

IBM and China Open Partner to Create Winning Advantage

Collaboration enables fans, players and coaches to experience how Big Data, analytics and cloud computing are transforming sports

PR Newswire

BEIJING, Oct. 4, 2013 /PRNewswire/ -- The China Open and IBM (NYSE: [IBM](#)) today announced that IBM has become a Platinum IT Sponsor of China Open 2013. Under the collaboration, IBM is providing [Big Data](#), [analytics](#) and [cloud computing](#) technologies to help China Open fans get closer to the action on the courts.

(Logo: <http://photos.prnewswire.com/prnh/20090416/IBMLOGO>)

As a leading tennis event celebrating its 10-year anniversary, the China Open is further establishing its brand aimed at modernizing the experience for fans, players and coaches. The China Open also is committed to becoming one of the world's most intelligent, interconnected and instrumented sporting events. The China Open will leverage IBM's data analytics and cloud computing technologies to enhance the fan and media experience.

Real-time Big Data and analytics powered by the new IBM Match Tracker technology designed for the China Open will deliver stats, scoring and other data to fans. Match Tracker is a customized version of IBM's SlamTracker analytics technology that brings tennis matches to life for fans with player, match and tournament data.

The infrastructure that supports the Match Tracker is IBM's versatile and resilient private cloud technology. In addition, IBM also has worked with China Open to enhance the media experience by building a data rich intranet that features historic and real time player and match information.

"IBM helps tennis Grand Slam tournaments and other high-level sports events succeed with a series of new technologies such as Big Data, cloud computing and social business," said Li Jinkang, Executive Vice Director and Secretary General of Organizing Committee China Open. "IBM is providing powerful support for China Open with leading technologies, including analytics."

With a history of more than 100 years of technology innovation, and having sponsored premier sports events including the four tennis Grand Slam tournaments (Australian Open, French Open, Wimbledon and U.S. Open), as well as The Masters and the U.S. Open golf tournament, IBM has the unmatched capability to work with event organizers to help deliver the most [compelling experience](#) at major sports events around the globe.

"Big Data and analytics technologies are bringing fans closer to the action and providing deep insight for players, coaches and organizers," said Gill Zhou, vice president, Marketing, Communications and Citizenship, IBM China. "Moreover, bringing business technology into the world of professional sports is helping to shape the China Open into an engaging spectator sporting event. This is yet another example of how data is changing life, sports and business."

For more information about IBM's global sports sponsorship program, visit: <http://ibm.co/15gsBQQ>

CONTACT:

Chris Andrews

IBM

914-499-4045

candrews@us.ibm.com

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