

Australian Open and IBM Analytics bring insights to the Tennis Court

Melbourne - 24 Jan 2017: MELBOURNE, AUSTRALIA - 23 January 2017: IBM (NYSE: IBM) and Tennis Australia today announced new digital capabilities designed to further enhance the fan experience at the Australian Open 2017. This includes IBM serving new richer real-time player insights via SlamTracker, now available within the mobile app.

For the first time at the tournament SlamTracker will be available through the Australian Open (AO) mobile app, allowing fans to stay close the action, no matter where they are. Also new this year, SlamTracker will offer real-time analytics on players and how they are likely to perform under “pressure situations” within a match, such as a tie break, based on their playing style and historical data. This insight will be available to fans from week two of the tournament, when the intensity of competition and pressure on players really kicks in. The new capability is underpinned by IBM’s BlueMix cloud technology, to facilitate faster delivery of insights and greater scalability.

“We take a fan-first approach to every Australian Open, and this year we have taken a step further to provide a full end-to-end digital experience to spectators in Australia and around the world,” said Primoz Trcek, CIO, Tennis Australia. “In 2016 more than 2 million unique visitors accessed the mobile Australian Open site, indicating an increasing appetite to access match stats on the go. By offering SlamTracker analytics in the app, specially designed for mobile consumption, we’re ensuring that all fans, whether in the stadium, travelling on the Melbourne tram or watching from the other side of the world, are able to receive up-to-date information in real time.”

“Similar to other fans increasingly choosing mobile to consume and engage with their favourite sports, the Australian Open mobile experience is all about connecting the consumer to the action on the court. Moving to a cloud platform gives Tennis Australia the agility it needs to react quickly in order to provide faster and more in-depth insights to fans,” said Ian Wong, IBM Interactive Experience.

IBM’s decades of experience transforming the fan experience at all four tennis Grand Slams and Melbourne Spring Fashion Week is helping Tennis Australia to create unique and engaging experiences for its fans.

For more information about IBM visit www.ibm.com/australianopen

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