

POLLARD
banknote limited

POLLARD
CATALYSTTM
ILOTTERY PLATFORM

BORN IN THE CLOUD



Outstanding Games.
Retail Excellence.
Digital Innovation.

Let's Talk Cloud-Native

Unlocking the Future of Lottery Innovation

The lottery industry is facing rapid change, and understanding cloud-native technology is more important than ever. In this insightful conversation, Shannon DeHaven, Vice President of Digital Engagement at Pollard Banknote Limited, and Pedro Melo, Executive Vice President of Information Technology & Digital at Pollard Banknote Limited, discuss how cloud-native platforms are transforming innovation, scalability, and security, offering a clear path for lotteries to stay competitive in today's digital world.

Shannon DeHaven: We've been working in the digital space together for years, and through countless conversations with lotteries, one thing keeps coming up: the cloud. Specifically, what it really means to go cloud-native. I thought we could walk through the key questions, starting with the big one. What's your take on how the industry's responding to cloud-native technology?

Pedro Melo: Absolutely, and it's a topic that's gathering pace in the lottery industry. It's not just a buzzword but a key step to staying competitive. A recent Akamai report showed over 75% of gaming companies had moved most applications to cloud-native platforms, with nearly all others planning to follow within a year. That's a rapid and significant shift.

Lotteries can't afford to fall behind. They're competing with iGaming and sports betting operators already leveraging cloud-native advantages. This isn't just a tech upgrade; it's a strategic necessity to stay relevant in a fast-evolving digital landscape.

Digital transformation is accelerating across gaming, but it's also causing some confusion. Many lotteries say they've "moved to the cloud," but often that just means their legacy



systems are just hosted in a cloud environment, not built for it.

That's where the Pollard Catalyst™ iLottery Platform stands apart. It's cloud-native from the ground up, unlocking capabilities that legacy-based systems simply can't deliver.

Shannon DeHaven: Before we go further, what's the difference between being in the cloud and

an on-premise solution?

Pedro Melo: Let's use a restaurant analogy. Imagine a traditional restaurant with a fixed space and equipment to serve 50 people. It works fine until 100 show up. Then the kitchen slows, orders get delayed, and customers leave unhappy. That's what on-premises systems look like during traffic surges.

Now picture a cloud-native restaurant. If 50 guests come in, it operates efficiently. If 500 show up, it instantly expands: more prep stations, tables, staff, no drop in service quality. That's the cloud-native difference: dynamic response without costly infrastructure changes.

Shannon DeHaven: And how does migrating legacy solutions to the cloud differ from your cloud-native example?

Pedro Melo: It's like moving the same 50-seat restaurant to a new spot but when demand rises the walls are still in the same spot and there's no consideration for more prep stations, tables and ect. - increasing complexity and limiting scalability. Migrating to the cloud may check the cloud box technically, but it's still constrained by the same on-premise architecture. It doesn't unlock the same agility, efficiency, or innovation lotteries need today.

Shannon DeHaven: That agility is key, especially for speed to market. How does cloud-native impact that?

Pedro Melo: In a big way. Cloud-native systems are modular, letting you add new features, games, or integrations without overhauling the whole platform. It's like a modular kitchen where you add a new station

as demand grows, without tearing down walls or disrupting the rest.

It's also like having universal kitchen outlets: you can plug in kiosks, apps, or loyalty tools without rewiring. APIs make adding new games, payments, or tools seamless and future-proof.

For lotteries, this flexibility is one of the biggest advantages of modern, well-architected solutions. You can quickly launch, test, and adapt in days, not months, without slowing down or risking platform stability, just as we did with Kansas iLottery.

Shannon DeHaven: Considering the nature of jackpots, scalability is another critical factor, especially where traffic spikes happen overnight.

Pedro Melo: Exactly. Cloud-native architecture means scalability is automatic. If a Powerball jackpot spikes, the system expands in real time. If there's a lull, it contracts again: no manual effort, no overbuilding capacity "just in case."

You're not guessing demand. The system adapts as it happens, driving cost efficiency and peace of mind.

Shannon DeHaven: Security is always a high priority. What's the cloud-native advantage?

Pedro Melo: Cloud-native systems approach security differently. Updates happen continuously in the

background, often multiple times a day: patches, vulnerability fixes, compliance tweaks.

No downtime, no manual deployments, no waiting for maintenance windows. You stay protected, always. It's security by design, not an afterthought.

Shannon DeHaven: When lotteries evaluate their options, what's the key takeaway they should keep in mind?

Pedro Melo: It's not just about moving to the cloud. It's about what you're building for. Migrating systems might feel like progress, but they're the old model in a new place.

Lotteries should watch for outdated systems and the growing challenges they bring. Upgrading them can be disruptive for both customers and vendors.

Cloud-native platforms like the Pollard Catalyst™ iLottery Platform set you up to move faster, scale smarter, stay secure, and deliver what players expect. But it's more than technology. It's a long-term investment that helps your lottery grow, adapt, and innovate in a fast-moving market. ■

How ONCE is Redefining the Social Economy and Reinventing the Role of State Lotteries — continued from page 18

investing resources in technological solutions that enable more people to join an increasingly complex labor market.

We also fund initiatives by other organizations that carry out activities aligned with our objectives. In 2024, we co-financed 2,234 projects, focusing on employment and training (68% of funds) and universal accessibility (32%). We also signed a total of 219 collaboration agreements.

But above all, we will continue listening to society—its demands and needs—so we can respond effectively and apply our expertise to improving the lives of people with disabilities. We hope to continue growing, knowing that 2024 closed with record figures in all our areas of activity — not just sales, but metrics on our impact on society, the community of ONCE stakeholders, and a wide variety of KPIs. What truly matters to us is that

these figures directly reflect the underlying human reality. Everything we are and do, we owe to Spanish society, and we will never fail it—always doing what we say and saying what we do. **We will continue to demonstrate how the sale of social, responsible, and secure lotteries can create opportunities for those who need them most, while fostering social values of solidarity, inclusion, and sustainability.** ■