

# IBM, Wimbledon and power of watsonx

Generative AI further enhances a world  
class digital experience

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Since the first Championships in 1877, Wimbledon has been a place where tennis fans from all walks of life—from members of the aristocracy to armchair sports fans—to enjoy fresh air and sunshine while watching the best tennis the world has to offer.

But not everyone can make the journey to The All England Lawn Tennis Club in southwest London. That is why more than 19 million fans follow the drama, beauty and excitement of the Wimbledon Championships through the app and website. These world-class digital experiences have been delivered through a partnership between Wimbledon and IBM over three decades.

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“As an organisation with heritage at its core, the vital to ensure we evolve as the world around us Digital Products Lead at the AELTC. “By utilising expertise from IBM, we are able to innovate to a fantastic synergy between IBM and Wimbledon that are constantly changing to ensure they are

This year, Wimbledon tapped into the power of experiences on the Wimbledon app and website company’s portfolio of AI products that are built to see how we can improve fan engagement through technologies,” says Bill Jinks, Technology Director. the next level of data to the fan? How do we get machine learning processes to bring things to the instantly? That’s exactly the sort of innovation t



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# 2.7 million data points

Every year, IBM captures over 2.7 million Wimbledon data points

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## Catch Me Up, built with

Wimbledon features hundreds of matches played all the action can be a challenge, even for the most avid fans. IBM and Wimbledon collaborated to develop a new feature called Catch Me Up, which provides personalised summaries designed to get fans caught up on the latest players and the major storylines from around the world, including player performances and upcoming matches.

The Catch Me Up feature is produced by a generative AI model called watsonx, that is fueled by Wimbledon's trusted data. It can describe the game of tennis and Wimbledon in a way that is personalised to a fan's favourite players and upcoming matches on the Wimbledon app and website.

To achieve this, the [IBM Consulting](#) team built [Granite](#), a family of powerful large language models for enterprise business and engineered from scratch for scalable AI applications. The team chose a model called "Granite 3.0" with 7 billion parameters and is optimised for dialogue and chatbots.

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The team uses the IBM watsonx portfolio to move from curating trusted data sources to governing with [IBM® watsonx.data™](#), a hybrid, open data lakehouse that connects multiple data sources and allows developers to filter the data for personally identifiable information. For Catcher, this means processing over 100 terabytes of data.

This data was used to train the Granite LLM with IBM AI Studio for building and training generative AI models. The IBM team then added specific domain knowledge, such as the use of unique Wimbledon nomenclature such as “men’s draw.” The team monitors the ongoing performance and governance tools from [IBM watsonx.governance](#).

As a result, the Wimbledon editorial team are able to reach both new and existing tennis fans globally with more timely, curated coverage across all ladies’ and gentlemen’s matches, personalised to their preferences.

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“Our relationship with IBM is extremely collaborative. This project requires a technical team, a data team, a marketing team and a content team working closely together. IBM is the partner that makes that happen.”

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## Bill Jinks

Technology Director

All England Lawn Tennis Club

# Innovation in action

To develop new capabilities like Catch Me Up ev with speed and purpose. That requires combini technology to facilitate rapid innovation.

It starts with a long-standing collaboration betv experts at IBM Consulting. “We work together t generating a combined vision for how fans will i future,” says Clements. “The combined passion highest quality supercharges our partnership ar the opportunities in front of us.”

The teams use the [IBM Garage™ Method](#) to foste understanding of tennis fans. As part of their bi Wimbledon and IBM teams seek to address twc more deeply with Wimbledon and tennis on an ( Championships is the only tennis event they wa fans to follow up-and-coming players who aren

Through these workshops, the team develops c website. For example, SlamTracker has been th Wimbledon for many years, providing real-time point-by-point analyses of every match. This ye redesigned. It now features generative AI-prod “Likelihood to Win,” a head-to-head match prec comprehensive analysis including player statist momentum.

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In order to transform these new ideas into digital platform of innovation for Wimbledon, capable of handling unstructured data, and integrating technology for workflows integrate and orchestrate the flow of data and AI models needed to produce the digital experience.

These workflows are made possible by a hybrid cloud apps running on [Red Hat® OpenShift®](#). To keep the team uses [IBM Instana® Observability](#) technology for performance and surfaces issues requiring resolution action and avoid any downtime.

And this year, the team took advantage of a powerful generative AI assistant to increase the efficiency and accuracy of its code. [IBM watsonx Code Assistant](#) uses generative AI to accelerate software development, helping developers generate code based on natural language prompts. The team used this tool to analyse and explain snippets of code, annotate code to facilitate better collaboration between developers, and auto-complete snippets of analysed code.

Finally, IBM is responsible for the security of the entire Wimbledon digital platform, charged with safeguarding it from cyber attacks, protecting sensitive data, and managing access to the system. Wimbledon is a high profile event and a tempting target for hackers and cyberattacks. The experts from [IBM Security](#) handle threat management, including detection and response, using a variety of tools available through IBM's [Managed Security Services](#) offering.

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## Sustainability innovation

The collaborative relationship between the AELTC and IBM continues to open the way to new areas of innovation. "We've just scratched the surface of digital transformation," says Jinks. "IBM is taking a leading role in a very active workstream exploring the next set of data we could be capturing," he continues. "Data is driving everything in sports today, so we need to take that to the next level. Those are the things we're focusing on."

The collaboration between IBM and the Wimbledon team extends beyond the fan-facing digital platform, into enterprise-wide sustainability transformation objectives. With guidance from IBM Consulting, the AELTC are onboarding their sustainability and data management process to the [IBM® Envizi](#) platform, a testament to their prominent commitment to sustainability.

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A Proof of Experience where IBM demonstrated how the AELTC's carbon emissions and energy consumption data could be onboarded onto the IBM Envizi platform

paved the way for this collaboration. This showed how the club's data could be brought to life, showcasing Envizi's data gathering and reporting capabilities through its comprehensive carbon dashboards and ESG reports. As a result, AELTC's technology and sustainability teams gained an understanding of how the platform could empower more informed, data-driven decision-making.

Over the next year, the AELTC intends to incorporate their Scope 1, 2, and some Scope 3 emissions data to the Envizi platform; including energy consumption from natural gas and electricity, along with water usage and waste generation data. The AELTC hopes the collaboration will enable them to easily visualise its progress towards emissions reduction targets and minimise the environmental impact of its operations. With the increase in productivity through automating internal and external ESG reporting, the program will accelerate the AELTC's momentum towards its net zero ambitions for 2030.

“The trust built up over 30 years of partnership enables genuine innovation,” says Jinks. “To innovate you must be open to pushing boundaries, knowing that not everything will succeed. This is the way two organisations with such a long-standing partnership can ensure we keep up with a world that is so rapidly evolving.”



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## About The All England Lawn Tennis Club (AELTC)

Known simply as “Wimbledon,” The Championships is the oldest of tennis’s four Grand Slams and one of the world’s highest-profile sporting events. Organised by the [AELTC](#) (link resides outside of IBM) and based in London, Wimbledon has been a global sporting and cultural institution since 1877.

### Solution components

<a href="#">IBM Consulting®</a> →	<a href="#">IBM Garage™ Method</a> →	<a href="#">IBM® Instana® Observability</a> →
<a href="#">IBM watsonx Code Assistant</a> →	<a href="#">IBM watsonx™</a> →	<a href="#">Red Hat® OpenShift®</a> →
<a href="#">IBM® Envizi</a> →		

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