

Game, set and perfect match. Wimbledon and IBM

How IBM solutions help enhance the experience for tennis fans and increase efficiency during Wimbledon and how these solutions can be applied to your business



For two weeks every year the Wimbledon All England Lawn Tennis Club scales up from a private tennis club in a London suburb to host one of the world's most prestigious sporting events – the Wimbledon Tennis Championships.

During Wimbledon fortnight, The Club accommodates nearly half a million spectators onsite, while simultaneously meeting the needs of the world's sporting media. In 2012, the global audience for Wimbledon was estimated at an incredible 378.8 million people, in 198 different countries.

To remain the world's premier tennis event The Club understands that it needs to build on its brand by increasing its reach to attract a more diverse audience. Yet in a world of ever growing choice and distractions this is quite a challenge.

That's where IBM comes in.

In 2013 and for the 24th year, IBM is once again the Official Information Technology Supplier and consultant to The Championships, deploying business solutions across The Club's operational infrastructure.

The social, mobile, analytical and cloud techniques used at Wimbledon have enabled them to understand and reach fans more effectively and efficiently. This paper helps to explain how and what this could mean for your business.

Analytics – enhancing the fan experience

Predictive analytics enables tennis fans to gain deeper match insight through IBM SlamTracker™ – a real-time statistics and data visualisation platform that provides fans with a visual representation of a match using scores and statistics. The platform encourages fans to get more engaged by interacting with the insights provided. And the improved visualisation of key match statistics shows fans 'at a glance' who has the most aces, first serves in and much more.

This year IBM have added a new social media element to IBM SlamTracker that allows fans to see the percentage of positive conversation about a player's performance on Twitter as the match is played out.

What can analytics do for your business?

Knowing how positive the fan base is being about them could help players to better deal with their various media commitments. And in business, being aware of what clients are saying about you at key moments, like new product launches, can be equally invaluable.

The predictive analytics used at Wimbledon can be applied in business to assist organisations to predict what will happen next, enabling them to plan and carry out strategies and improve decision-making.

When predictive analytics solutions are applied to all data within an organisation, including both structured and text data, it can lead to discoveries of unexpected patterns and associations and develop models to guide front-line interactions.

This can help prevent high-value customers from leaving, sell additional services to current customers, improve operational efficiency and help to identify and minimise fraud and risk.

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Today's advanced analytics technologies and techniques mean it's now possible for companies to extract insights from data with previously unachievable levels of sophistication and accuracy, but companies also need to adopt the right strategic approach for example:

- Commit initial efforts to customer centric outcomes
- Develop an enterprise wide big data blueprint
- Start with existing data to achieve near term results
- Build analytics capabilities based on business priorities and areas that provide real differentiation
- Create a business case based on measurable outcomes

Look out for easy-to-use analytical products that can meet the specific needs of individual users and with different skill levels including visual, menu-driven interfaces for beginners and command syntax interfaces with advanced functionality for more skilled analysts.

Understanding the social conversations – Who's saying what about Wimbledon

As in most areas of society advancing technology is providing organisations with new insights as well as new challenges. For example, in 2012 there was a 205% increase in traffic to Twitter from Wimbledon.com, and during the men's final over 100 Wimbledon related tweets per second were monitored by IBM Content Analytics.

This year, IBM are monitoring social media channels as well as players performance on the court to see who is winning the battle off the court as well as on the court. By combining both performance and social data IBM are creating their own Wimbledon Leaderboard and using this data and 3D printers to print unique data-driven souvenir trophies.

By analysing an average of 40 tweets per second, a picture can be built that aggregates and gauges public sentiment by applying analytics and natural language processing technologies to tweets throughout the tournament.

The idea is to find and evaluate:

- Where the global conversation is greatest and what's being said
- Which players appear to have the greatest global reach and influence
- How quickly a tweet sent in London is picked up and responded to in, say, New Zealand

By understanding what the fans are saying about The Championships in real time and how that changes by country, The Club is able to tailor its website and social media to make them even more of a 'go to' destination for fans from all over the world.

Social media and your business

Social media analytics help organisations recognise trends and patterns so that events can be anticipated and shaped, with outcomes improved. Not only can you drive more top-line growth and control costs, you can identify risks that could derail your plans and take corrective action in time.

A good portion of social media's value lies in its ability to aggregate communities of interest, identify specific demographics and thus enable marketers to precisely segment and engage their audience. Companies are discovering that using social networks either within their organisation or externally with customers means that they become more aware of information and having that information immediately to hand enables them to react more swiftly.

When your workforce is inspired to innovate and collaborate more productively, tangible business value can be created. And when needs are anticipated and exceptional experiences delivered, you delight customers and create brand advocates. When your business process has been integrated with the right social tools, you can secure a competitive advantage and can pioneer new ways of doing business.

Companies can use social channels to influence what customers will buy next. Social media can help to:

- Target more effectively – address individuals and build advocacy
- Drive loyalty – engage customers in personalised experiences to keep them coming back
- Build your brand – help your team execute communications consistently across all channels and with every engagement.

IBM is working with many companies at different stages on their social journeys. Based on this experience, some critical success factors have emerged for the successful adoption of social media:

- Don't over strategise – take a step-by-step approach, initially a string of beta tests
- Recognise that starting is often organic and centred around employees that 'get it' – only then can it be nurtured within the organisation
- Leadership has to create the right environment and culture for social development
- Social isn't in a silo, it's just another channel and should be used in conjunction with other channels

Mobile – serving up fantastic Wimbledon experiences

The All England Club and IBM launched one of the world's first smart-phone apps to include live sports data on the iPhone in 2009. This year, The All England Club has launched the first Wimbledon app specially designed for the iPad and powered by IBM.

Delivery of a high-quality integrated experience across a range of devices is a key component of The Club's digital strategy to increase reach and exposure. Only around 450,000 people can make it to The Championships in any one year, but many millions more are able to experience the excitement through digital channels.

As well as 16.9 million unique users on Wimbledon.com last year, around 1.5 million downloads of the Wimbledon app IBM developed were downloaded onto iPhone and Android platforms; and 40% of views to the site were from mobile devices.

Having a compelling experience on a digital platform allows The Club to reach a more global audience, extending the awareness and the value of their brand.

Mobile solutions for your business

Innovative businesses are becoming mobile enterprises. They connect with mobile customers, build insights through more powerful analytics, deliver more convenient and relevant engagements, plus they improve management and customer service with seamless integration of front end functionality and back-end data.

Becoming a mobile enterprise enables a business to attract new customers, transform the value chain, and increase productivity using the new business models and insights gained only from mobile interactions.

Companies must also consider the integration of their mobile strategy. This often starts around consumers but IBM is working with companies who wish to integrate their mobile strategy across consumers, employees and partners, developing 'end to end' strategy to turn their business objectives into a company wide mobile strategy through to implementation.

IBM mobile solutions enable organisations to turn every interaction into an opportunity by combining their deep industry expertise with mobile, analytics, cloud, social and security technologies to help enterprises capture new markets, efficiently extend their businesses to mobile employees, customers and partners and maintain the integrity of their assets.

Wimbledon and the cloud

IBM hosts the wimbledon.com web site all year round using a private cloud. For most of the year when demand is lower only a small amount of infrastructure is needed. As things gear up for The Championships additional capacity is added dynamically and efficiently, without interrupting service for a second.

During the 2012 tournament the website saw an extremely high volume of traffic with 16.9 million unique visitors and 394 million page views. It also faced up to 80,000 cyber incidents per day. By providing a scalable, robust and secure website, the threats were mitigated, protecting data and ensuring that the site was available and responsive 24/7.

The Wimbledon high-performance IBM SmartCloud™:

- Adapts every year to efficiently cope with increases in user demand and new cloud capabilities
- Dynamically provisions infrastructure in response to real-time analysis in under 4 minutes
- Handles thousands of cyber incidents a day using QRadar's integrated security dashboard
- Uses 3 private clouds running concurrently to ensure continuous delivery and flexibility

IBM SmartCloud and your business

IBM SmartCloud is an integrated, open, secure and comprehensive approach to cloud computing. It spans private, public and hybrid clouds allowing organisations to benefit from superior efficiency, agility and collaboration, enabling wider business innovation and transformation.

The cloud allows for storage to flex in order to hold all the data required, this in turn allows a business to be more flexible. This flexibility to respond to a customers needs allows a business to ensure that there is a more personalised or relevant experience for the customer.

IBM has helped thousands of clients to adopt cloud models and manages millions of cloud transactions every day. IBM assists clients across many industries from banking to communications, healthcare and government, to build their own clouds or securely tap into IBM cloud-based business and infrastructure services.

IBM is unique in bringing together key cloud technologies, deep process and industry knowledge, a broad portfolio of cloud solutions and a network of delivery centres. By leveraging virtualisation, standardisation, energy efficient servers, and high levels of automation, operational budgets can be freed up for new investments.

IBM works with all four of the major Grand Slam tournaments around the world to enhance the experience for tennis fans and provide resource to the media, commentators and players. By using analytics IBM can bring millions of data points captured at The Championship vividly to life, giving fans around the world much greater insight into the competition and a richer experience during every match.

The Championships provide a living, working showcase of social, mobile, analytics and cloud in action. Find out more about how IBM can help your business with some of these techniques at ibm.com/wimbledon



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