

IBM SolutionsConnect 2015

Seize the Moment. Dive into Next Generation Technologies.

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Connected Intelligence – Session Agenda

- Introduction: Changing the Game with Analytics
- Australian Open Tennis Tournament:
Engaging Customers with Real Time Relevant Insights
- New South Wales Waratahs:
Impacting Outcomes with Predictive Analytics
- Technology Discussion:
Opportunities for Your Business

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Changing the Game with Analytics

TAN Ser Yeap

Head of Technical Sales, Asia Pacific

IBM Analytics Solutions



Why are we talking about sports?

- Business Imperatives for any professional sports team

Predictive Performance Modeling

Championship

- Build a stronger team
- Create better training
- Maximize performance of every player
- Manage Real-time on field

Event Driven Next Best Action

Performance Optimization

Performance
to competitor's strategy

Real time Analytics

Building Brand Value

- Manage public images of team / players
- Build customer loyalty
- Leverage social media to understand sentiment
- Improve customer engagement
- Acquire new customer base

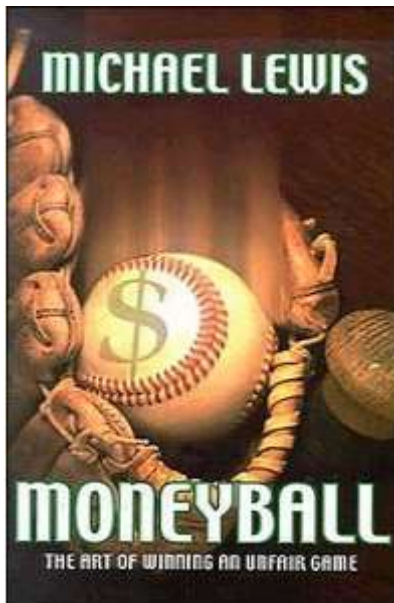
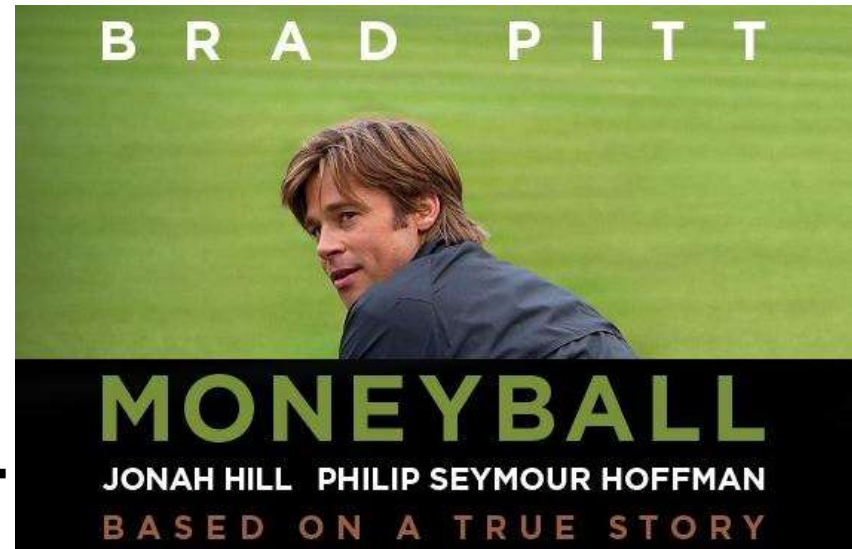
Customer Insights

Social Media Analytics

Marketing Campaign Management

Segmentation & Churn

The Art of Winning an Unfair Game..



The Science of Optimizing Performance

The Obvious, and Expensive, Way to Win...

Sport is BIG Business...

Baseball: NY Yankees

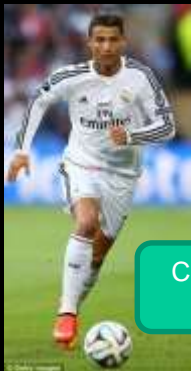
- Valued at \$2.5B
- \$250M Ticket Sales
- Access to \$1.25B Market
- Brand value: \$521M



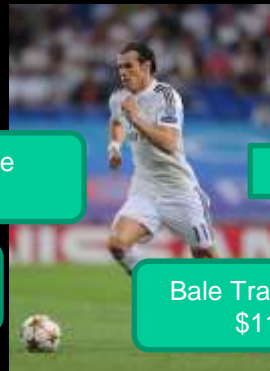
Masahiro Tanaka
\$22M / year



Annual Payroll
\$225M



Cristiano Ronaldo
\$24M



Gareth Bale
\$17M

Bale Transfer Fee
\$113M

Football: Real Madrid

- Valued at \$3.5B
- \$675M Revenue
- Broadcasting right worth \$1.1B
- Brand value \$484M



Statistics of Baseball

AB/HR DRS FC
DIPS ERA K
RBI BB OPS 3B
EQA HR BA
SB% DRS 2B
OBP GPA AB BB/K BsR
SB BABIP 1B R



2002 Oakland Athletics Campaign

- Billy Beane (GM) field a highly competitive team despite having the 3rd lowest payroll (\$44M) in the league.
- Reaching the post at the top of their division
- Losing at the same stage as the NY Yankees despite payroll difference (NY payroll ~\$125M)

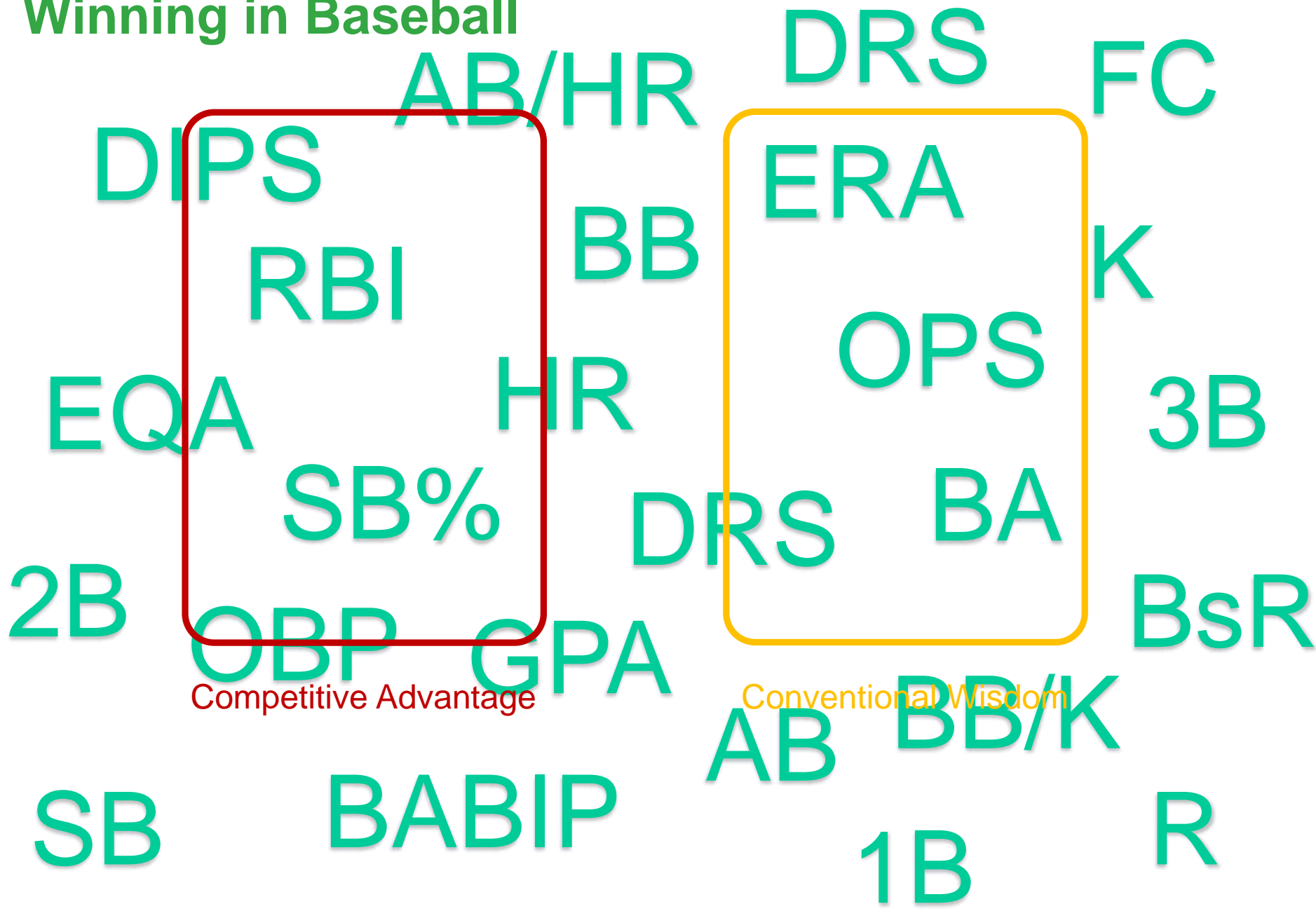
MONEYBALL
IN THEATERS SEPTEMBER 23

Billy Beane at IBM Information on Demand 2012

- ❑ Keynote on how analytics changed the way he built his team.
- ❑ Ultimately maximizing outcome with available resources



Winning in Baseball



Competitive Advantage

Conventional Wisdom



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Thank You

