Acing the US Open d experience
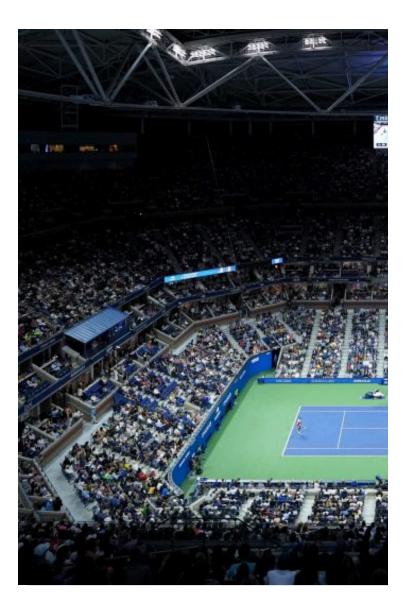
AI models built with watsonx transform data into insight

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For two weeks at the end of summer, nearly one
Flushing, New York, to watch the best tennis pla
Open Tennis Championships.

Business Challenge   Transformation   Out

But more than 15 million global tennis fans follo
Open app and website. And to keep them comir
Tennis Association (USTA) has worked side-by-
than three decades, developing and delivering a
constantly advances its features and functional

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"The digital experience of the US Open is of eno
and therefore to us," says Kirsten Corio, Chief C
means we need to constantly innovate to meet
anticipating their needs, but also surprising the
experiences."

To help the US Open stay on the cutting edge of
Consulting worked closely with the USTA to dev
transform tennis data into insights and original
website. To do this, the USTA used IBM® watson
powerful AI models, including IBM Granite™ fou
app features, such as Match Reports and AI Co

15M

World-class digital experiences for more than **15 million** fans around the globe

" The AI models buil

do more than enha

experience of the U

also scale the produ

editorial team by au

workflows. "

Kirsten Corio
Chief Commercial Officer
United States Tennis Association

Generative AI experi
watsonx

The US Open is a sprawling, two-week tournam
on 22 different courts. Keeping up with all the a
fans and the USTA editorial team covering the e
design, develop, and deliver solutions that enha
its team serve up more content, covering more

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To do it, the IBM Consulting team built generati
watsonx, a part of IBM's portfolio of AI products
generated post-match summaries that are desi
on the action from around the tournament. AI C
spoken commentary to match highlights. And S
application for the US Open–features AI-genera

"The AI models built with watsonx do more tha
the US Open," says Kirsten Corio, Chief Comme
the productivity of our editorial team by automa

The IBM team worked with multiple AI models
including the family of Granit AI models. These
understand language, but they needed to be tra
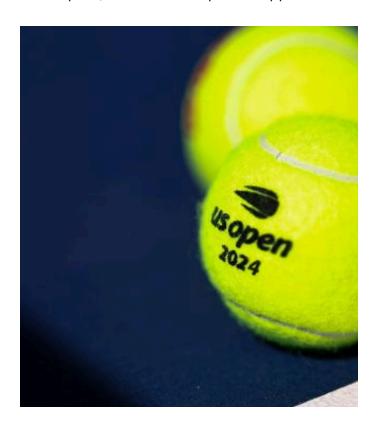order to translate US Open action into sentence

"Foundation models are incredibly powerful and
generative AI," says Shannon Miller, a Partner a
meaningful business outcomes, they need to be
develop domain expertise. And that's why an or
key differentiator when it comes to AI."

The team used watsonx.data to connect and cu
The curation process includes de-duping and fil
informs the large language model, as well as th
process filters for things like profanity or abusiv
content.

The models were then trained to translate tenn
summarizing entire matches in the case of Mat
that describe the action in highlight reels for AI
2024 US Open, Match Reports and AI Commen
and women's singles matches; something the U
before. And the ongoing operation of the model
elements of watsonx.governance, which ensure
operating as expected.

During the software development phase of the
powerful generative AI assistant to increase the
IBM watsonx Code Assistant™ uses generative

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model to accelerate software development, hel
on natural language prompts. The team used th
snippets of code, annotate code to facilitate bet
developers, and auto-complete snippets of ana

Platform of innovatio

To develop new capabilities every year, the UST
purpose. The process starts the week after the
Consulting kicks off work using the IBM Garage
approach to co-creation.

"When we engage with a client, it's critical that
of the way, ideating, iterating and adapting as w
end state," says Miller.

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In order to transform new ideas into digital real
and manages a powerful digital infrastructure c
unstructured data, and integrating technology f
foundational infrastructure is advanced and imp

"It used to be that innovation cycles were meas
"But now, innovation is measured in weeks and
anywhere. So, we needed a flexible platform tha
automate the process of turning data into insigh
entire digital environment."

From data to insight

The raw material of any digital experience is data, and the US Open tournament
produces a lot of it. For starters, each US Open consists of 128 men and 128 women
singles players, and a total of seven rounds for each tournament. Each tennis player
comes with his or her own data set, including world ranking and recent performance.
But that's just the beginning.

Over the course of the tournament, more than 125,000 points will be played. And
each one of those points generates its own data set: serve direction, speed, return
shot type, winner shot type, rally count and even ball position. All told, more than
seven million data points are generated during the tournament.

To add more texture and context to the US Open digital experience, the team wanted
to go beyond the numbers. So, they used AI to analyze the language and sentiment
of millions of articles from hundreds of thousands of different sources to develop
insights that are unique and informative, for instance, the likelihood to Win
predictions for all singles matches. To help manage the collection, integration, and
analysis of the data sets, IBM used IBM watsonx.dat
specifically designed to handle AI workloads.
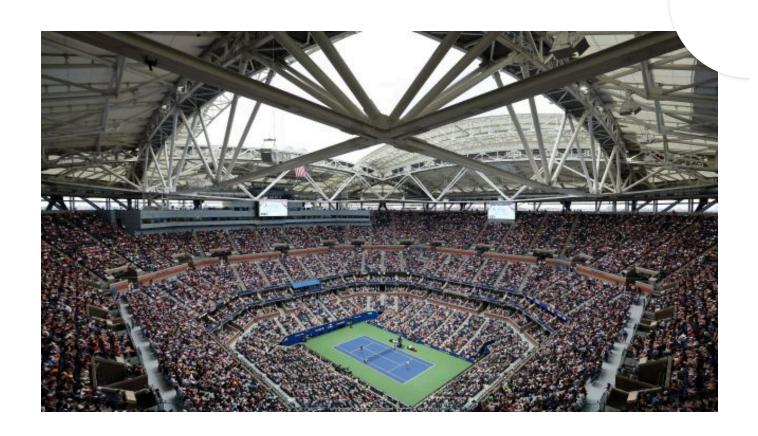
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"It's a massive data management operation, incorporating multiple sources of data
and a variety of partners," says Miller. "But the magic happens when you combine

hard data like stats and scores with unstructured data like media commentary. That is what gives tennis fans a more complete picture of each match."

Automation, containerization and other efficiencies

To streamline this process, during the years working with the UTSA, IBM Consulting built automated workflows that integrate and orchestrate the flow of data through the various applications and AI models needed to produce the digital experience. These workflows are made possible by a hybrid cloud architecture and the containerized apps running on Red Hat® OpenShift® on IBM Cloud. The US Open hybrid multicloud architecture is made up of four public clouds, drawing on data from a variety of sources and integrating features and capability from a variety of partners. By containerizing the applications, the team can write them once and run them anywhere, ensuring that the right data gets to the right application on the right cloud.

"With this platform, we're capable of doing things that were not possible just a few years ago," says Corio. "Managing all that data, producing AI-generated insights, securing the environment … IBM just makes it all come together for us. And I can't wait to see what the future of the partnership holds."
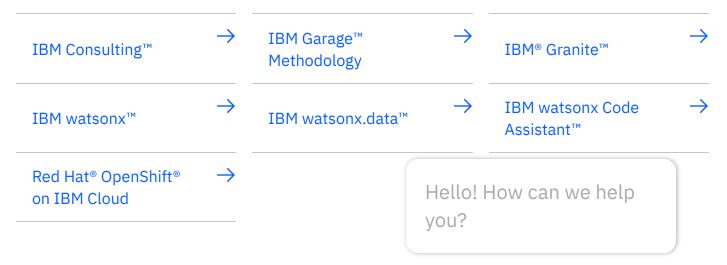
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Kirsten Corio
Chief Commercial Officer

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About United States Tennis Association (USTA)

Founded in 1881, the USTA [↗] is the national governing body for the sport of tennis in the US. The US Open [↗] s the association's Grand Slam tournament, first held in 1968—the year that Arthur Ashe won the men's singles title. The US Open is played each September at the USTA Billie Jean King National Tennis Center in Flushing, Queens, New York.

Solution components

IBM Consulting™ →

IBM Garage™ Methodology →

IBM® Granite™ →

IBM watsonx™ →

IBM watsonx.data™ →

IBM watsonx Code Assistant™ →

Red Hat® OpenShift® on IBM Cloud →

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IBM watsonx

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IBM and Wimbledon, a partnership of innovation

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Wintershall Dea AG
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