



Baseline Compliance Manager for Lottery Operators

Lottery Integrity, Player Protection and Retailer Fraud Monitoring and Detection are Corner Stones of the Lottery Operation

The Challenge

Lottery regulators, stakeholders and the public are looking for demonstrated integrity, compliance and player protection from fraud in the lottery retail operation.

Lottery shareholders and business management are looking for the return on the security investment and operational efficiency. The lottery Security & Compliance function has to ensure security, integrity and regulatory compliance in balance and alignment with business objectives.

Many lotteries are implementing retail compliance testing and mystery shopping programs but, the measurement of benefits, efficiency and performance to demonstrate the ROI, remain a challenge for many operators. A related challenge is the generation and utilization of meaningful compliance data and history to help direct focused testing efforts and increase retailer compliance.

The Business Case for automated Lottery Retailer Compliance Management is built on measurable Efficiency, demonstrable Integrity and solid Compliance Metrics

The Solution

A risk based and automated compliance management system to meet the regulatory or policy requirements of monitoring the compliance in a lottery's distributed retailer network, while delivering operational efficiencies and performance and result metrics.

Baseline Compliance Manager is an end-to-end management system that enables lotteries to demonstrably improve retailer compliance and integrity testing programs to ensure compliance with corporate policy and procedures and jurisdictional regulations.

It provides optimization for lotteries with existing compliance programs or a framework of processes and technology for operators with no compliance program at all.

On the front end, Baseline Compliance Manager offers electronic forms on GIS (Geographic Information System) and GPS enabled mobile devices, such as tablets, to facilitate data capture during field inspection and testing. The mobile devices have real time data linkage to a backend compliance database on which workflow planning, inspection result analysis, reporting and trending as well as progressive disciplinary follow up are based.

In a distributed retailer and site network, Baseline Compliance Manager creates enterprise value by optimizing and automating a lottery's Security & Compliance monitoring and inspection processes.

Baseline Business Geographics Inc. is the leading supplier of independent solutions for geo asset compliance and inspection management. Baseline's mobile GIS and GPS supported field inspection solutions provide lotteries with end-to-end risk based retailer network compliance testing, planning, analysis, monitoring and a progressive discipline follow up approach.

Baseline Business Geographics Inc. is a global company serving clients worldwide with state of the art compliance management solutions in various industry verticals.



Baseline Compliance Manager - Highlights

- Digitally mapped retailer network and retailer history of tests, compliance rates and issues or events.
- Operational efficiencies and increased compliance rates through risk based and targeted testing with automated scheduling and follow up (e.g. letters, retest, training).
- Decision support and compliance metrics through trending and reporting (e.g. heat maps).
- Progressive non compliance disciplinary approach.
- Efficiencies through mobile device data capture and real time transfer to back end central system.
- Business value through measurable efficiencies and performance metrics.



For more information about the Baseline Compliance Manager, please contact our sales team at +1.902.892.0300 or at sales@baselinegeo.com

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