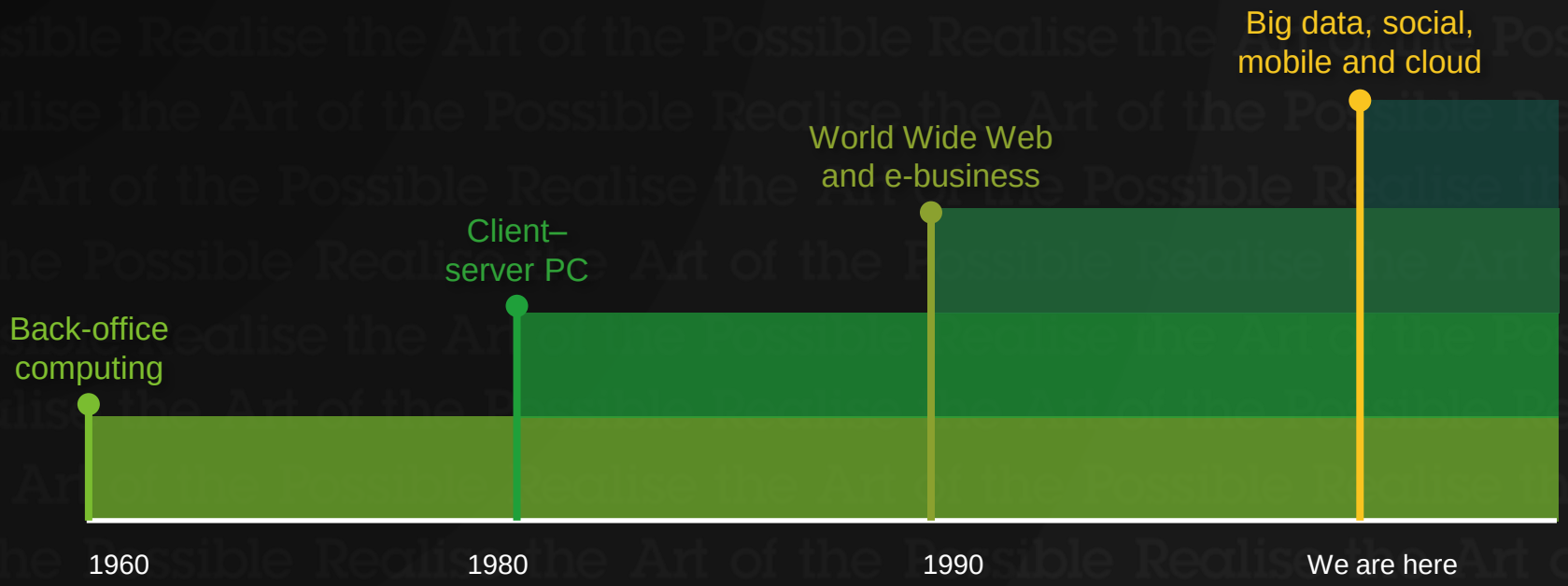
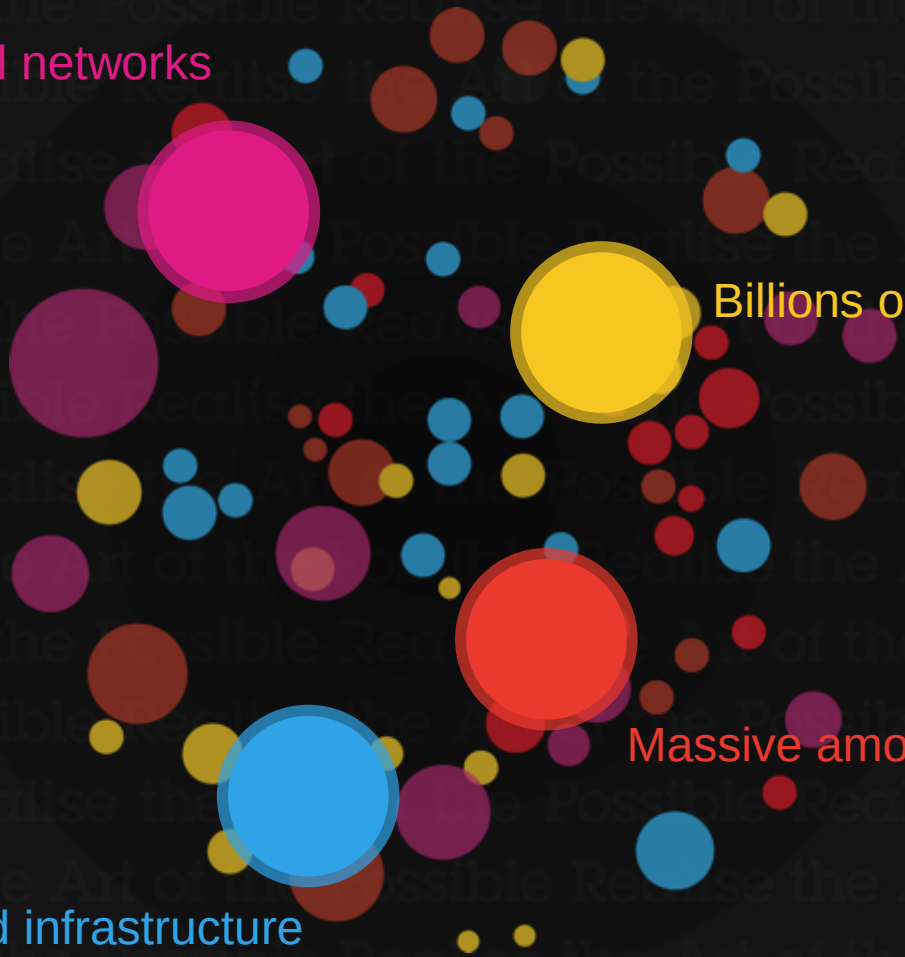
Realise the Art of the Possible


Back-office computing
Client–server PC
World Wide Web and e-business
Big data, social, mobile and cloud
1960
1980
1990
We are here

HOTEL
HOSTAL
METRO
LICEO
LA VANGUARDIA
Un gran diario europeo
EL PAIS

Ubiquity of social networks



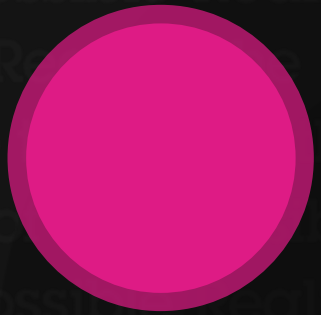
Billions of mobile devices

Massive amounts of big data

Elastic cloud infrastructure

Realise the Art of the Possible

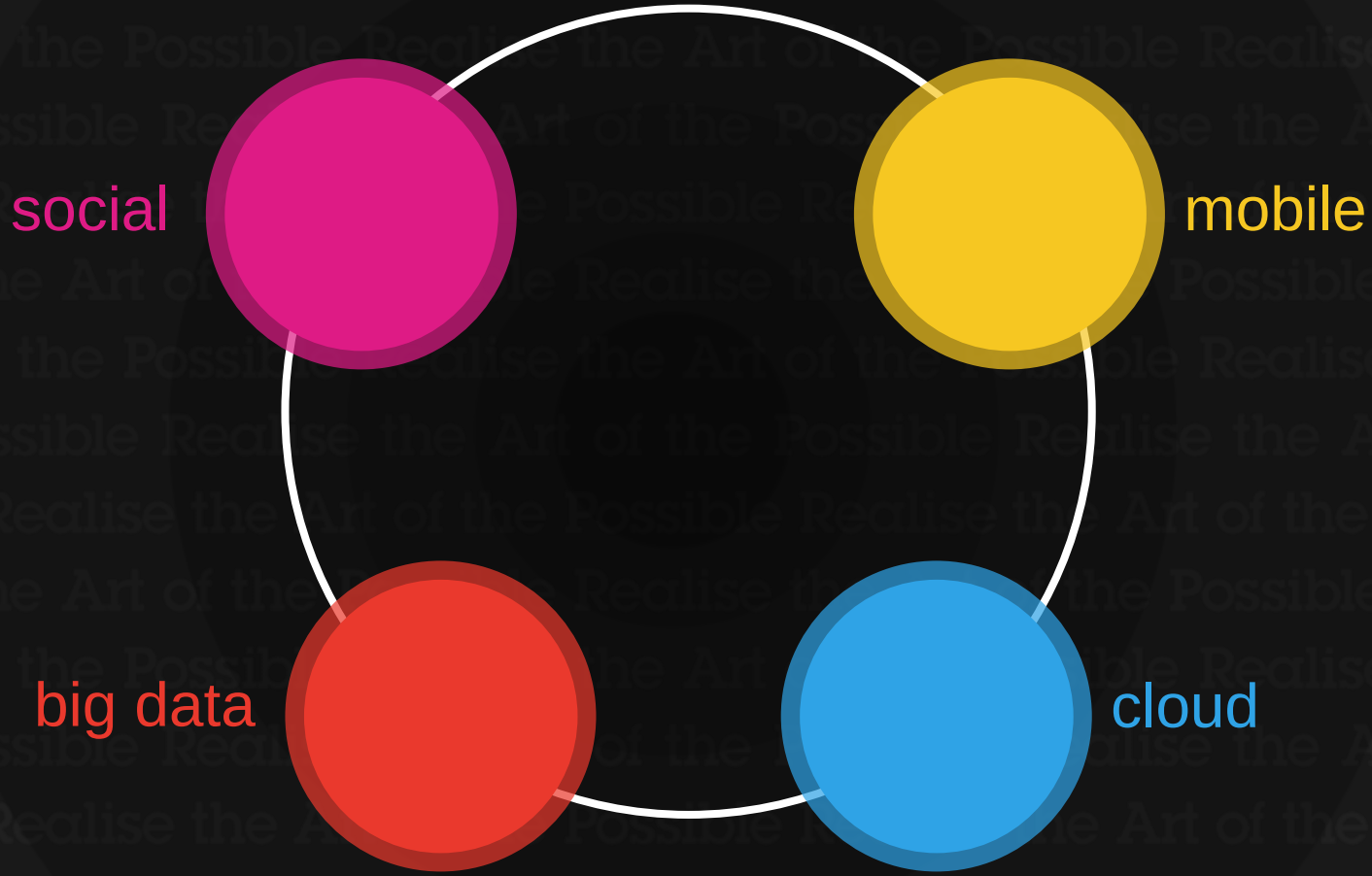
social



mobile

big data

cloud


social
mobile
big data
cloud

Collaboration across the ecosystem

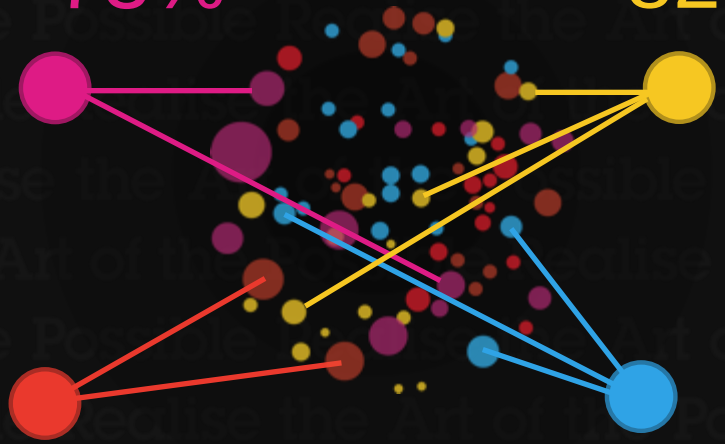
Underprepared

73%

Mobile device proliferation

Underprepared

82%



Explosion of unstructured data

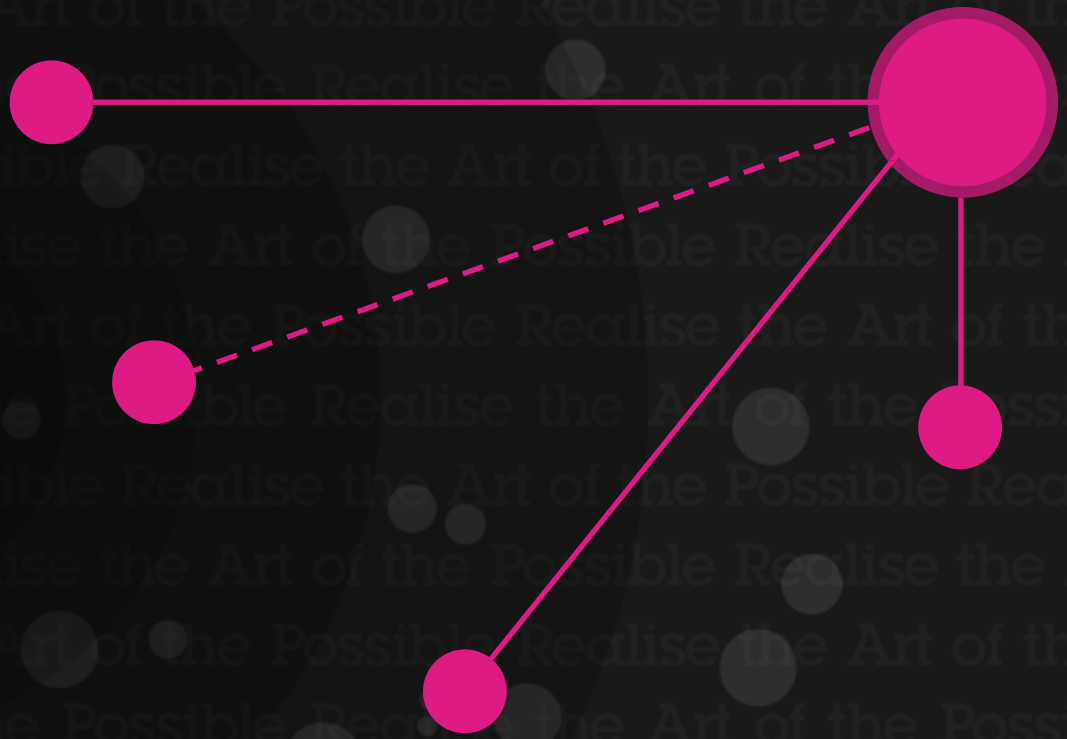
Underprepared

78%

Cloud platforms and solutions

Underprepared

82%

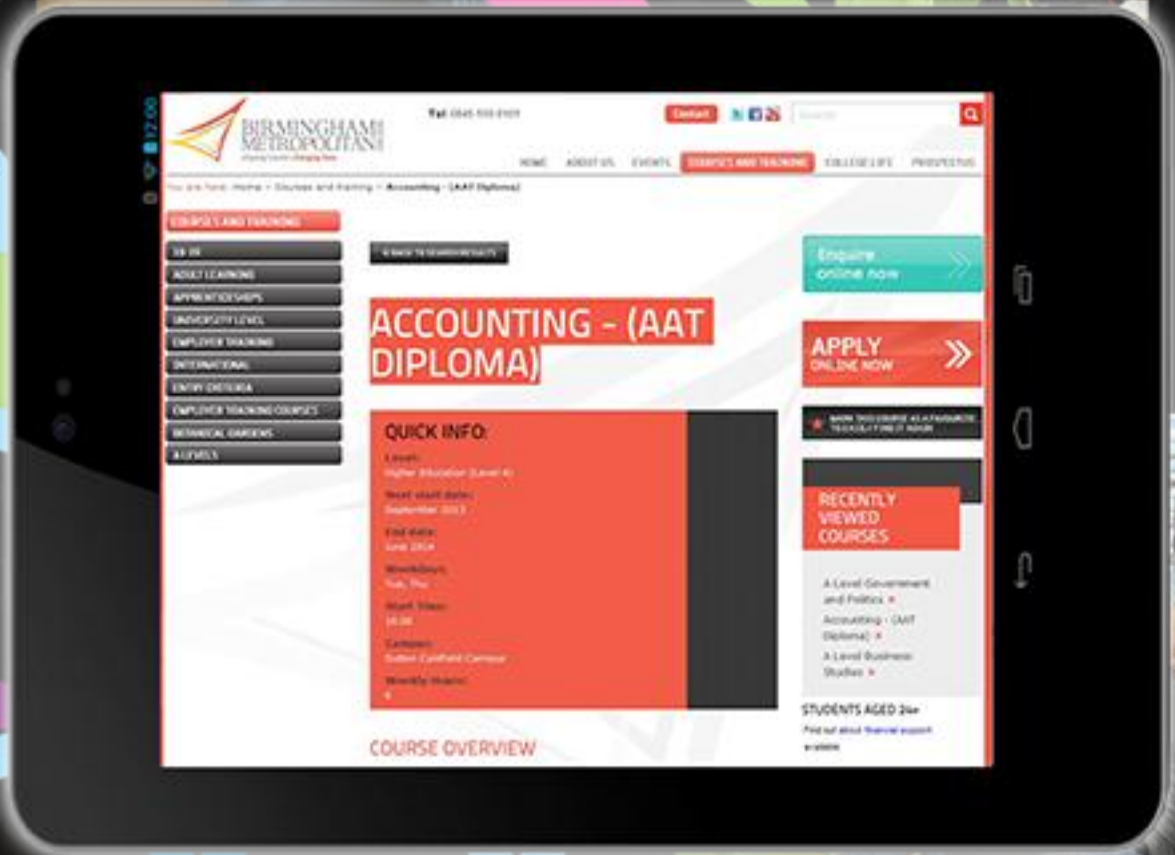


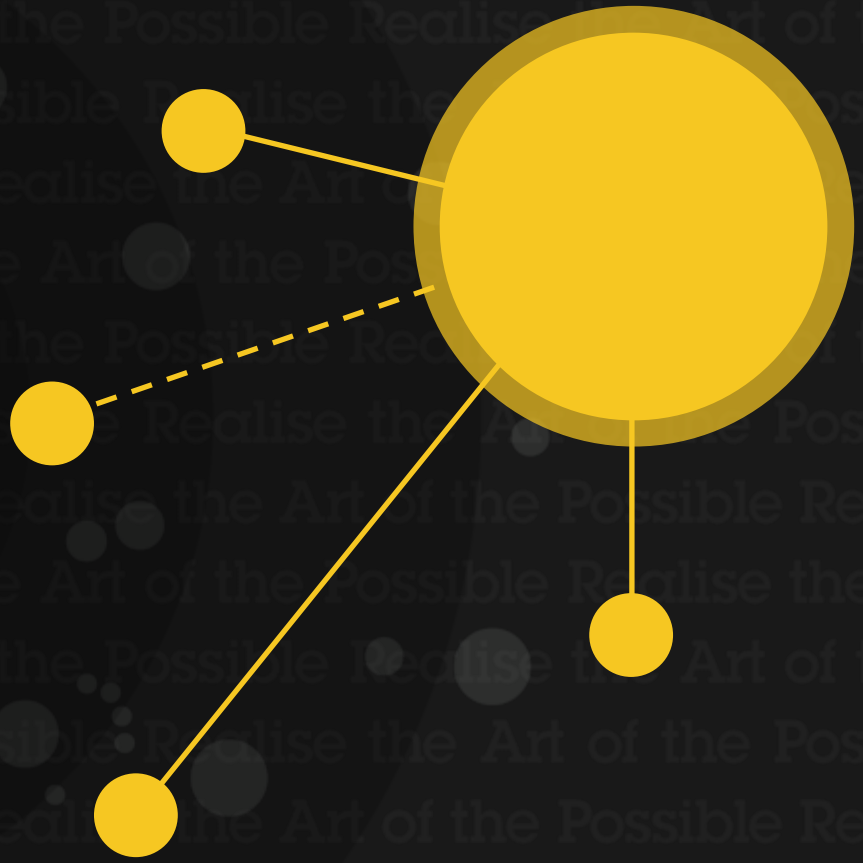
81%

of customers depend on social sites for purchasing advice

BIRMINGHAM METROPOLITAN COLLEGE

shaping futures • changing lives



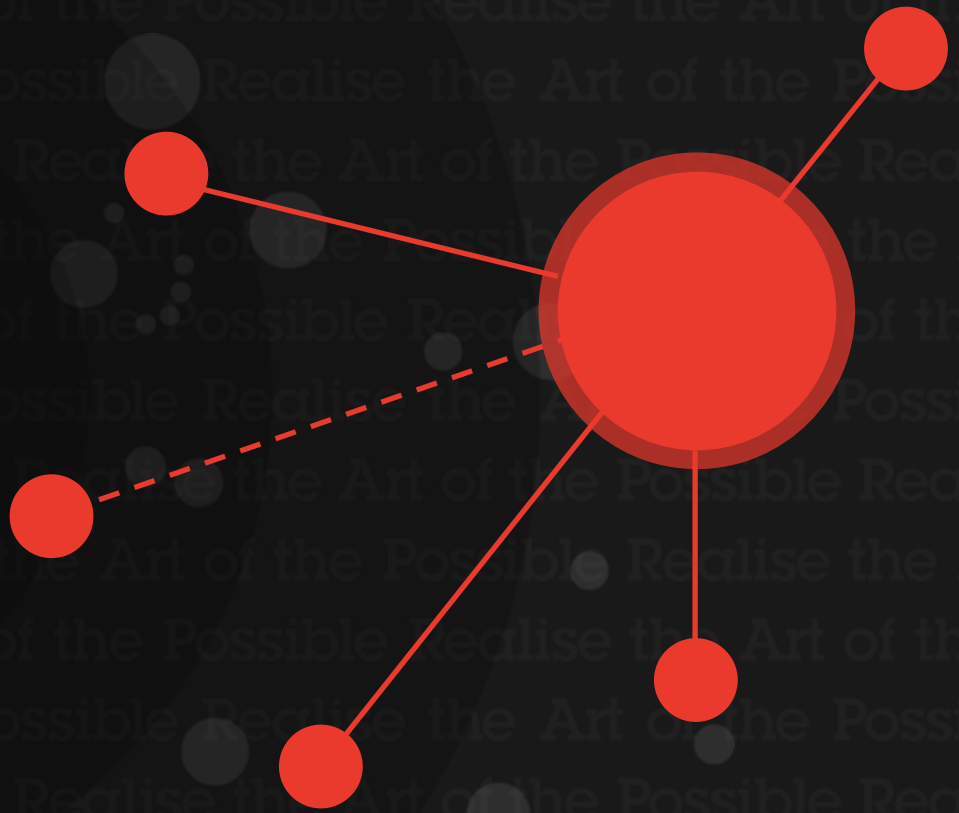


75%

of mobile shoppers take action after receiving a location-specific message

the better way of life

LOTTE



90%

of the world’s data
was created
in the last two
years

PREVENTING INJURY WITH ANALYTICS

An injured player isn't the only one who feels the pain. The loss of a key team member can negatively impact a club's chemistry, record and fan attendance. Looking to prevent injuries before they happen, the Leicester Tigers rugby team turned to IBM predictive analytics.

IDENTIFYING RISKS

A PHYSICALLY TOUGH GAME

No pads are worn. Players make 20–40 tackles per match. Players are at risk of getting injured.

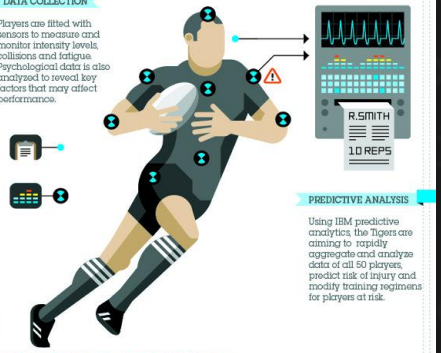
MISSING PLAYERS CAUSE MISSED OPPORTUNITIES

Players with injuries are benched. The team is less competitive. Viewership declines.

USING ANALYTICS TO AVOID INJURY

DATA COLLECTION

Players are fitted with sensors to measure and monitor intensity levels, collisions and fatigue. Psychological data is also analyzed to reveal key factors that may affect performance.



PREDICTIVE ANALYSIS

Using IBM predictive analytics, the Tigers are aiming to rapidly aggregate and analyze data of all 50 players, predict risk of injury and modify training regimens for players at risk.

GAINING A COMPETITIVE ADVANTAGE

PREVENTING INJURIES AND NURTURING NEW TALENT

Healthy, talented players. Better record. Viewership grows.

DATA IS A GAME CHANGER

From analyzing player fatigue on the pitch to improving the way that fans experience the game, data has become an integral part of the sports world. To learn how IBM is using data to change the game on and off the field, visit IBM.com/sports

COMPARING GREATNESS

Williams vs Azarenka

Serve vs. Return: The Rematch

WILLIAMS	AZARENKA
#1	#2
GREAT SERVE	GREAT RETURN

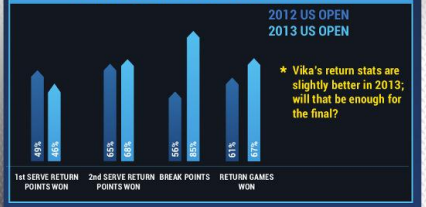
>>> OPPOSITE STRENGTHS <<<

A rematch of THE 2012 US Open final, featuring the best SERVE in women's tennis against one of the best RETURNS.

THEIR STATS HAVE BEEN SIMILAR THIS YEAR:

WILLIAMS US OPEN SERVE STATS 2012 VS 2013

AZARENKA US OPEN SERVE STATS 2012 VS 2013



In the 2012 Azarenka was able to break Williams' serve 4 times Williams' 5 breaks of Azarenka's serve made the difference.

If Azarenka can put pressure on Williams' serve, Serena will feel more pressure when she's returning (and vice versa).

SERVE >>> <<< RETURN

To learn more about how IBM partners with the US Open to enhance the fan experience, visit ibm.com/sports.

IBM

Connecting fans to the U.S. Open Championship

2013 USGA unveils iPad app developed by IBM featuring *Hole Insights*: real-time analysis of stats and shots on the course.

2011 First U.S. Open Android app

2011 IBM cloud computing supports usopen.com

2009 U.S. Open iPhone app debuts

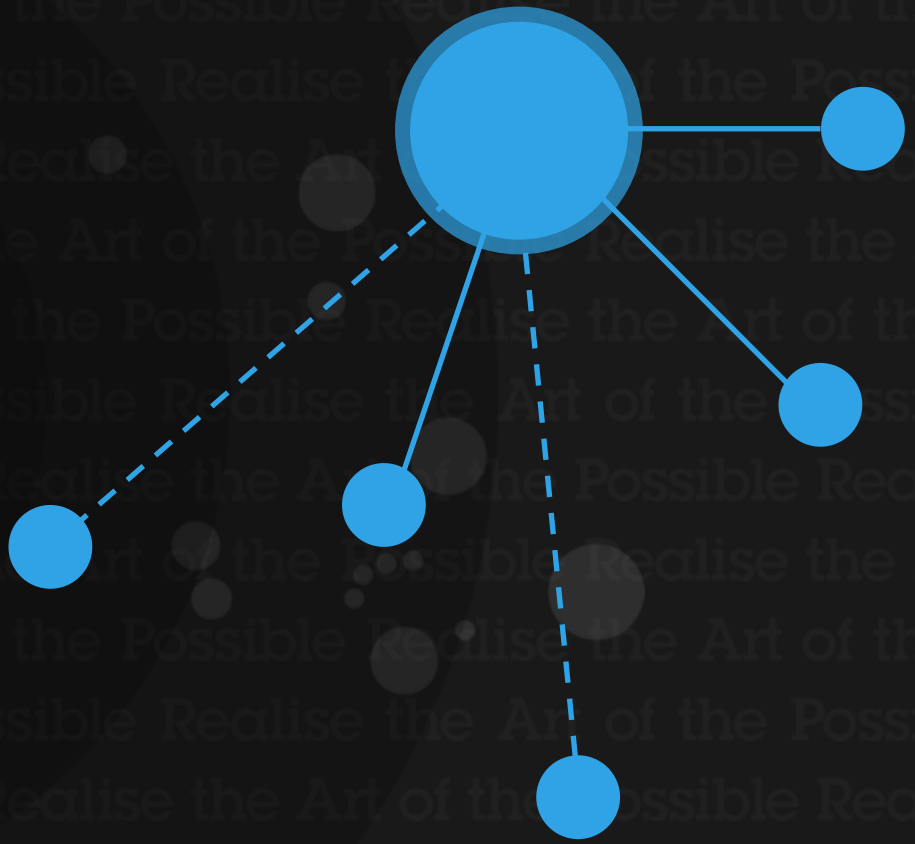
2008 IBM delivers live video and real-time scoring to usopen.com

2008 U.S. Open website launched

2008 IBM partners with the USGA

At the 113th U.S. Open, IBM and the USGA are using analytics, cloud and mobile technologies to bring fans around the world closer to the action on the course at Merion Golf Club.

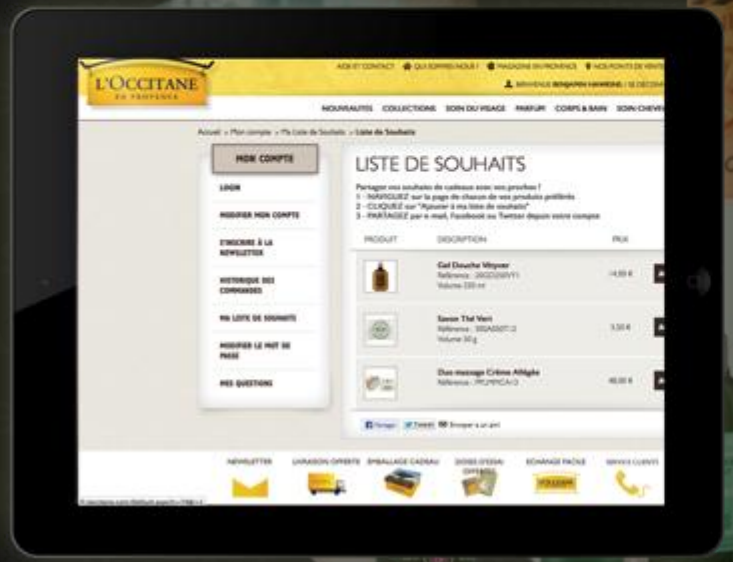
IBM



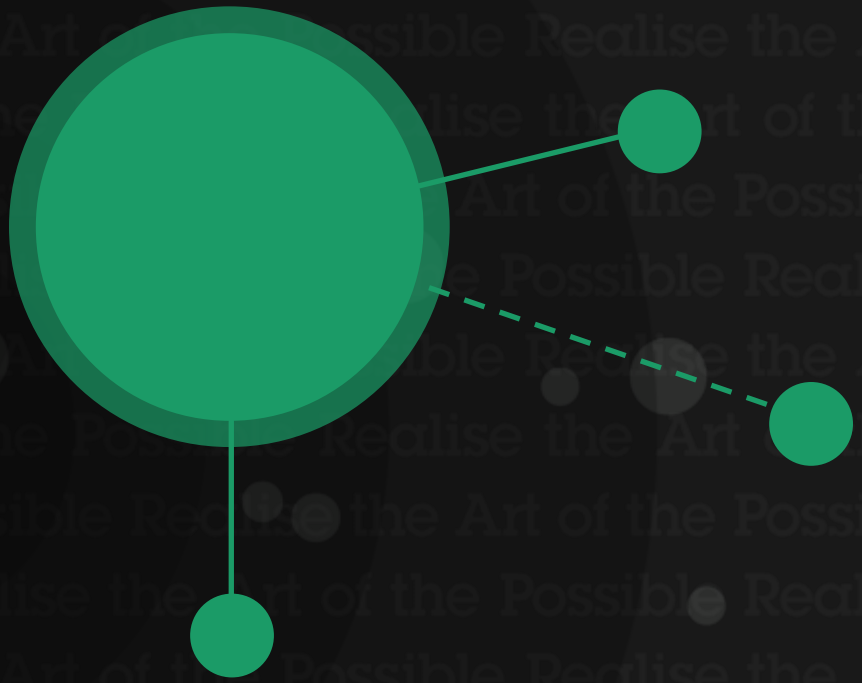
72%

of business leaders say cloud will be extremely important to their business success by 2016

L'OCCITANE


L'OCCITANE
LISTE DE SOUHAITS
MON COMPTE

S'INSCRIRE À LA NEWSLETTER



86%

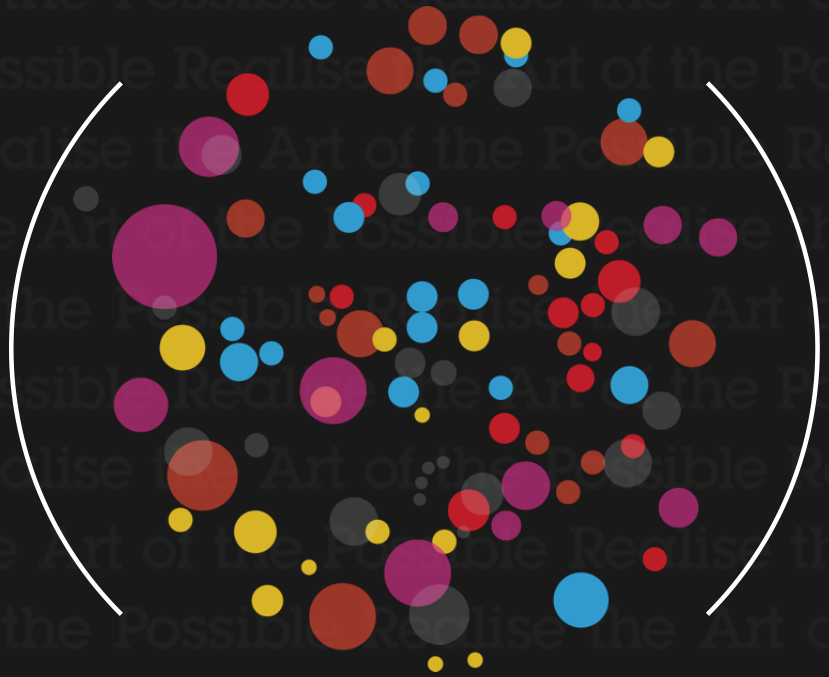
of leading organizations say that customer experience is their top business priority

3x

increase in customer response to campaigns

ING DIRECT

forward banking™



69%

of those effectively leveraging a software delivery capability outperform their competitors

Nearly

50%

of companies with a “bring your own device” (BYOD) policy have experienced a data breach

Treat customers, citizens and employees as individuals

Engage anyone, anytime, anywhere

Use cloud to drive strategic change

Capitalize on big data to know and act

Speed delivery of new products and services

Protect the brand against evolving threats

Realise the Art of the Possible

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