



Scientific Games' SCiQ Technology Driving Sales at Participating Kansas Lottery Retailers

Company's Lottery Retail Ecosystem Makes Impact at Kansas Stores

ATLANTA – February 26, 2025 – [Scientific Games](#)' SCiQ retail technology is driving instant scratch game sales and simplifying operations at [Kansas Lottery](#) retailers. The newly deployed SCiQ system improves operational and inventory efficiencies for lottery retailers and features optimized digital displays for players to order games easily. The rollout of the tech ecosystem is already making a positive impact at participating chain retailers and independently owned stores in greater Topeka, Wichita and other regions in the state.

Stephen Ortiz, Kansas Lottery Director of Sales & Marketing, said, "Our retailers embraced modernizing lottery in their stores. SCiQ has benefited their lottery sales and simplified operations at their check-out counters. The system helps maintain game inventory, rather than it being a manual function, and they like the product security the locked SCiQ bins offer. The greatest impact is that SCiQ takes the guesswork out of instant game inventory with store-level analytics and insights tied to planograms."

SCiQ is the only technology of its kind for managing the lottery category within stores. The system provides retailers with a comprehensive suite of features, including fully integrated digital menu boards for modern product display, automated inventory management, real-time store-specific sales and market basket performance reports, and enhanced product security.

"The Kansas Lottery's approach with our 1,500 retailers is to provide services and seek opportunities to use technology that helps make their operations more efficient and profitable," **Ortiz shared**. "Once the SCiQ project began with our chain retailers, word traveled like the wind, as they say in Kansas. It didn't take long for our more progressive independent retailers to ask how they could get this technology in their stores."

Michael Cardell, Senior VP, Americas Systems for Scientific Games, said, "We commend the Kansas Lottery for its innovative approach to retail technology. SCiQ has proven to create efficiencies and support lottery sales in more than a dozen U.S. markets and recently launched in Europe for the first time. Kansas Lottery retailers and their players are benefiting from our technology-driven, streamlined engagement experience and we are delighted SCiQ is already generating higher instant game sales to benefit state programs."

In addition to retail point-of-sale technology (including self-service terminals), Scientific Games currently provides the Kansas Lottery with a lottery gaming system, retailer management system and monitor games. The company also provides the Lottery's instant games and manages the products through the performance-driven *Scientific Games Enhanced Partnership* program at its facility in Topeka.

Scientific Games is the world's largest lottery games company and the fastest-growing lottery systems technology partner in North America. The company provides games, technologies, analytics, and services to more than 150 lotteries in 50 countries worldwide.

PHOTO (left to right): Kansas Lottery Director of Sales and Marketing Stephen Ortiz and Lottery Regional Sales Managers Candice Shallenburger and Mike Rohr were on hand for Scientific Games' SCiQ retail technology installation at Amoco BP in Topeka, Kansas.

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About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

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