Case Study

Transforming a legacy Lotto platform: A digital modernisation journey

Customer	Location	Industry
Gambling Operator	**Ireland**	**Gambling**

One of Ireland's most established bookmaking brands, operating an extensive network of retail betting shops alongside a growing digital presence across sports betting, online casino, and lotto-style gaming products. The organisation faces the challenge of modernising aging technology infrastructure to compete against digital-first competitors while meeting rising customer expectations for seamless, mobile-first experiences in Europe's highly competitive and regulated gaming sector.

Facing the challenge

The Lotto platform had reached a critical juncture. What was once a cutting-edge digital experience had become a liability, trapped by the weight of its own legacy. The interface, built on an outdated .NET foundation, no longer reflected the sleek, modern aesthetic of the M5 design system that had become the standard across the organisation's digital properties. Users encountered an inconsistent, dated experience that felt increasingly out of step with contemporary expectations.

But the problems ran deeper than aesthetics. The underlying technology stack had become incompatible with the client's broader technical strategy, creating a roadblock to innovation. Every new feature request became a painful negotiation with legacy code. Scalability concerns loomed large, and perhaps most critically, the internal team lacked the expertise needed to maintain and evolve the platform within their preferred technology ecosystem. The path forward was clear: the platform needed a complete transformation.
web and native mobile applications. The overarching goal was not merely technological modernisation but also regulatory compliance, ensuring adherence to stringent standards governing the lottery domain.

A strategic rebuild

Rather than applying patches to a deteriorating foundation, the decision was made to pursue a comprehensive end-to-end rebuild. This wasn't just a technology refresh—it was a strategic realignment that would position the Lotto platform for years of future growth.

The transformation began with a frontend modernisation initiative, rebuilding the entire user experience from the ground up using AI tooling, React and NextJS. This choice wasn't arbitrary; it represented a commitment to technologies that would deliver both immediate improvements and long-term flexibility. To manage complexity and accelerate time-to-market, the team adopted an MVP approach, focusing initially on core functionalities that would establish a robust foundation for future enhancements.

Content management received equal attention. The existing Lotto CMS was replaced with a modern headless architecture, unlocking new levels of flexibility and enabling content teams to work more efficiently while maintaining the scalability needed for future growth. Every decision was made through the lens of strategic alignment, ensuring the new solution would integrate seamlessly with the broader frontend platform strategy and support streamlined workflows across the organisation.

Quality wasn't an afterthought. Comprehensive testing frameworks were integrated from the outset, creating a safety net that would accelerate feature development and deployment throughout the platform's lifecycle.
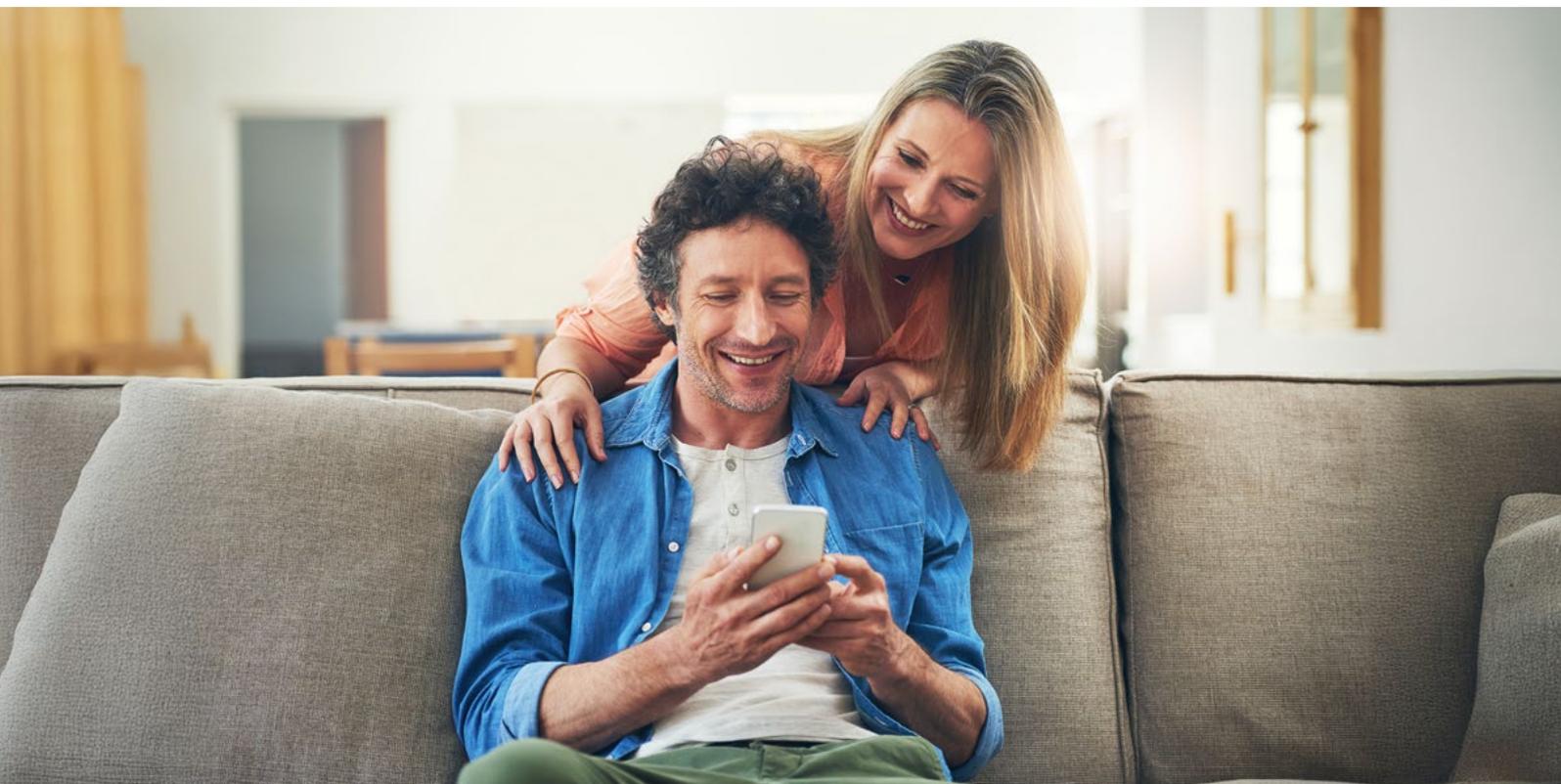
A transformed user experience

The new frontend experience didn't just modernise the Lotto website, it fundamentally reimagined what the platform could achieve. The modern, responsive design created an intuitive and visually appealing experience that invited greater user interaction and fostered loyalty. What once felt dated now felt cutting-edge.

The streamlined interface translated directly to business impact. By simplifying the user journey and eliminating friction points, the platform made it easier than ever for users to participate in Lotto games, creating a clear path to increased conversions and revenue. Every interaction was designed with the user in mind, reducing barriers between interest and participation.

Perhaps most importantly, the platform was now future-ready. The adoption of modern technologies and a modular architecture meant that new features, third-party integrations, and product offerings could be added with unprecedented ease. The platform had become a foundation for innovation rather than an obstacle to it.

In an increasingly competitive online gaming market, the transformed platform provided a distinct competitive edge, a unique, captivating digital presence that helped attract new users while retaining existing ones.
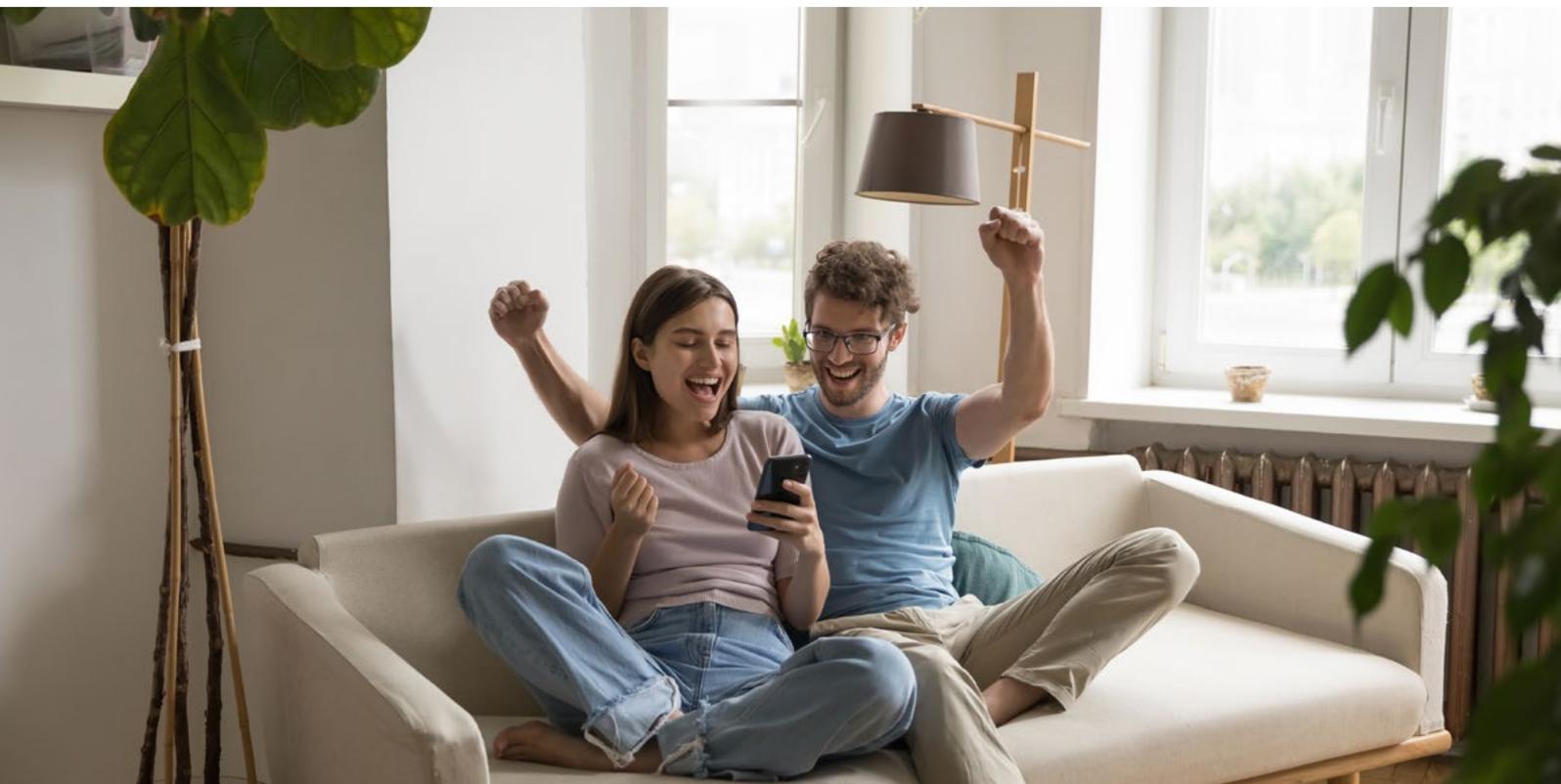
Beyond the User Interface

While users experienced a **dramatically improved platform,** the benefits rippled throughout the organisation. Digital consistency, once an aspiration, became a reality as the Lotto platform joined the broader ecosystem of properties aligned to the M5 design system.

Development teams found themselves working in a **streamlined environment** where workflows made sense and the technology stack supported rather than hindered their efforts. **The modular architecture and modern tooling meant features that once took weeks could now be developed, tested, and deployed in days.**

This acceleration wasn't just about speed, it was about agility. The organisation could now **respond to market demands with confidence**, maintaining a competitive pace of innovation that would have been impossible with the legacy platform. **The rebuild had transformed not just a website, but the organisation's capacity to compete and evolve in a rapidly changing digital landscape.**

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