



Lottomatica S.p.A.  
Rome, Italy  
www.gruppolottomatica.it

#### Industry:

Media & Entertainment

#### Annual Revenue:

US\$2.2 billion

#### Employees:

6,000

#### Oracle Products & Services:

Oracle Business Intelligence Suite  
Enterprise Edition  
Oracle Database  
Oracle Warehouse Builder  
Oracle Portal  
Oracle Developer Suite

#### Oracle Partner:



Reply S.p.A.  
www.reply.it

**“Oracle Business Intelligence allowed us to implement better service in perfect security. It enabled us to respond to the demands of the business with the best results in the shortest possible time.”**

– Carlo Passaseo, IT Manager,  
Business Intelligence Solution  
Organizational Unit, Lottomatica  
S.p.A.

## Lottomatica S.p.A. Supports Growing Business with Business Intelligence Solution

In 2006 Lottomatica S.p.A completed its acquisition of Gtech Holding Corporation to form one of the world’s largest gaming and services groups, offering the broadest and most varied portfolio of technologies, services, and content. Lottomatica is one of the world’s biggest lottery managers and Italy’s leading gaming company. As Europe’s broadest real-time online network, with about 150,000 terminals in more than 80,000 points of sale, Lottomatica is pursuing its strategy of growth through diversification of its gaming portfolio.

### Challenges

- Allow users to conduct complex data analyses in near-real-time mode and in a Web environment
- Implement a system capable of providing data from the variety of channels (internet, points of sale) used by Lottomatica and its customers
- Move from static reports supplied by the IT organization to a series of indicators that business managers across the company can use to improve decision making
- Supply detailed information to support business strategies

### Solution

- Gained the ability to handle a daily volume of approximately 300,000 transactions in near-real-time mode
- Worked with Reply S.p.A., an Oracle Partner, to implement approximately 500 business indicators that can be crossed with 70 analysis dimensions
- Doubled report generation productivity in the IT organization so that users can easily access the custom reports they need
- Provided real-time data to 120 users to enable them to produce their own reports or dashboards in the Web environment
- Improved decision-making capacity and speed with the ability to share reports quickly and easily
- Migrated several modules with the help of Oracle Developer Suite (Forms and Reports 6 for 10g/Web version)