



## M E M O R A N D U M

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**Date:** September 29, 2022

**To:** California State Lottery Commission

**From:** Alva V. Johnson, Director 

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Information Technology Services Division

**Subject:** Item 8(e) – Sitecore Content Management System Renewal

### **ISSUE**

The California State Lottery (Lottery) is requesting approval to enter into a 24-month agreement to renew the existing subscription licensing and premium level support for Sitecore Experience Platform (XP), the Content Management System (CMS) for the Public Website (PWS). The total contract amount is anticipated not to exceed \$522,694 with a term date beginning December 11, 2022 and ending December 10, 2024.

### **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. It 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, and allowing designated Lottery staff to publish non-automated content, such as information on our products, our business mission and goals. Overall, the CMS 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 (AB) 434 legislative mandate for full accessibility compliance with Web Content Accessibility Guidelines (WCAG) 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 purchase and maintain the accurate website display during high jackpot, high traffic periods, as well as to support display of dynamic and authored content in the Lottery's mobile applications and provide winning numbers to the public via the Lottery Interactive Voice Response (IVR) system. The actual upgrade of PWS was implemented in 2019 and supports the increasing customer base for the website and the mobile applications.

## **DISCUSSION**

Sitecore XP is the Lottery's current CMS; it provides a comprehensive suite of features to help the Lottery manage PWS content. PWS display of Lottery information (both automated and non-automated), some information displayed within the Lottery mobile applications, and the winning numbers provided by the Lottery IVR system are currently dependent on the Sitecore software integration with the Lottery's PWS system. Sitecore XP provides a robust foundation to support the Lottery's digital identity, strategy, and engagement.

With the Sitecore XP 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 webpages and content for consumption by the Lottery's mobile applications.
- Utilize the media library as a repository for images, documents, video, and audio files that are displayed on the PWS.
- Track interactions for applicable online forms using Sitecore analytics.
- Build marketing campaigns.
- Deliver accessible content to PWS users that is device agnostic.
- Have 24x7 premium level support for technical support expertise including faster issue response times and access to the Sitecore support portal.

If the Sitecore XP agreement is not renewed, the Lottery's PWS and mobile applications will be unable to display critical information and dynamic content rendering the PWS inoperable. Additionally, without the agreement the Lottery will not receive upgrades, have 24x7 premier support, or have access to the Sitecore online support portal.

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 (SB) vendors. The lowest bid was submitted by Advanced Technical Solutions, Inc.

### **RECOMMENDATION**

The Lottery recommends the California State Lottery Commission approve the renewal of the subscription licensing and premium level support for Sitecore XP, the CMS for the PWS. The total contract amount is anticipated to not exceed \$522,694 with a term date beginning December 11, 2022 and ending December 10, 2024.