IBM

For two weeks a year, Wimbledon stops being a private members' club and starts welcoming the world

Overview

■ *Business challenge*

To continually enhance the world's premier tennis event for players, staff, media and spectators around the world while maintaining the essence of lawn tennis in an English country garden.

■ *Solution*

IBM and Wimbledon are pioneering new solutions – an intelligent Digital Video Security Solution and state-of-the-art courtside LED screens displaying enriched serve speed statistics.

■ *Key benefits*

- *Intelligent security solution helps reassure players and everyone attending The Championships that security is paramount*
- *Display of enhanced serve speed statistics enriches audience experience*
- *SlamTracker provides a more personalised online experience*
- *Within minutes of each match, players and coaches are provided with a DVD integrating trends and comparative statistics for every shot played, helping players improve their game.*
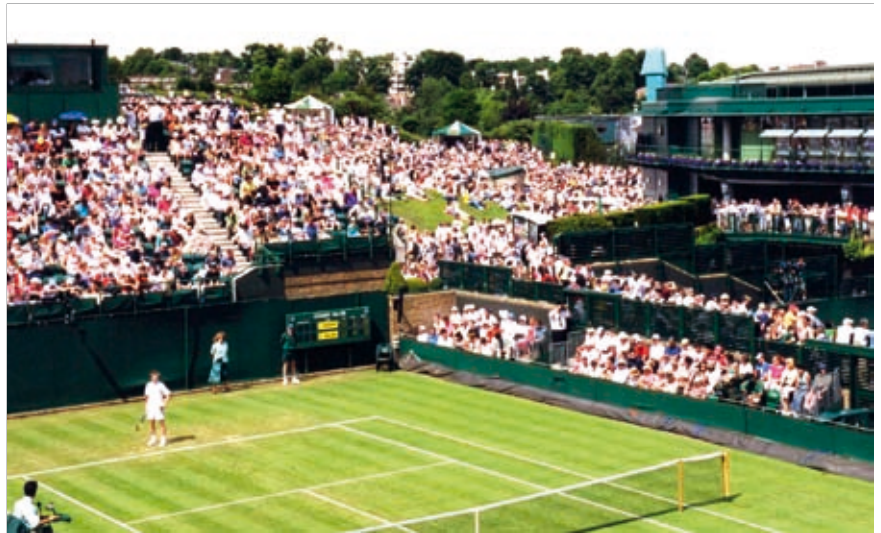
The All England Lawn Tennis and Croquet Club is very proud of its reputation for staging The Wimbledon Tennis Championships. While retaining all the charm of lawn tennis played in an English country garden, this unique event has kept pace with the demands of modern sport and developments in multi-media broadcasting.

Recently, change has accelerated bringing previously unimagined benefits to players, spectators, the media and those who work at the event. As a result, the popularity of Wimbledon is increasing. Last year, the Championships were shown on 129 TV channels in 185 territories, enabling over 748 million households to watch the action. The number of unique visitors to the official Wimbledon web site – www.wimbledon.org – also grew dramatically, reaching 8.6million, an increase of 83% from the year before.

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>
> *– Ian Ritchie, Chief Executive at The All England Lawn Tennis and Croquet Club.*

Security through innovation

"Our security systems are vitally important. By working with IBM we're developing a state-of-the-art solution with built-in intelligence, which is agile enough to stand the test of time."

– Ian Ritchie, Chief Executive at The All England Lawn Tennis and Croquet Club.

A world-class event from a private members' club

It is often hard to remember that a private members' club stages this extremely popular, global, grand slam event. For two weeks every year, the Club's infrastructure scales up to accommodate half a million spectators onsite, the demands of the world's sporting media, over three quarters of a billion television viewers and over eight and a half million users of the web site.

IBM has worked with the Club since 1990 and has developed a deep understanding of the Club's culture, brand and values, ensuring that growth initiatives and changes are always in tune with its on-going mission – to blend tradition with innovation to substantially improve the quality of the Wimbledon experience for all the key stakeholders.

Throughout the year, IBM works with Club executives and the IT Department to drive the business and IT strategy that supports the Club's aims. "IBM Global Business Services has helped the Club to look at itself in a new light, transforming the way it operates and enabling it to deliver improvements year on year," says Ian Ritchie, Chief Executive at The All England Lawn Tennis and Croquet Club.

By handing the hosting and management of its solutions to IBM, the Club benefits from a scalable infrastructure, incorporating the latest technologies, without a massive upfront capital investment. IBM does not just take care of integrating many disparate systems into one seamless solution that flexes to meet business demands; it also manages numerous third parties on the Club's behalf. The Club only has one business and technology partner to deal with in its bid for continual improvement.

Intelligent security

The security and safety of everyone involved in or attending The Championships is of paramount importance. With this in mind, the Club is currently working with IBM on a three- phase security command and control implementation incorporating state-of-the art IBM security surveillance software.

The implementation will integrate every aspect of security from cameras and video management to intruder alarms, trip wires and automatic number plate recognition. The IBM software, part of the Digital and Video Security (DVS) solution will provide the realtime intelligence needed to automatically monitor trends and analyse events captured by security devices such as cameras. DVS was piloted in a very small way on two security cameras at last year's Championships and will be extended to a greater number of cameras this year.

Designed to be scalable and flexible, the command and control implementation will provide the Club with a leading edge security system for many years to come.

"Our security systems are vitally important. By working with IBM we're developing a state-of-the-art solution with built-in intelligence, which is agile enough to stand the test of time," confirms Ritchie.

Making the ball serve the players

Realtime information is vital in attracting and retaining new players and audiences. Tennis fans around the world can take a "virtual seat" at www.wimbledon.org during The Championships and feel part of the action. SlamTracker provides live, online scoring for matches in progress and fans can track player progression, schedules and scores for the entire tournament through an interactive draw feature. The draw feature also connects with match and serve statistics, player information and interactive venue maps, helping to create a more personalised online experience.

The Club has replaced the traditional scoreboards on Centre and Number 1 courts with LED screens. These provide multi-media content to enrich the experience of courtside and TV viewers. In order to keep pace with these developments, IBM has introduced state-of-the-art LED radar boards. In between play these boards will supplement information on the scoreboards with serve speed related statistics relevant to the game in play or the players competing.

Players on Centre and Number 1 courts are provided with a detailed Match Analysis DVD – including a full-length recording of the game – within 15 minutes of a match completing. Statistics and trends captured during the game from scoring, ball tracking and other information systems are integrated into match play so that players can work with their coaches to analyse performance and, by requesting opponents' DVDs, quickly identify strengths and weaknesses to improve their game before the next match.

Continual innovation in an English country garden

Players, staff and tennis fans all benefit from improvements that help enhance the unique experience of Wimbledon. Ritchie concludes: "It was nineteen years ago that The Club and IBM had the foresight to start on a journey that has led to unimagined benefits for the Wimbledon Championships. Our business strategy is based on continual innovation and we look to IBM to help us maintain the progress that our partnership has already delivered."

For more information

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Key components

Software

- IBM Workplace Web Content Management™
- IBM WebSphere® Business Integration Event Broker
- IBM DB2® Universal Database
- Red Hat Enterprise Linux™
- IBM Proventia® Network Internet Intrusion Prevention System
- IBM Proventia Management SiteProtector
- IBM Proventia Network Anomaly Detection System
- IBM Proventia Network Enterprise Scanner
- Rational AppScan
- Rational Policy Tester (Privacy Module

Hardware

- IBM System p5™ 550
- IBM System x™
- IBM System i™

Services

- IBM Global Business Services
  – Strategy and Change Services
  – Application Innovation Services
- IBM Global Technology Services
  – e-business Hosting Services
  – Integrated Technology Services
- IBM Global Sponsorship Events Infrastructure (EI) team

Transformation at a glance

Security is crucial to maintaining Wimbledon's position as one of the world's premier sporting events. Taking advantage of the latest developments in realtime, intelligent surveillance will enhance security both now and into the future. Providing spectators and players with match statistics and trends helps the Club continually enrich the unique Wimbledon experience.

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