



AECUS INNOVATION AWARDS 2016

Aecus Innovation Awards 2016 – Application Form

Name of Innovation Project:

Infosys and ATP are re-imagining the technology, the game and the business of Tennis.

Name of Supplier Organisation(s): Infosys Ltd.

Name of Client Organisation(s): ATP (Association of Tennis Professionals)
www.atpworldtour.com

Nature of outsourcing / long term services relationship with Client

(e.g. Finance BPO, IT Service desk, Core Systems Support, RPA hosting): Strategic Technology Partnership

1. Background – What was the business challenge / opportunity?

ATP has historical data based from multiple sources including match results, scores, chair umpire, Hawk-Eye and video. There is no single consolidated view of this data, and no one has attempted to unlock the true potential of this data to create rich insights for the fans, players and the media.

2. Approach – What was the innovation that was delivered? In what way was it innovative?

With our unique partnership with the ATP (www.atpworldtour.com) as their Technology Sponsor, Infosys is re-imagining the technology, the game and the business of Tennis. By leveraging the Aikido framework with the complementary Infosys Information Platform (IIP) technology we are redefining the way fans, players and the media are able to see the insights behind raw stats. By applying the Design Thinking Methodology, we were able to identify the real problem statement of the ATP which is to increase fan base and how to monetise with the increased fan base

The programme is being executed in 3 phases, with each phase incrementally building on top of each previous phase.

Phase 1: ATP World Tour Finals Tournament London, Nov 2015

Historically, Hawk-Eye and Chair Umpire data is analysed by IIP by applying Data Science capabilities and Machine Learning algorithms to identify interesting parameters and insights that are new to the world of tennis. This data is available to players on an intranet portal and to fans on the ATP website (<http://www.barclaysatpworldtourfinals.com/en/scores-centre/trends>)

Phase 2: Leaderboard Ratings

We are working together with ATP tennis analysts to create new performance ratings/Indexes that will draw attention of the fans across the world. We are creating Serve Ratings, Return Ratings and Pressure points Ratings for all the players based on a number of parameters to objectively ranking players across different generations. Programme went live on www.atpworldtour.com in April.

Phase 3: Real-Time Score Integrations

Leveraging the power of IIP to ingest data and provide actionable insights in real time, we will integrate live scores into the player parameters, ratings and match insights sections of www.atpworldtour.com. Fans and media will be able to access real time insights and match predictions driven by historic data, player form and actual live match performance. Programme to go live on www.atpworldtour.com in July.

3. Impact – What was the value delivered? Please be as specific as possible.

Leveraging historic data to provide new and exciting insights to fans, ATP is able to increase their fan engagement and increase traffic to the website. ATP is also able to provide the media with much richer insights and analysis into the game, which directly influence fan experience as they consume tennis content on the TV, newspapers and the web. This lays the foundation of monetising and increasing the wallet share that ATP has access to from fans.

4. Tools, techniques and technologies – Which of the following was important for this case?

<i>Innovative use of...</i>	Important Y/N?	Details: How was this used in your project?
Analytics	Y	As the Technology Partner, Infosys has unlocked the true value of the data ATP owns; enhancing fan engagement, media engagement as well as opening up new streams to monetise these data assets.

5. Client Comments

Chris Kermode, ATP Executive Chairman & President: “These new statistics offer players, fans and media interesting new insights into how our athletes are rating in three key areas against their peers on the ATP World Tour. There is huge potential to understand our sport better through the development of new statistics, and we look forward to further advances coming soon in this area through our partnership with Infosys.”