



Sugal & Damani Lottery Agency Increases Customer Satisfaction and Saves Costs with Motorola Scanning Solutions



"After a number of attempts, we have finally found the right solution for our operators to capture information on Lottery transactions. Superior in speed, readability and ruggedness, this scanner has proven to be a major cost saver even during floods, when normal POS terminals are badly hindered. Motorola's solution has, without a doubt, had a nett positive effect on SDLA's revenue growth."

- Mr Kamlesh Vijay, CEO, SDLA

Company Overview

Over three decades ago, Sugal & Damani Lottery Agency ("SDLA") pioneered the business of operating Government licensed lotteries, across India. Since then, the company has mastered every aspect of the lottery business, from technology and operations, to finance and compliance with statutory regulations. To supplement the in-house development of its Complott/Playsmart Application software, it also developed expertise in networking solutions and infrastructure implementations. As a result, SDLA is now integrated across all commonly accessible media, which include CDMA, GPRS, VSAT, Dial-up, Leased lines and VPNs through the internet.

Best in class implementations of information technology is a key competitive advantage at SDLA. It has adopted a centralized ASP (Application Service Provider) model to ensure that its solutions are scalable and can be deployed rapidly to any part of the globe, without the hassle of software licenses, hardware, technical expertise and management of central infrastructure. Since the entire solution has already been field-tested and running, the risk of time overrun is low. SDLA's comprehensive solution offers peace of mind and allows its clients to focus on critical activities like channel development, marketing, lottery sales and administration.

The Challenge: Improve Operational Efficiency

SDLA's lottery kiosks are typically located within small roadside grocery shops across the entire country and some of these are located in remote areas where they are exposed to rough environmental conditions such as storms, floods, or even extreme temperatures.

"Essentially, we were having a tough time getting our previous solution to work seamlessly with our delivery needs," said Kamlesh Vijay, CEO of SDLA. "The scanners were not rugged enough to handle adverse conditions. The quality of scanning was poor and the repair costs were escalating. In addition, the scanner weight and the ergonomics was not user friendly."

With these issues at hand, it became mission critical that SDLA addressed their immediate concerns with a best in class solution.

CUSTOMER PROFILE



Company
Sugal and Damani Lottery Agency

Location
New Delhi, India.
Installed base for scanners across 5 states in India

Industry
Gaming & Lottery

Product
Symbol LS2208 scanner

Solution Features
Winners' lottery validation

Partner
Intercode Solutions (P)
Limited

Benefits
Increased productivity by
25%

Zero downtime

Saved opportunity costs

Increased customer
satisfaction

The Solution: Reliable And User Friendly Scanner With Near Zero Downtime

In partnership with Intercode Solutions, a leading systems integrator for AIDC (Automatic Identification and Data Capturing) solutions in India, Motorola's Enterprise Mobility Solutions team was able to offer a compelling scanner solution to SDLA. Rigorous trials were conducted at SDLA lasting 3 months.

Complimenting the Motorola and Intercode partnership, Vijay said, "The Motorola and Intercode partnership has helped SDLA decide on the right product for our Lottery & Gaming applications. The Motorola Symbol LS2208 stands apart from the others in its category, making it truly the leader of the pack. We shifted from another vendor product to Motorola Symbol LS2208 due to the latter's superior ergonomics, design and rugged performance. The failure rate has been significantly reduced to nil"

SDLA's operators have been satisfied after switching to the Motorola barcode scanner, and the feedback has been that they are more comfortable using this scanner, which is faster, accurate and reliable.

"Having deployed about 30,000 Motorola barcode scanners nationwide, I am confident enough to say that the solution has outperformed our expectations. In addition, Motorola has a much broader portfolio of products than its competitors, giving SDLA the flexibility to choose a product that fits our varying needs today and in the future," said Vijay.

SDLA anticipates that the adoption of Automatic Identification (AIDC) solutions will continue as the need to automate traditional manual data entry processes such as forms entries and asset tracking becomes the norm and a service standard.

Analysts predict that the global compound annual growth rate (CAGR) of AIDC solutions is about

10% through 2010. This is significant growth which will drive demand for handheld sales due to end-user preference for mobile, low cost and small form factors.

Confident with the implementation of Motorola's scanner in its lottery agencies, SDLA will next investigate the need to automate all their assets across India.

The Benefits: Increased Customer Satisfaction, Employee Productivity And Operational Efficiency

SDLA has replaced all their old barcode scanners with Motorola's Symbol LS2208 series barcode scanners. This user friendly and reliable barcode scanner has substantially increased the quality and accuracy of data capture for SDLA.

From an operator's perspective, the multiple on-board interfaces allow Motorola's Symbol LS2208 series barcode scanner to be used with different host systems, and with minimized operator fatigue, thereby increasing productivity by 25%.

"After a number of attempts, we have finally found the right solution for our operators to capture information on lottery tickets by leveraging state of the art barcode scanning technology from Motorola. Superior in speed, readability and ruggedness, the Symbol LS2208 has proven to be a major cost saver even during floods, when normal POS terminals are badly hindered. Most of SDLA's Motorola barcode scanners have survived flood attacks. Those that were damaged were repaired by Intercode Solutions in record time."

"This has enabled our business to continue despite adversity, and has kept our customer satisfaction levels up. The opportunity cost of a disaster would have been huge otherwise. Motorola's solution has, without a doubt, had a net positive effect on SDLA's revenue growth," Vijay concluded.



MOTOROLA

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