



## KENTUCKY LOTTERY CORPORATION REQUEST FOR INFORMATION (RFI)

Request for Information No.:		Date Issued:	
<b><u>KL-22-009</u></b>		<b>November 11, 2021</b>	
Goods or Services:			
<b><u>MAJOR LOTTERY SOLUTIONS</u></b>			
Name of Buyer:		Area Code:	Telephone No.:
<b>LaRon Hobson</b>		<b>502</b>	<b>560-1767</b>
<b>RESPONSE DUE DATE:</b>	<b>TIME:</b>	E-Mail:	
<b>January 5, 2022</b>	<b>2:00 pm ET</b>	<a href="mailto:LaRon.Hobson@kylottery.com">LaRon.Hobson@kylottery.com</a>	
<b>ISSUER:</b>	KENTUCKY LOTTERY CORPORATION 1011 WEST MAIN STREET LOUISVILLE KY 40202-2623 ATTENTION: PURCHASING DEPARTMENT WEBSITE: <a href="http://www.kylottery.com">www.kylottery.com</a>		

**REQUEST FOR INFORMATION  
MAJOR LOTTERY SOLUTIONS  
KL-22-009**

**1. PURPOSE**

The purpose of this Request for Information (RFI) is for the Kentucky Lottery Corporation (KLC) to obtain information on **MAJOR LOTTERY SOLUTIONS**, as specified in Section 6.2, below. This RFI is for informational purposes only. Therefore, any response received will **not** be evaluated with the intent of establishing any type of contract, nor will they be utilized to intentionally eliminate any Supplier from submitting a proposal in response to any formal Request for Proposals (RFP) which may be issued at a later date.

All responses **will** be utilized to determine what options are available on the open market that would satisfy the current and future needs and requirements of the KLC and aid in writing any specifications for future solicitations for the listed products. **NO COST PROPOSALS WILL BE ACCEPTED OR CONSIDERED WITH THIS RFI, AND PRICING SHOULD NOT BE INCLUDED.**

**2. ISSUING OFFICE AND BUYER**

This RFI is issued by the KENTUCKY LOTTERY CORPORATION, 1011 West Main Street, Louisville, Kentucky 40202-2623, Attention: Purchasing Department. Our Website is located at: [www.kylottery.com](http://www.kylottery.com). The Buyer and point of contact for all questions or requests for additional information is:

LaRon Hobson  
TEL. NO.: 502.560.1767  
E-MAIL: [LaRon.Hobson@kylottery.com](mailto:LaRon.Hobson@kylottery.com)

**3. SUMMARY OF KEY DATES**

Request for Information Issue date	November 11, 2021
Deadline for receipt of written questions is at 3:00 PM ET <b><u>(Emailed questions will be accepted)</u></b>	November 29, 2021
Issuance of written responses to questions (Addendum)	December 3, 2021
Receipt of Responses Due, 2:00 PM ET <b><u>(Emailed responses will be accepted)</u></b>	January 5, 2022

The KLC reserves the right to change any of the dates or times. If any changes are made to the original document, the changes will be posted on the KLC website. Suppliers shall be responsible for monitoring the website for changes throughout this process, unless otherwise requested by the Supplier.

#### **4. RESPONSE FORMAT**

As stated in Section 6 (“Minimum Specific Requirements”) of this RFI, all Suppliers shall include background information about their company. Suppliers may respond to any or all of the remaining specifications in that section based on the services and products they provide. Responses shall be returned in a format consistent with the outline of this RFI prior to the deadline referenced in Section 3 (“Summary of Key Dates”) of this RFI.

#### **5. BACKGROUND AND OBJECTIVES**

The KLC was created as a “de jure municipal corporation and political subdivision of the Commonwealth of Kentucky” pursuant to KRS 154A.010, et seq. to administer the Kentucky State Lottery. The KLC currently employs approximately one hundred sixty (160) employees with its corporate office located at 1011 West Main Street, Louisville, Kentucky 40202.

The KLC sells its lottery products through a network of licensed retailers and online. The KLC’s iLottery channel is comprised of a mobile app and the player portal which is accessible via the KLC’s website. Suppliers can visit the KLC’s website at [kylottery.com](http://kylottery.com) to see the products offered.

The KLC has several contracts for major lottery services and products that expire in July 2026. In preparation for writing the Requests for Proposals (RFPs) and the evaluation process, the KLC is seeking information from Suppliers on the lottery-related solution(s) they provide, as well as their projections on industry trends and what the future retailer and player experiences will be.

Based on the responses received, the KLC will make the determination whether to invite any Suppliers to provide an oral presentation for additional information or clarifications. Non-receipt of a presentation request at this early stage does not preclude a Supplier from responding to the RFPs that may result from this RFI.

## 6. MINIMUM SPECIFIC REQUIREMENTS

Suppliers shall include in their responses an overview of their company and details on at least one of the Major Lottery Solutions they offer. Suppliers are also invited to provide details on planned, future offerings and projected industry trends.

### 6.1 Company Background

Suppliers shall provide background information about their company, including but not limited to the following details:

- A. Years of experience in providing lottery-related solution(s)
- B. Size of the company
- C. Location of the headquarters' office
- D. Location of customer, retailer, and player support center(s)
- E. Annual revenues for the company's last, full fiscal year
- F. Additional company information that would be useful to the KLC
- G. Name, telephone number, and email address of primary contact

### 6.2 Major Lottery Solutions

Suppliers are invited to provide an overview of the Major Lottery Solution(s) they can provide the KLC. Specific solution features that the KLC is seeking information on are listed in this section. Suppliers, however, may choose which solutions and features they include in their response and add additional ones, if applicable, based on the services and products they offer.

For each solution that the Supplier provides details on, the Supplier shall also include the following in the response:

- jurisdiction(s) where the solution is currently implemented
- estimated duration of the implementation process

#### A. Draw Gaming System

- i. Central Gaming System (CGS)
- ii. Draw game types supported. The KLC sells both in-state and multi-state draw games. Suppliers shall include in their description if they support these game types, including monitor games such as Keno, "fast play" instant win games, and any other innovative game offerings/features.
- iii. Ability to sell draw games and/or instant ticket games in the retail environment other than at the counter, such as in the checkout lane, in the aisle, and through online orders where the tickets are either picked up at the store or delivered to the player
- iv. Ability to handle the instant ticket product line, including validations and inventory control options in the retail space
- v. Types of terminals and vending machines
- vi. Retailer and player customer service options

- vii. Retailer field support
- viii. Payment options for players
- ix. Ability to support cashless transactions at vending machines and retailer counters
- x. Options for the data communications network between the host system and retailer environments
- xi. Reporting for lottery management and retailers
- xii. Data analytics capabilities and ability to provide this information to the KLC and the retailers
- xiii. Retailer management and licensing capabilities
- xiv. Generation of retailer billing
- xv. Processing of players' claims
- xvi. Sales force management tools
- xvii. Capability to interface with other third-party vendor solutions and retailer systems
- xviii. Marketing support
- xix. Social responsibility features

#### B. iLottery Gaming System

- i. Internet solution for players to purchase and play lottery games (Draw-based and Instant Play)
- ii. Mobile app solution to purchase and play lottery games (Draw-based and Instant Play)
- iii. Portfolio of Instant Play games
- iv. Method for providing draw games that are also available at retail
- v. Ability and method used to provide the retail version of Keno online
- vi. Financial and customer service reports
- vii. Data analytics capabilities
- viii. Payment solution
- ix. Player identity and location verification
- x. Fraud analysis
- xi. Player support options
- xii. Promotions for players
- xiii. Player relationship management, such as marketing efforts
- xiv. Processing of players' claims
- xv. Capability to interface with other third-party vendor solutions and retailer systems
- xvi. Marketing support
- xvii. Social responsibility features

#### C. Instant Ticket Printing

- i. Portfolio of instant ticket games
- ii. Design and printing of instant tickets
- iii. Shipment of tickets to a designated central warehouse used to package retailers' instant ticket orders
- iv. Initial ramp up time required for printing and supply
- v. Marketing support
- vi. Historical, data analytics for trend analysis

- vii. Social responsibility features
- D. Cooperative Services for Instant Tickets
- i. Sales support to include personnel and system used to contact retailers for instant ticket orders
  - ii. Packaging and shipment of instant ticket orders to retailers
  - iii. Processing of returned tickets
  - iv. Generation of reports used to monitor ticket order distribution activities
  - v. Data analytics capabilities and ability to provide this information to the KLC and the retailers
  - vi. Instant game portfolio analysis options
  - vii. Capability to interface with other third-party vendor solutions and retailer systems
  - viii. Capability to support a direct-to-consumer model (ability to sell and ship instant ticket products directly to players)
- E. Player Loyalty Programs
- i. Setup/maintenance of player account profiles
  - ii. Promotions and reward options for players
  - iii. Targeted notifications
  - iv. Channels and game types the Loyalty Program supports
  - v. Marketing support
- F. Innovative Lottery Services/Products
- Suppliers may describe other lottery-related services and products they currently offer that are considered to be innovative to meet lotteries' business needs.
- G. Future Services/Products
- Suppliers may include details about any planned, future offerings.

### **6.3 Industry Trends**

Suppliers are invited to describe their projections for industry trends and new concepts to be available within the next twenty (20) years. These projections shall include descriptions of what the future retailer and player experiences will be.

### **6.4 Disclosure of Confidential Information/Redacted Version**

The contents of each response shall be made available for public inspection after the conclusion of the process, except for proprietary information. All Suppliers shall submit their completed response and a separate redacted version (without confidential information), if applicable.

If a response includes any information that constitutes a trade secret, other proprietary information of the Supplier, or that constitutes security-related

information that cannot be disclosed without compromising the security interests of the Supplier, such information must be clearly marked as “CONFIDENTIAL”.

An entire page or paragraph in which such information appears should not be marked “CONFIDENTIAL” unless the entire page or paragraph consists of such confidential information. Only the confidential portion(s) should be so identified and marked.

Data which may be designated as proprietary is defined in KRS 154A.040 and KRS 61.870 to 61.884. Materials designated in this manner and determined by the KLC to be proprietary shall not be disclosed except under a court order, pursuant to an Attorney General's opinion.

## **7. SUBMISSION SUMMARY**

Suppliers responding to this RFI shall provide the following:

- A. As described by Section 6 (“Minimum Specific Requirements”), written response with Company Background information (6.1) from all Suppliers and descriptions for those Major Lottery Solutions and features (6.2) the Supplier can provide, including jurisdictional and implementation information for each.
- B. Identification of confidential information and a separate, redacted version of the response, if applicable, as required by Section 6.4 (“Disclosure of Confidential Information/Redacted Version”).
- C. Completed RFI Certification as required by Section 8 (“RFI Certification”).
- D. Submission of responses in a manner prescribed by Section 9 (“Submission Instructions”).

## **8. RFI CERTIFICATION**

Enclosed with this RFI is a Request for Information Certification form. All Suppliers responding to this RFI shall sign and return this document certifying the information they have provided is true and accurate to the best of their abilities and has been submitted in good faith.

## **9. SUBMISSION INSTRUCTIONS**

Suppliers shall submit their completed response, together with any redacted version, as separate electronic copies that are searchable and printable in the PDF format. The electronic copies shall be emailed to:

**LaRon Hobson**  
**TEL. NO.: 502.560.1767**  
**E-MAIL: LaRon.Hobson@kylottery.com**

**REQUEST FOR INFORMATION CERTIFICATION FORM**

**KL-22-009**

**MAJOR LOTTERY SOLUTIONS**

I, \_\_\_\_\_ am authorized  
(Printed or Typed Name)

on behalf of the \_\_\_\_\_  
(Printed or Typed Company Name)

to respond to the attached Request for Information issued by the Kentucky Lottery Corporation (KLC). I certify that the enclosed responses are true and accurate to the best of our abilities and that they have been submitted to the Kentucky Lottery Corporation in good faith.

\_\_\_\_\_  
(Signed Name)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)

Telephone Number: \_\_\_\_\_

Mobile Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_