

CIO BREAKFAST

Tomorrow-Ready CIO

Preparing for the strategic and
business challenges of tomorrow

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CIO, Tennis Australia

Data is a game changer

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Business Challenges

- Transition from a SMB to a large global enterprise for the 2 weeks of the Australian Open
- Huge spike in data generation and traffic
- Rapidly adjust to the large number of fans and users
- Address and meet the changing interests of fans, players, and the media throughout the competition
- Improve fan experience and deepen fan engagement

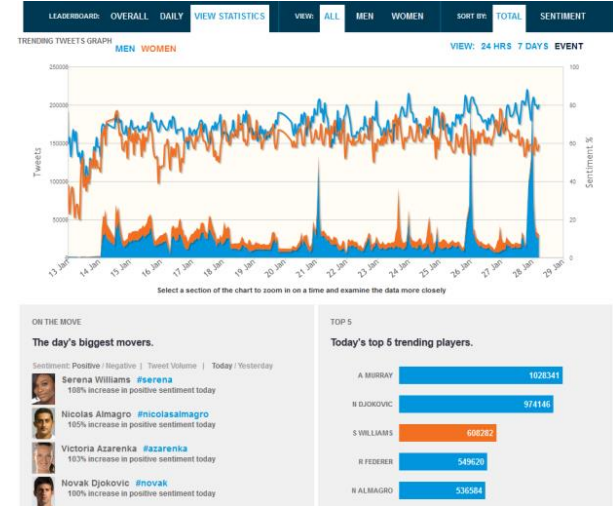
Huge Spike in Traffic

- Flexible, scalable and secure private Cloud
- Enable us to meet peaks up to 100 times our usual year-round volume
- Dynamically scale capacity when needed
- Predict and meet the spike in demand



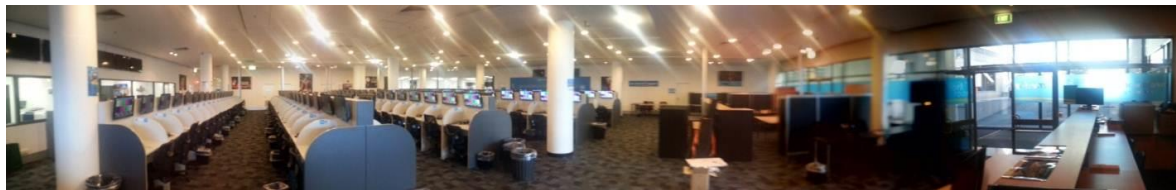
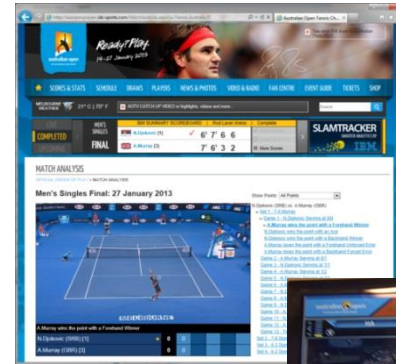
Rapidly Adjust to Large Number of Users

- IBM Dynamic Cloud Provisioning
- Looks at multiple sources of information including social media volumes
- Predicts when online traffic is expected to spike
- Scales up in anticipation of the demand by assigning appropriate level of computing power
- Over 15.5M unique visitors to australianopen.com



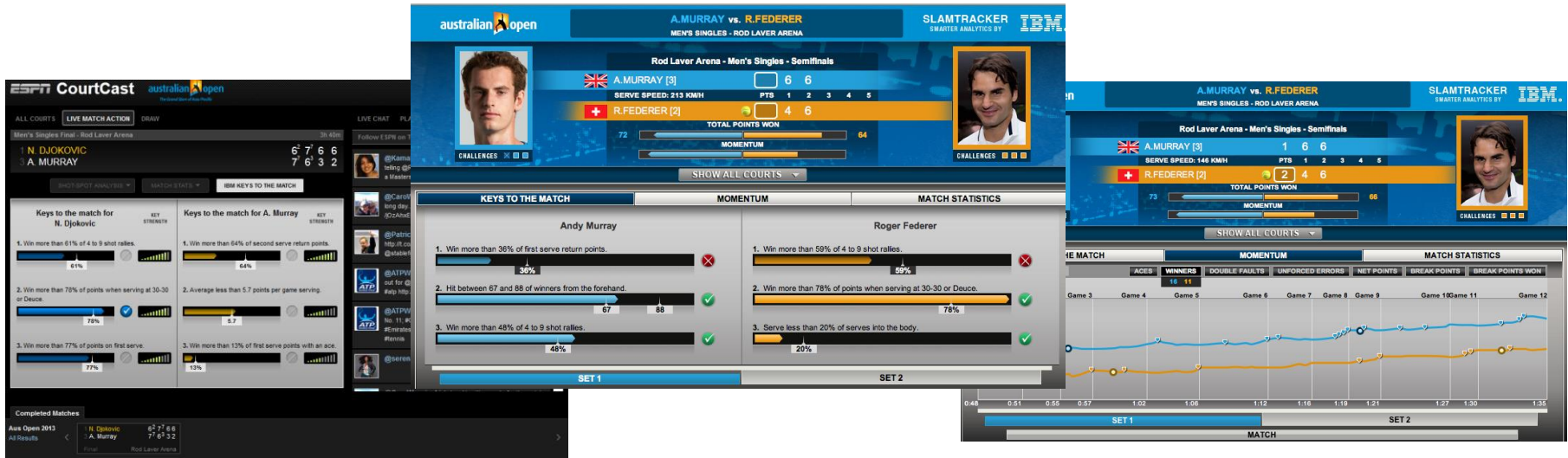
Changing Interests of the Players and Media

- IBM Analytics solution enables tools for different audiences
- Match Analysis used by players and coaches for high performance analysis
- IPTV solution used by over 300 journalists



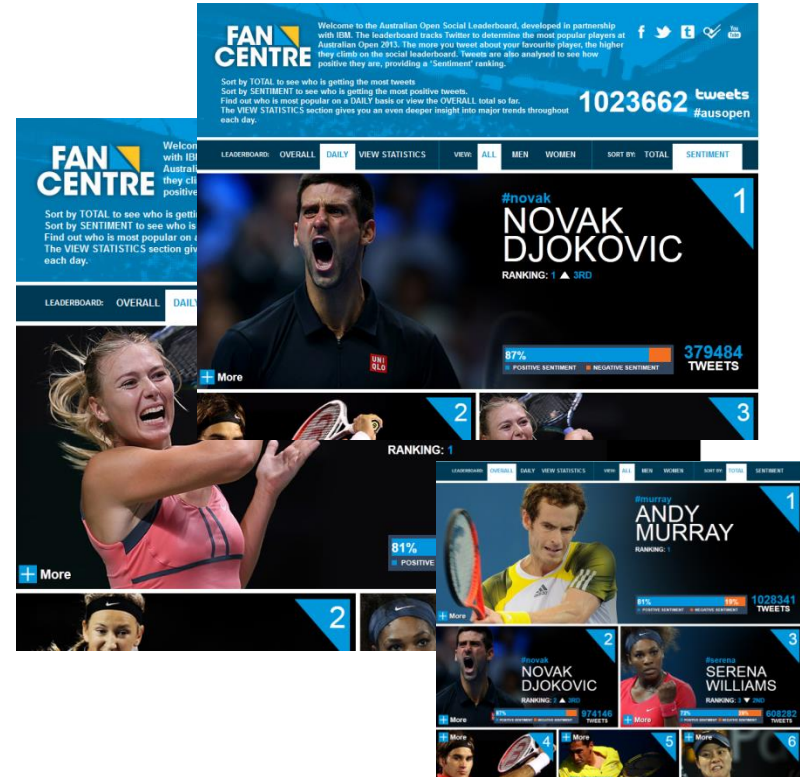
Improve Fan and User Experience

- Predictive Analytics via the IBM SlamTracker application
- “Keys to the Match” analyses over eight years of Grand Slam data



Changing Interests due to Social Media

- Social Analytics improved fan interaction and engagement via our Social Leaderboard
- Analysis of over 9 million Twitter references to the 2013 players
- AO Facebook page grew to a weekly reach of 6.1 million



Deepen Fan Engagement

- Data Analytics provides more insight and fan interaction
- Data Analytics enriches content and attracts more users

iPhone



Android



Mobile



iPad - Official Program

The Australian Open 2013 Official Program for iPad® provides fans with the perfect preview of the first Grand Slam tournament of the year.

Included are feature stories from some of the world's best tennis writers, profiles of the world's top 100 men and women, and an extensive tournament guide for those attending the event.

Fans will love the exclusive iPad® extras including video highlights, player interviews and more than 500 images that are not available in the printed program.



iPad - Open Shutter

Open Shutter brings you this commemorative edition of Australian Open 2012 ahead of the 2013 event. We will pick up the story from 14 January when fans can download each day's Open Shutter, filled with exceptional images and highlights direct from Melbourne Park.



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Over 631,000 Android app downloads