

When it comes to producing a winner, business analytics could prove a masterstroke.

Staying one step ahead of your competitors means using every piece of data available.

With sophisticated analytics software, IBM mined over five years of Grand Slam data. 39 million data points, no less, that provide a fresh perspective on the strategies and turning points that help decide matches.

With IBM SlamTracker, this historical data can now be matched with real-time data from a current match. The exciting result? Even deeper insights into the momentum and direction of the game that can help players and coaches hone winning strategies for the future.

If we can do all this with tennis data, just imagine what analytics could do for your business.

To see how IBM is helping to create a smarter planet, and advance business to the next round, visit wimbledon.com/ibm



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