

## COMMISSION AGENDA ITEM

### Item 8(f) – Sitecore XP and Sitecore 360 Renewal



**Date:** November 21, 2024

**To:** California State Lottery Commission

**From:** Harjinder K. Shergill Chima *HKC*  
Director

**Prepared By:** Chris Lopez, Acting Deputy Director  
Information Technology Services Division

**Subject:** Item 8(f) – Sitecore XP and Sitecore 360 Renewal

### **ISSUE**

The California State Lottery (Lottery) is requesting approval to enter into a 36-month Agreement to renew the existing subscription licensing and premium level support for Sitecore Experience Platform (XP) and Sitecore 360, the Content Management System (CMS) for the Lottery's Public Website (PWS). The total agreement amount is not to exceed \$1,394,787.00 with a term date beginning December 11, 2024, and ending December 10, 2027.

### **BACKGROUND**

In 2012, the Lottery established Sitecore as its CMS for the PWS. The CMS is a critical system that has been integrated into the Lottery's PWS. Sitecore manages and handles the content of the PWS by enabling the automated display of dynamic information such as winning numbers for our draw games and prizes remaining for our Scratchers games. Additionally, Sitecore enables Lottery staff to publish non-automated content such as information on Lottery products, our business mission, and goals. Overall, Sitecore facilitates the display of accurate information to the public and various stakeholders, making it an essential part of the Lottery's business.

In 2018, to facilitate the upgrade of the Lottery's PWS to meet the Assembly Bill 434 legislative mandate for full accessibility compliance with Web Content Accessibility Guidelines 2.0 Level AA success criteria, the Lottery purchased Sitecore XP which enhanced the ability for content teams to design, assemble, and deploy web content with fewer development resources. Additionally, the PWS infrastructure was enhanced to support the Sitecore XP software and ensure PWS availability during high jackpot, high traffic periods, as well as to support the display of dynamic content in the Lottery's mobile applications and provide winning numbers to the public via the Lottery's Interactive Voice Response system. The upgrade of PWS was implemented in 2019 and currently supports the increasing customer base for the website and the mobile applications.

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Since 2019, exciting new promotions and high Jackpots have greatly increased the website traffic and player engagement on PWS, with over 27 million players visiting the website over the last 12 months and an estimated 355,000 players visiting on April 6, 2024, for the \$1.3 billion Powerball Jackpot.

In 2023 the Lottery purchased Sitecore 360. Sitecore 360 features 24x7 Premium Support for Sales and Marketing content creators to resolve any issues that impact the Lottery PWS along with a dedicated Sitecore Technical Account Manager (TAM) to provide guidance and training when a content creator needs assistance.

### **DISCUSSION**

Sitecore XP and 360 provide a robust foundation to support the Lottery's digital identity, strategy, and engagement. With the addition of Sitecore 360, the Lottery benefits from having a TAM as a dedicated advisory support resource to address Lottery CMS questions and eLearning needs. The Premium Support also includes enhanced Service Level Agreements, which requires Sitecore to compensate the Lottery with service credits if the system fails to meet the identified monthly uptime percentage. Advisory Services are also included in Sitecore 360, which include system health checks of the Lottery's Sitecore environments, migration consulting, out of scope support investigation, and instructor led training classes.

With the Sitecore XP and 360 renewal the Lottery will continue to:

- Use the WYSIWYG (What You See Is What You Get) editor and content editor to make, preview and publish PWS content changes.
- Create mobile-friendly responsive webpages and content that are device independent, and available for use by the Lottery's mobile applications.
- Design, develop, and maintain PWS to comply with California Government accessibility guidelines and ensure everyone, regardless of ability, have a seamless user experience on PWS.
- Utilize the media library as a repository for images, documents, video, and audio files that are displayed on PWS.
- Display dynamic information such as winning numbers for our draw games and prizes remaining for our Scratchers games.
- Track interactions with PWS using Sitecore analytics.
- Build marketing campaigns to encourage player engagement.
- Utilize 24x7 premium level support for technical support expertise including faster issue response times and access to the Sitecore Customer Support Portal.

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- Leverage a dedicated Sitecore Account Manager for support coverage and guided publishing assistance.

The Lottery is requesting approval to renew Sitecore XP and Sitecore 360 support for a period of 36 months. This will combine the Sitecore XP and Sitecore 360 Purchase Orders (PO) into one PO through a single re-seller. Co-termining these into one PO will streamline administrative processes and facilitate better budgeting by allowing for synchronized expiration dates.

If the Sitecore XP and 360 agreements are not renewed, the Lottery's PWS and mobile applications will no longer be able to function. Additionally, without the agreement the Lottery will not receive upgrades, have 24x7 premier support, or have access to the Sitecore online support portal. The loss of these agreements would negatively impact the ability of the Lottery to fulfill its mission to provide supplemental funding for California's public schools and colleges.

The Lottery's formal competitive procedures will not apply to this procurement, pursuant to the exception set forth in Lottery Regulations Section 8.4.3 as follows:

“Notwithstanding general competitive bidding requirements in these regulations relating to formal and informal bids, the Lottery may award a contract for goods, services, information technology or construction to a small or micro business by obtaining two or more bids exclusively from small or micro businesses.”

The Lottery solicited quotes from multiple Small Business vendors. The lowest bid was submitted by Ablegov, Inc.

### **RECOMMENDATION**

The Lottery is requesting California State Lottery Commission approval to renew its Sitecore XP and Sitecore 360 Agreements for a period of 36 months. This will combine the Sitecore XP and Sitecore 360 POs into one PO through a single re-seller, Ablegov, Inc. Co-termining these orders into one PO will streamline administrative processes and facilitate better budgeting by allowing for synchronized expiration dates. The total agreement amount is \$1,394,787.00 for a three-year term, beginning December 11, 2024, through December 10, 2027.