IBM, Wimbledon and power of watsonx

Generative AI further enhances a worl class digital experience

Learn more about Granite models

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Since the first Championships in 1877, Wimbled spanning all walks of life—from members of the owners to armchair sports fans—to enjoy fresh while watching the best tennis the world has to

But not everyone can make the journey to The / in southwest London. That is why more than 19 follow the drama, beauty and excitement of the app and website. These world-class digital expedelivered through a partnership between Wimb three decades.

"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 buil to see how we can improve fan engagement thr technologies," says Bill Jinks, Technology Direc the next level of data to the fan? How do we get machine learning processes to bring things to the



2.7 million data points

Every year, IBM captures over 2.7 million Wimbledon data points

Catch Me Up, built w

Wimbledon features hundreds of matches playe all the action can be a challenge, even for the m collaborated to develop a new feature called Ca personalised summaries designed to get fans q players and the major storylines from around th performances and upcoming matches.

The Catch Me Up feature is produced by a gene watsonx, that is fueled by Wimbledon's trusted describe the game of tennis and Wimbledon in personalised to a fan's favourite players and ap Wimbledon app and website.

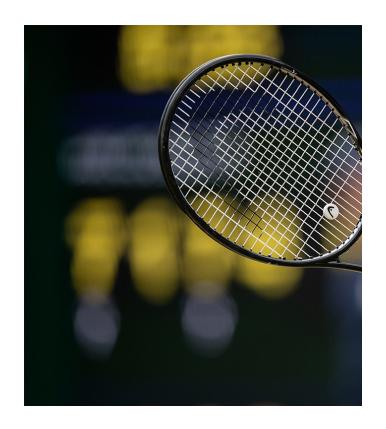
To achieve this, the IBM Consulting* team built a Granite, a family of powerful large language mo business and engineered from scratch for scala applications. The team chose a model called "G billion parameters and is optimised for dialogue chatbots.

The teams uses the IBM watsonx portfolio to m from curating trusted data sources to governing with IBM® watsonx.data™, a hybrid, open data lesources and allows developers to filter the data or personally identifiable information. For Catch terabytes of data.

This data was used to train the Granite LLM with grade AI studio for building and training general cases. The IBM team then added specific doma the use of unique Wimbledon nomenclature suguenties draw." The team monitors the ongoing provernance tools from IBM watsonx.governance

As a result, the Wimbledon editorial team are al reach both new and existing tennis fans globally timelier, curated coverage across all ladies' and personalised to their preferences.

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"Our relationship wi extremely collabora project requires a to team, a data team, team and a content closely together. IB: that makes that hap

Bill Jinks

Technology Director All England Lawn Tennis Club

Innovation in action

To develop new capabilities like Catch Me Up exwith speed and purpose. That requires combinitechnology to facilitate rapid innovation.

It starts with a long-standing collaboration betwexperts 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 bic Wimbledon and IBM teams seek to address two 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 the Wimbledon for many years, providing real-time point-by-point analyses of every match. This ye redesigned. It now features generative AI-productive including the process of the productive analysis including player statist momentum.

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

These workflows are made possible by a hybrid apps running on Red Hat OpenShift. To keep the the team uses IBM Instana Observability technoperformance and surfaces issues requiring resolution and avoid any downtime.

And this year, the team took advantage of a powerful generative of 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.



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 fanfacing digital platform, into enterprise-wide sustainal
With guidance from IBM Consulting, the AELTC are o
and data management process to the IBM® Envizi play
prominent commitment to sustainability.

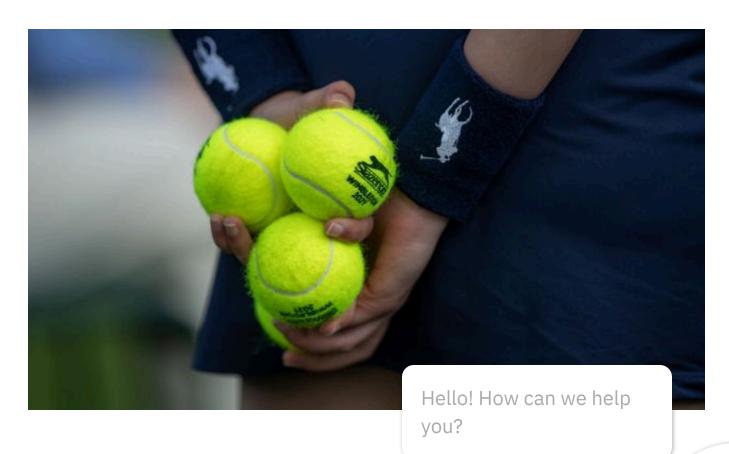
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A Proof of Experience where IBM demonstrated how the AELTC's carbon emissions and energy consumption data could be onboarded onto the IBM Envizi platform

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."

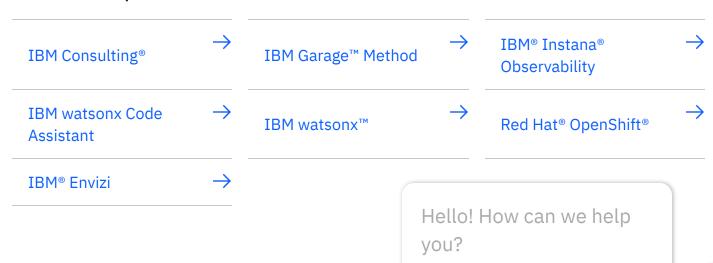




About The All England Lawn Tennis Club (AELTC)

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.

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