



# Wimbledon Championships enriches fans' online and social media interaction

*IBM cloud management software helps event accelerate service deployment by 50 percent*

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## Overview

### The need

During the 2-week Wimbledon Championships, the All England Lawn Tennis and Croquet Club (AELTC) must radically scale its ability to engage fans online and through social media, placing extraordinary short-term demands on IT infrastructure.

### The solution

As Wimbledon's cloud provider, IBM deployed IBM Cloud Orchestrator software to support a highly agile and scalable cloud environment, rapidly provisioning and deprovisioning virtual IBM® System x® servers as needed.

### The benefit

IBM accelerated service deployment by 50 percent, providing the Wimbledon digital team with the agility necessary to respond to massive changes in demand.

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For 50 weeks each year, Wimbledon operates as a small business committed to the success of two weeks in the summer, when the eyes of the tennis world shift to London's All England Lawn Tennis and Croquet Club (AELTC) and activity moves into hyperdrive.

## Exponential short-term growth

Perhaps only one aspect of a worldwide sporting event, such as Wimbledon, is predictable: tens of millions of fans, sponsors and media members will want a full experience—some at the event itself, but the vast majority online and through social media. In fact, during the two weeks of the tournament, the volume of page views on Wimbledon's website increases by a factor in excess of 100, from hundreds of thousands to hundreds of millions.

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*Relying on an IBM-managed cloud environment capable of analyzing online and social media usage patterns, the Wimbledon marketing team will engage fans across multiple digital platforms.*

*“Our job is to extend Wimbledon to the world; we'll be doing that in ways and with a speed not possible before,” says Mick Desmond, commercial director for AELTC, Wimbledon.*

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“Virtually overnight, we transform into an extremely large enterprise, charged with extending our reach geographically and demographically and dramatically elevating our audiences’ level of engagement,” says Mick Desmond, commercial director for AELTC, Wimbledon. “We’re expected to put on the best tournament possible in the most innovative way possible to attract the most attention.” Wimbledon does that, in part, by providing nearly instant analysis of player performance and match statistics, all of which places uneven and extreme demands on IT infrastructure.

## Adaptable and predictive cloud infrastructure

Operating and managing the cloud infrastructure for Wimbledon, IBM deployed IBM Cloud Orchestrator software to support a series of repeatable and proven IBM Patterns specific to IBM mobile and web applications. These patterns of excellence accelerate time to value and simplify application management within the Wimbledon infrastructure. Cloud Orchestrator software also integrated with an automation platform commonly used by IBM.

## Engaging tennis fans in new ways

By virtue of the accelerated service delivery and high degree of scalability facilitated by IBM Cloud Orchestrator software, Wimbledon fans will automatically and transparently access, on demand, the infrastructure needed to launch and engage tennis fans with engaging applications such as SlamTracker, a pop-up scoring application that allows the user to follow any match in progress with real-time, point-by-point scores and stats. Additionally, the IBM private cloud infrastructure helps Wimbledon handle the spikes driven by global interest for only two weeks of the year without costly investment in dedicated year-round infrastructure.

## Solution component

### Software

- IBM Cloud Orchestrator

## For more information

To learn more about IBM Cloud Orchestrator software, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

[ibm.com/software/products/smartcloud-orchestrator](http://ibm.com/software/products/smartcloud-orchestrator)



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