



“Together with IBM, we developed an experience-enhancing app. Fans can follow their favorite players and see what’s happening.”

—Martijn van der Meulen, Managing Partner

Business challenge

As large-screen, high-definition television drives an increasing number of fans to watch sports at home rather than in person, many professional leagues and associations are using mobile technology to complement the live experience for fans. The KLM Open wanted to provide fans attending its tournament with a new and more interactive mobile application but lacked the infrastructure and expertise needed to develop and deploy such a solution.

Transformation

A new mobile application helps the KLM Open improve the live experience for fans. Each flight—a term for a group of golfers—is assigned a GPS tracker to carry during the tournament. The flight’s location data is transmitted to a cloud infrastructure and combined with scores and other media content, giving fans real-time access to leaderboards, players’ locations and maps that show the user’s current location and how to get to various points of interest.

Business benefits

7,500
downloads in three days
for the tournament’s new
mobile application

25%
increase in mobile
usage rate by fans during
the tournament

Drives interest
from fans of the sport
by boosting the live experience
with mobile access to real-time
tournament information

The KLM Open

New application drives mobile usage rates and improves the live experience for fans

Founded in 1912, the KLM Open is one of the oldest golf tournaments in the European Tour. Located in Amsterdam, the Netherlands, the event was originally known as the Dutch Open and is held every September at Kennemer Golf & Country Club, attracting an average of 45,000 visitors.

Solution components

- IBM® Bluemix®
- IBM Cloud Services: SoftLayer®
- IBM MobileFirst™ Platform Foundation Consumer Edition
- IBM WebSphere® Application Server Liberty Core

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