new Camelot Trading Platform built on Mule ESB has significantly enhanced the functionality available to retailers at the point of sale, meeting Camelot's demands as it looks for continued growth through new retail channels.”

- Neil Brocklehurst, Director of EMEA Operations
Camelot Global Services

The Solution: Camelot Trading Platform

Partnering with MuleSoft and Open Answers, CGS developed the Camelot Trading Platform to quickly on-board and integrate into existing retailer POS assets.

At the core of the new Camelot Trading Platform is a standards-based API which wraps Camelot's backend lottery systems and makes them accessible from a variety of POS platforms. These terminals connect to this API to process lottery ticket sales, pay prizes, manage inventory, run reports and collect information about new games.

MuleSoft's Anypoint Platform was used both to build the web services which are subsequently exposed as APIs, as well as connect those web services to back-end systems. By separating the business logic from the integration logic, Camelot's Trading Platform scales easily to include additional endpoints, and allows the process of maintaining integrations with multiple retail POS solutions to be simple, cost-effective, and fast.

Mule ESB was the solution of choice because the open and accessible on-ramp for developers allowed Open Answers, Camelot's development partner, to get up and running quickly. This is done without compromising Mule's fit for the enterprise. "Mule provides out of the box management and operations features enabling the granular real-time visualization of each lottery service" says Greg Bones, Enterprise Application Manager at Camelot.

The Results

CGS developed and deployed their to-be solution on-time and on-budget. The Camelot Trading Platform also yielded broader benefits by:

- Reducing retailer onboarding time by 50%
- Introducing on-screen bet slips allow new games to be launched without downtime or modifications to retailers' systems
- Building the flexibility to connect to additional endpoints

CGS expects to extend the reach of the Camelot Trading Platform to the global lottery market, providing the capability to integrate any retailer chain with any vendor's gaming systems through one solution.

Benefits

- Increased returns to good causes through sales in new retailer chains
- Use of APIs allow loose coupling of systems resulting in a more flexible solution
- Strengthened Camelot's position as a thought leader and innovator in the global lottery industry

“ Developing systems in a regulated environment using Mule ESB, means that our engineers can focus on the business, integrity and quality aspects of the system while Mule takes care of the integration.”

Jeremy Peet, Technical Director at Open Answers



Camelot aims to be a world leader in partnering with lotteries to maximise revenue and net returns to beneficiaries in a responsible way. Camelot provides consultancy and management services to lotteries worldwide – including the UK National Lottery, the California State Lottery, the Interprovincial Lottery Corporation of Canada and the Massachusetts State Lottery.



MuleSoft provides the most widely used integration platform for connecting SaaS and enterprise applications in the cloud and on-premise. Founded on the idea that connecting applications should not be hard, MuleSoft helps organizations harness the power of their applications through integration. Delivered as a packaged integration experience that eliminates costly point-to-point code, MuleSoft's Anypoint Platform combines Mule ESB, CloudHub and Anypoint Connectors with capabilities for API creation, publishing and management.