

Resolution No. 2025-ITS-001  
Resolution of the Lottery Commission  
of the State of California to Approve the Agreement for  
Adobe Campaign Renewal

WHEREAS, the Lottery Commission of the State of California operates and administers the California Lottery in conformance with the California State Lottery Act; and

WHEREAS, the Lottery procured Adobe Campaign Standard in 2017. This software delivers personalized messages (e-mails) based on 2nd Chance player account notification preferences, such as newsletters, jackpot alerts, winning number alerts, and promotional content. Adobe Campaign also sends 2nd Chance player account transactional emails, such as 2nd Chance account activation, resetting a password, 2nd Chance draw winner notifications, and other player account specific email messages; and

WHEREAS, Adobe Campaign Standard is a platform that provides cross-channel customer experiences and marketing campaign capabilities, while delivering Lottery draw game results and other important product information to our players; and

WHEREAS, Continuing the Adobe Campaign Standard subscription is essential to conducting Lottery business and must remain uninterrupted. If this service is interrupted, players participating in the Lottery's 2nd Chance program will not be able to receive important player account notifications. In addition, players will not be able to receive jackpot alerts, winning number alerts, and the other promotional content they elected to receive via their 2nd Chance player account; and

WHEREAS, Adobe Campaign Standard is an essential component of Lottery's Player Communications strategy. Without this product, the Sales and Marketing division's ability to communicate with players and other stakeholders in order to market Lottery products and support increasing Lottery sales will be severely hampered. These operational efficiencies and capabilities would be eliminated or severely hampered if the Lottery were to not renew this subscription service; and

WHEREAS, the Lottery's formal competitive procedures do not apply to this procurement, pursuant to the exception set forth in Lottery Regulations Section 8.1.2C<sup>1</sup>; and

WHEREAS, the Lottery requested bids from multiple resellers that participate in the Software Licensing Program administered by the State of California, Department of General Services (SLP-23-70-0027X), and the low-cost bid was submitted by Allied Network Solutions, Inc.; and

WHEREAS, Commission approval is required for this agreement, as set forth in Lottery

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<sup>1</sup> Lottery Regulations Section 8.1.2.C: "The goods or services will be acquired using a standard United States General Services Administration Agreement or a State of California, Department of General Services Master Services Agreement, Multiple Award Schedule, Master Rental Agreement, or other such agreement which establishes a list of pre-qualified bidders who have agreed to contract terms and prices."

Regulations section 8.6.2, because the estimated value exceeds \$250,000; and

WHEREAS, the Lottery recommends that the Commission approve renewing the Adobe Campaign Standard subscription service. The total contract amount is \$424,772.00 with a term date of March 1, 2025 through February 28, 2026.

NOW, THEREFORE, the Lottery Commission of the State of California does

RESOLVE as follows:

1. The Adobe Campaign Standard renewal agreement with Allied Network Solutions, Inc. is approved. The agreement will be for a term of one year, with a maximum authorized agreement expenditure of \$424,772.00.

APPROVAL RECOMMENDED

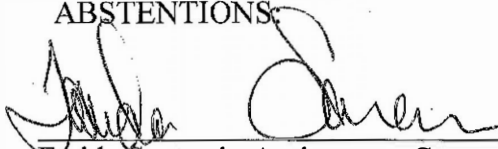
  
 Chris Lopez, Acting Deputy Director of ITSD

INTRODUCED AND PASSED: January 23, 2025

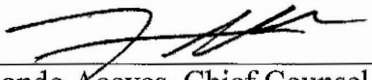
AYES: K. Mills, T. Awidrez, A. Rasouli  
 NOES: A. Garrison-Engbrecht

ABSENT:

ABSTENTIONS:

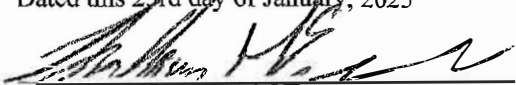
  
 Farida Sarwari, Assistant to Commission

APPROVED AS TO FORM AND PROCEDURE:

  
 Fernando Aceves, Chief Counsel

THIS IS TO CERTIFY that the foregoing Resolution was duly passed by the California State Lottery Commission at its meeting regularly called and held on 23<sup>rd</sup> day of January, 2025, in the City of Sacramento, California, and that the foregoing is a full and correct copy of the original Resolution.

Dated this 23<sup>rd</sup> day of January, 2025

  
 Anthony Garrison-Engbrecht, Commissioner  
 CALIFORNIA STATE LOTTERY COMMISSION