Wimbledon 2016

IBM Client Centre London

About the Demo

- This striking demo is comprised of an oversized tennis ball which has been cut in half. Inside the ball is a 360 interactive demo which enables you to go behind the scenes click on touch points and see information on how IBM & Wimbledon work together.

Introduction

- Around 500,000 people make it to The Championships each year. For those not lucky enough to make the trip Wimbledon's digital platforms – powered by IBM, provide the outside world with 'the next best thing to being there'. They are the gateway for the rest of the world to experience Wimbledon and, therefore, play a critical part in supporting Wimbledon in their continual pursuit of being the greatest tennis tournament in the world.

Web Room

- Welcome to the IBM Web room. The nerve centre of Wimbledon's digital services. We have our fingers on the pulse of everything that happens here at Wimbledon. Simply tap the purple icons to explore and soon, you will do to."

Mobile

- Look how easy it is to access content via the IBM Wimbledon app. Everything you need to know about what's happening at the Championships, in an instant and in the palm of your hand. Expert analysis, stats, facts, video, valuable insights and scores updated faster than the centre court scoreboard with IBM MessageSight.

Wimbledon.com

- Wimbledon as a sporting event is all about the battles on the court and the stories they create. With a record breaking 542 million page views in 2015.The Championships website relies heavily on IBM providing a beautiful design the makes finding the key stories in the that moment easy. Providing seamless access to a rich set of content including real-time scores, video, articles and the Live@Wimbledon TV channel

Social

- Facebook? Twitter? Instagram? Working with the 'IBM Cognitive Command Centre' the editorial team monitor in real time what tennis fans are saying all over the global social network. By analysing and translating the nature of the worldwide conversation they can respond with more relevant and more timely content - creating a stronger social connection for everyone everywhere

Cloud

- Wimbledon evolves from being a private members tennis club into a positively buzzing world-class global event for three weeks. IBM's Cloud allows Wimbledon to increase it's capacity needs, hundreds of times in a matter of hours - delivering a broad and immersive digital experience to tennis fans in SW19 and all over the world

Security

- At live sporting events fans expect to be fed statistics and data every second of every day. With the desire for more and more information, comes the need to be ever more vigilant and secure. Security is of paramount importance. During the course of the Championships IBM will detect and block thousands of suspicious security intrusions, events and incidents. Irrespective of this, the challenge for IBM is still to deliver a memorable experience for tennis fans around the world - flawlessly.

Fun Addition

- What happens if I pull this plug? If someone slices through a cable? Presses Delete? Or spills coffee over their keyboard? Don't worry it's all… under control. The IBM team work hard to ensure we mitigate risk and have redundancy measures in place. And with an expected 71 million plus site visits it's probably just as well that we always have a back up.

Data & Scoring Bunker

- As an official partner of The Championships, since 1990, IBM helps provide an award winning digital, social, TV and physical experience. IBM's cognitive solutions enable Wimbledon to present relevant content to fans on demand. Welcome to the IBM Data & Scoring Bunker. To find out more about what happens here, simply tap the green icons and explore

Data Entry

- Data is at the heart of everything we do here in the IBM Operations Bunker and a key part of helping fans understand the game. Maintaining the quality of the data we process and provide to the world is of paramount importance. And who better to help us than those who actually play the game at the highest level?

- We employ the services of seasoned tennis players and train them on our bespoke system. Supporting our aim of capturing all data in under 1 second while still being 100% accurate . Meet Abbie and Olly. They are part of a team of 48 tennis analysts who work tirelessly to help us provide relevant, meaningful and accurate statistics. Information we then feed around the world.

Media IP TV system

- We make sure you are as close to the action as possible all day, everyday. The IBM Media IP TV system enables the press to access TV channels and all the match statistics from a single console. The statistics all come from the Wimbledon Information System, which has real-time statistics and match records dating back to 1877. This is available to court side commentators and accredited media so that fans constantly receive accurate real time information.

TV Graphics

- During the fortnight, IBM provides the BBC TV team with over 1,000 3D graphics. Vital information that brings their coverage of the Tournament to life. To ensure our data is delivered correctly - and at exactly the right time - our Graphics Operators (who are also high quality tennis players) sit with the BBC Directors during transmissions to feed them insights.

Player Performance Reports

- Win or lose, IBM provide detailed player performance analysis to each competitor at Wimbledon. All the key facts and valuable data is provided along with integrated video analysis. All players receive the information within 30 minutes of match completion - to help them analyse their performance and prepare for their next match. In most cases that's probably before they've even had time to take a shower!

Notification Centre

- The IBM Notifications Dashboard identifies and delivers noteworthy stories in real time. Wimbledon history in the making. Such as Lleyton Hewitt's 1500th winner in his last ever match in 2015. We identify Milestones. Achievements. High points. Match upsets. Extraordinary results. Breaking records. Anything and everything that's relevant, interesting and important. That means monitoring 19 courts simultaneously. Not easy!