



Veikkaus Oy
Vantaa, Finland
www.veikkaus.fi

Industry:

Consumer Goods

Annual Revenue:

US\$1.99 billion

Employees:

355

Oracle Products & Services:

Oracle Universal Content Management
Oracle Content Conversion Server
Oracle WebCenter Suite
Oracle SOA Suite
Oracle Real Application Clusters
Oracle Database Enterprise Edition

Oracle Partners:

GTECH Finland
www.gtech.fi

HiQ International AB
www.hiq.se

Implementor:

Oracle Consulting

“Oracle Universal Content Management provides us with a scalable and robust solution, a reliable and powerful infrastructure, and versatile tools that enable our in-house content providers to create compelling and personalized Web content for our online gaming customers.” – Erkka Noponen, Program Manager, Veikkaus Oy

Veikkaus Oy Enhances Gaming Customers' User Experience with Interactive Online Gaming Solution

Veikkaus Oy, a company with a lottery gaming license granted by the Finnish State, has the exclusive right to operate lottery games in Finland. Veikkaus runs a national lottery and offers a wide range of games, collecting funds for Finnish society. The Finnish Ministry of Education distributes the funds to beneficiaries in arts, science, sports, and youth work. Veikkaus has more than 1 million registered customers and nearly 3,200 points of sale.

Challenges

- Enhance online gaming customers' user experience with an entertaining Web environment and a personalized service that makes it easy for customers to register, play online games, and spend more time using Veikkaus' online service
- Provide tools that customers find easy to use and that enable them to control their gaming behavior
- Motivate customers to use the online service by providing separate beneficiary Web pages where customers can see how lottery funds donated to charitable causes contribute to the welfare of the Finnish society
- Replace outdated legacy tools with a versatile and powerful Web content provision tool that enables in-house content providers to create compelling Web site content

Solution

- Worked with Oracle Partners GTECH and HiQ to deploy a new, interactive online gaming solution built on Oracle WebLogic Portal and Oracle Database Enterprise Edition
- Created easy registration processes for new customers, as well as user-friendly processes for log-in, game playing, result checking, and game history for existing customers
- Enabled customers to personalize the Web service with content, views, and functionalities, and by providing gaming control tools, such as gaming limits
- Enhanced Web user experience by sending reminders to online players, providing live video streams of sports games, displaying draw videos, and providing beneficiary pages showing how 'a Finn always wins'
- Deployed Oracle Universal Content Management tools to enable content providers to create compelling Web site content