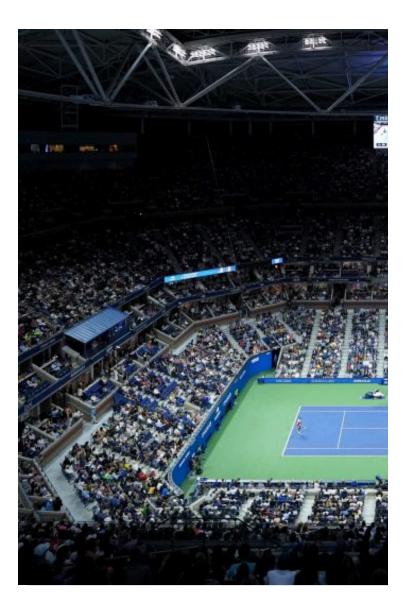
Acing the US Open d experience

AI models built with watsonx transfordata 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.

Rusinass Challanga Transformation Out

But more than 15 million global tennis fans folk 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

"The digital experience of the US Open is of enc 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® watsor powerful AI models, including IBM Granite™ for



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

"The AI models build do more than enhalt experience of the Ualso scale the production editorial team by authoristic workflows."

Kirsten Corio

Chief Commercial Officer United States Tennis Association

Generative AI experiwatsonx

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 enhants team serve up more content, covering more

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

"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

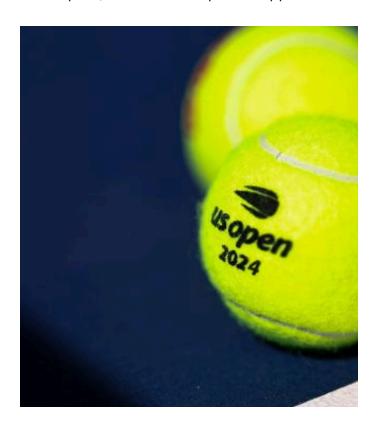
"Foundation models are incredibly powerful and generative AI," says Shannon Miller, a Partner a meaningful business outcomes, they need to be develop domain expertise. And that's why an or key differentiator when it comes to AI."

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 the process filters for things like profanity or abusiv content.

The models were then trained to translate tenn summarizing entire matches in the case of Matchat describe the action in highlight reels for AI 2024 US Open, Match Reports and AI Commenand women's singles matches; something the Ubefore. 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.

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.

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 the automate the process of turning data into insight 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.

Hello! How can we help you?

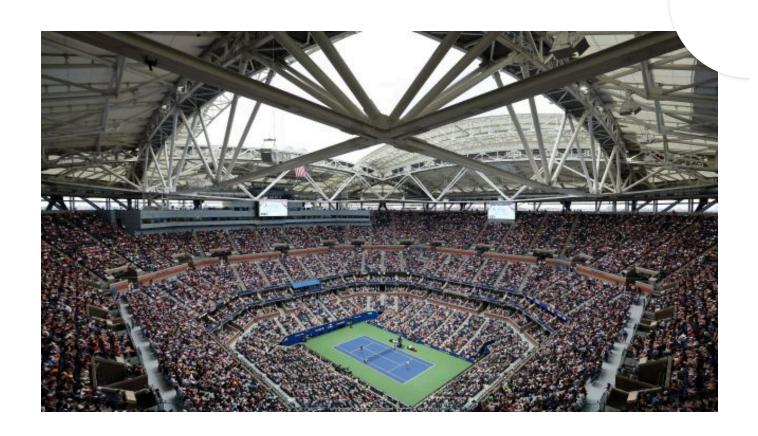
"It's a massive data management operation, incorporating mutuple sources or data and a variety of partners," says Miller. "But the magic happens when you combine

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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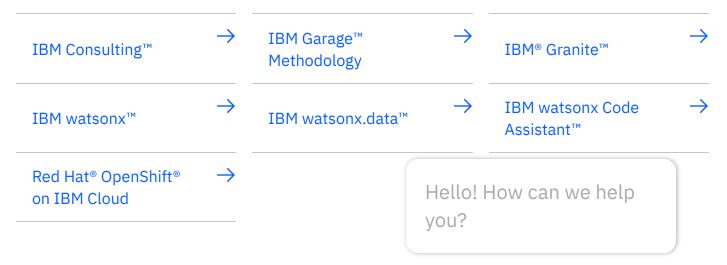
Kirsten CorioChief Commercial Officer



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



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