US Tennis Association – US Open Tennis Championships

By using predictive analytics to provide deep, insight into match play and performance as it unfolds on the court, fans always know which player has the edge at the US Open.

UNITED STATES TENNIS ASSOCIATION

Flushing Meadows, New York
www.usta.com

> *"We continue to look for new ways to innovate and strengthen our leadership position in the sports industry, and one of the ways we will do this is by delivering content and information about the US Open to fans in the way that they want to consume it, no matter where they are."*
>
> —Phil Green, senior director of advanced media, USTA

The US Tennis Association (USTA) is the governing body for the sport of tennis in the United States. Established in 1881, the not-for-profit USTA is the largest tennis organization in the world, with 17 geographical associations, more than 750,000 individual members and 7,000 organizational members, thousands of volunteers and a professional staff.

The Opportunity

The US Open tournament is the most-attended single annual sporting event in the world. During the 2012 contest, more than 10 million people visited the USOpen.org website seeking the latest match results, news or live streaming of tennis matches on their computers or mobile devices. Spectators want analysis too: How do players stack up against each other? What do players need to do to increase their chances of winning when placed against a particular opponent? The US Open needed to provide this kind of deeper analysis and a better understanding of how players perform against each other, all while ensuring that USOpen.org could handle peak traffic during the most popular matches.

What Makes It Smarter

The US Open uses predictive analytics, cloud computing and mobile technology to connect tennis fans—no matter where they are or what device they are using—to what is happening on the courts. Before each match, a predictive analytics solution runs an analysis of competitors' historical head-to-head matchups, individual players' previous matches and stats against comparable player styles, to identify the keys to each match. A new mobile app provides streams of match data, access to live

What if a tennis tournament could deliver live match play, analysis and stats to fans at top speed?

Solution Components

- IBM® System x®
- IBM Power Systems™
- IBM System Storage®
- IBM Global Services – Global Business Services®
- IBM Global Technology Services® – Integrated Technology Services
- IBM Business Analytics
- IBM Information Management
- IBM Lotus®
- IBM Rational®
- IBM Tivoli®
- IBM WebSphere®
- IBM SmartCloud™

video, highlights and interviews. It also allows fans to check out match analysis, delivering an insider's view of who is gaining the edge on the court and most likely to win—well before the final score tells the story.

Real Business Results

- Generated more than 136 million page views over mobile phones and tablets, a 47 percent increase over the previous year
- Provided access on the tournament's official website, USOpen.org, to more than 10 million visitors worldwide for the fourth consecutive year
- Increased scalability and flexibility, improved resilience and lowered costs through the virtualization, standardization and automation of the private cloud environment

For more information

Please contact your IBM sales representative or IBM Business Partner. Visit us at: **ibm.com**/media

To learn more about US Tennis Association visit: www.usta.com