Appian

CASE STUDY:

Sisal

Sisal is the second largest gaming company in Italy and the first Italian company to operate in the gaming sector as a Government Licensee. The Company manages a broad offering of online and offline games including, lotteries, gaming hall, and gaming machines through its network of over 40,000 partner retail outlets and an additional 400 Sisal-owned properties. In addition to gaming services, Sisal offers 20 million consumers a range of commercial electronic payment and collection services for utility bills, TV subscriptions, traffic fines and taxes, prepaid card top-ups, and more. In 2013, Sisal reported almost €772m in network revenues.

CHALLENGE

Across Italy, the gaming industry is highly regulated, requiring Sisal to make sure all partner and Sisal-owned retail outlets are constantly meeting compliance requirements, as well as corporate standards. As such a large player in the industry, Sisal needed an improved way to manage operational assets that would yield increased visibility across the business. Transparent, flexible and accelerated management tools were needed to keep up with demands from such a large amount of partners who deal with Sisal.

Sisal had several dispersed legacy systems in place to manage and monitor various gaming relations including partner on-boarding, supplier management, and new Point of Sales (PoS) introduction. The organization relied on paper-based documentation and spreadsheet management, which lacked accurate program visibility, hindering the ability to open new points of sales with a defined and squeezed lead time.

APPROACH

Sisal sought an enterprise solution that would improve processes automation and develop a modern business landscape across its entire gaming and service operations. Mario Martinelli, Chief Information Officer at Sisal, envisioned a Business Process Management (BPM) based solution that would overhaul outdated processes and integrate existing ERP systems. According to Martinelli,

existing systems lacked the ability to service the unique nature of the gaming industry, which required strict regulatory compliance and easy access to a number of operational statuses.

"The gaming industry continues to evolve at an increasing rate, and there is pressure to meet regulatory guidelines and to pursue process efficiency, while best serving our customer-base," said Martinelli. "We recognized early on that we needed to take a different approach to custom software and to process automation that would fulfill the unique operating nature of our business."

Sisal selected Appian's Application Platform to drive program definition across its entire scope of work and enhance visibility and management. Sisal deemed Appian as the optimal Platform-as-a-Service (PaaS) to incorporate defined workflows and process automation for rapid acceleration of partner and customer services and internal processes.

SOLUTION

The initial objective within Sisal was to automate the workflow related to the purchasing process and contract management, eliminating all paper-based documentation of supplier agreements. According to Martinelli, request of vendor supplies was not flexibly covered in the company's existing ERP system.

"We viewed improving our supply request processes within Appian as a quick win," said Martinelli. "Early on in the process, it was critical to show the value of this approach to software back to the rest of our business."

Within this approach, Sisal rolled out a completely electronic Supplier Agreement Application in just two and a half months on the Appian Platform. Using process automation for order approvals and complete audit trail reviews, Sisal was able to remove all paper documentation that previously created bottle necks for supplier management relations. This allowed Sisal employees to have direct access and visibility into order status for all vendor supply agreements, including retail gaming hardware.

Once an acceleration of delivery was established for the Supplier Agreement Application, Sisal deployed a New Service Introduction solution, comprised of a series of applications designed to enhance new PoS growth and overall customer service. According to Martinelli, the organization was able to leverage Appian's rapid application development to introduce a number of solutions via a single access point including new PoS agreements and start-ups, commercial payment services, and retail outlet design. To provide further visibility across the business, Sisal leveraged the platform to modernize telecommunication processes, creating advanced data collaboration between internal employees and partner outlets.

RESULTS

Through its use of Appian as an enterprise application platform, Sisal has transformed and accelerated business operations throughout the entire organization. By leveraging Appian's process automation, Sisal has drastically reduced time-to-market delivery of customer services, while improving overall partner relationships for its TOP retailers. In addition, enhanced program visibility and audit trail reviews ensure regulatory compliance for existing and future PoS gaming outlets.

"Appian's agile application platform has provided the foundation for how we deliver excellent gaming services to our customers and retail partners," said Martinelli. "As we have rolled out successful solutions, our organization sees the value this modern approach to custom software can have on business growth."

Moving forward, Sisal will look to extend features of its Appian solution, examining ways to incorporate Appian's intuitive, user-friendly social interface. According to Martinelli, the organization will continue to look for ways to strengthen its partner and customer relations, focusing on consumer-oriented data processes and financial on-boarding and to optimize the internal processes to release resources to other more valued activities.

Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and enables competitive differentiation.

For more information, visit www.appian.com