

# Case Study Camelot Global

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Simon Parkinson, Supplier Relationship Manager, Camelot Global



## The customer

Country: Ireland  
Industry: Retail  
Founded: 2014  
Websites: [www.camelotglobal.com](http://www.camelotglobal.com), [www.lottery.ie](http://www.lottery.ie)

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## The challenge

Following the award of the National Lottery licence to Premier Lotteries Ireland, Camelot Global was appointed to find a service partner that could implement its plans to configure and install new lottery terminal equipment in 3,700 retail outlets in a very short timeframe.

## The solution

Following a tender process, Camelot Global chose to partner with Fujitsu, which provided an engineering team capable of preparing and installing the volumes required of over 600 sites every week. This ensured that tight deadlines could be met and penalties avoided.

## The customer

Following an international competitive tender process, Premier Lotteries Ireland (PLI) was awarded a 20-year licence to operate the Irish National Lottery in February 2014. Camelot Global was appointed to deliver the significant technical and business transition on behalf of PLI. Under the terms of the licence PLI had until 30 June 2015 to complete the transition, however utilising Camelot Global's strong project management experience, set itself the ambitious target of completion before the end of 2014.

## The challenge

The transition programme saw the roll-out of state of the art modern technology, including two new infrastructures, a new 3G and ADSL retail communications network and the replacement of lottery equipment throughout the Republic of Ireland. The company needed an IT partner that could deploy the new in-store terminal systems to 3,700 lottery agents within a tight timeframe.

“It was a very aggressive roll-out timetable so we needed a partner who could provide complete coverage of the whole of the Republic of Ireland,” explains Simon Parkinson, Supplier Relationship Manager, Camelot Global. “With thousands of terminals, routers, media players and ticket checkers to be replaced, some of which were in remote areas, finding a partner that could reliably plan and execute the deployment was key.”

The seamless transition was completed on Sunday 30 November 2014 when, just after 8am, all 3,700 of the retail terminal estate connected successfully to the new lottery system. It was imperative that all the terminals connected to the systems immediately and Fujitsu and Camelot Global had resources in place to support any agent who had difficulty on that first day.

“We looked at a number of potential suppliers and decided that Fujitsu had the capability, confidence and experience to deliver our plans. I have worked with Fujitsu in the past and knew they had the skills we needed,” adds Parkinson. “Their competitive pricing model made them the best choice for this ambitious project.”

### The benefit

- Seamless migration to a new nationwide lottery platform with minimal disruption
- A flexible approach to hugely differing retail environments ensured that challenges could be resolved quickly
- Camelot Global was able to meet the strict timeframes that allowed implementation of the Premier Lotteries Ireland business plans and avoid harsh financial penalties that could have been enforced under the new Lottery Licence

### The solution

Camelot Global worked closely with Fujitsu, drawing on Fujitsu's extensive rollout experience, to devise a detailed six-week deployment plan together with the end-to-end processes required that would ensure the successful installation of all the necessary equipment. The deployment involved over 20,000 individual component pieces which were delivered to Fujitsu's Merrywell warehouse in Dublin where they were staged and configured prior to being dispatched nationwide on a just-in-time-basis to their final location. This involved working closely with a nationwide carrier to distribute the 1,200 packages per week to arrive the day before the installation was scheduled. Fujitsu also communicated with all the lottery outlets to ensure that the equipment had arrived and to let the outlet know when the engineer was due and what work he would perform. This gave the outlet the option to arrange a suitable time for the work to be carried out ensuring the best opportunity for a successful first time visit.

Fujitsu then sent engineers to each of the lottery outlets to install the equipment. Over 600 sites were converted each week in order to meet the strict deadlines. Each of these sites had an individual action plan to ensure minimal hardware failure.

"Every site is different and some are relatively compact in terms of space. That means it is difficult to install new equipment while the old terminals are still in use," continues Parkinson. "Fujitsu was able to think on its feet and work with the in-store agents to flexibly adapt to changing retail environments.

"Logistically, it was a challenge and there were stiff penalties if we missed our targets, however, our effective collaboration enabled a seamless transition," says Parkinson. "By importing all the equipment and shipping it straight to Fujitsu, then bundling it together with the requisite furniture and fittings, we achieved a simple and effective process."

The new system is connected via a mobile 3G and ADSL network which was also configured by the Fujitsu team. Thanks to careful planning, all 3,700 sites were successfully activated and on the network when the switchover took place.

### Products and services

- Fujitsu Retail Services

### The benefit

In November 2014 Camelot Global successfully delivered the ambitious technical and business transition programme of the Irish National Lottery, seven months ahead of schedule. While challenging, the ambitious target of completing the transition before Christmas 2014 enabled PLI to maximise sales over the busy festive period.

The primary success of this project was that Fujitsu's boots on the ground ensured that individual in-store challenges were met and any failure was addressed immediately and enabled the seamless migration to a new nationwide lottery platform with minimal disruption.

"We couldn't afford a single instance of failure so when there were problems we had a Fujitsu engineer present on the morning of the switchover to deal with them," remarks Parkinson. "Fujitsu also ensured there was a lot of feedback from the field so that both we and the engineers could learn from each other's experience."

There were a number of cases where there simply wasn't the space to pre-install the new equipment prior to switchover. For these, Fujitsu worked overnight to deploy the new hardware and had them all up and running well within the maximum 48 hours permitted within the licence conditions. "There were a handful of stragglers but we achieved a 100 per cent success rate thanks to the efforts of Fujitsu," comments Parkinson.

Out of over 20,000 individual pieces of equipment, only five were damaged during the configuration, delivery and installation process. This level of reliability helped make the entire project a success.

### Conclusion

The successful transition of the lottery retailer estate and the solid partnership that was formed between Camelot and Fujitsu during the process may lead to similar projects in the future.

"As a company, we are actively exploring opportunities in the lottery market around the world and due to Fujitsu's global presence there will always be the possibility for further collaboration," concludes Parkinson. "It has the ability to constantly overcome challenges and meet deadlines.

**"Fujitsu took a collaborative approach to find practical answers to solve the issues that arose. It ensured we could meet the tight timeframes and avoid penalties."**

Simon Parkinson, Supplier Relationship Manager, Camelot Global

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