

# Information Technology Authorization Committee

## Project Review

September 14, 2016

### Action Item

**Agency:** Arizona Lottery  
**Project Name:** Az Lottery CRM - Digital Transformation  
**Project Number:** LO16001  
**ASET Engagement Manager:** Clark Lathrum

The Arizona Lottery is proposing to acquire and implement a Customer Relationship Management (CRM) system to consolidate multiple sources of data, automate manual workflow processes, and increase efficiencies in business processes. When implemented, it is anticipated that the CRM system will have a significant positive impact on the Arizona Lottery's ability to grow future revenue and maximize return to its beneficiaries.

#### Motion Options:

- ITAC Approval:**
- ITAC Conditional Approval:**
- ITAC Disapproval:**