

NTT DATA



BMW INTERNATIONAL OPEN
OFFICIAL MAIN PARTNER

NTT DATA brings fans closer to the action at
The BMW International Open

uk.nttdata.com

NTT DATA is a MAIN PARTNER of the BMW International Open, and the official Technology and Innovation Partner for the event.

2022 marks the second year that **NTT DATA** has supported **BMW's** prestigious golf tournament at the Golfclub München Eichenried in Munich, and is the culmination of a relationship which spans over 30 years. Together, we aim to shape the future of sports, creating more engaging and immersive experiences, while also showcasing how digital technologies can transform every organisation.



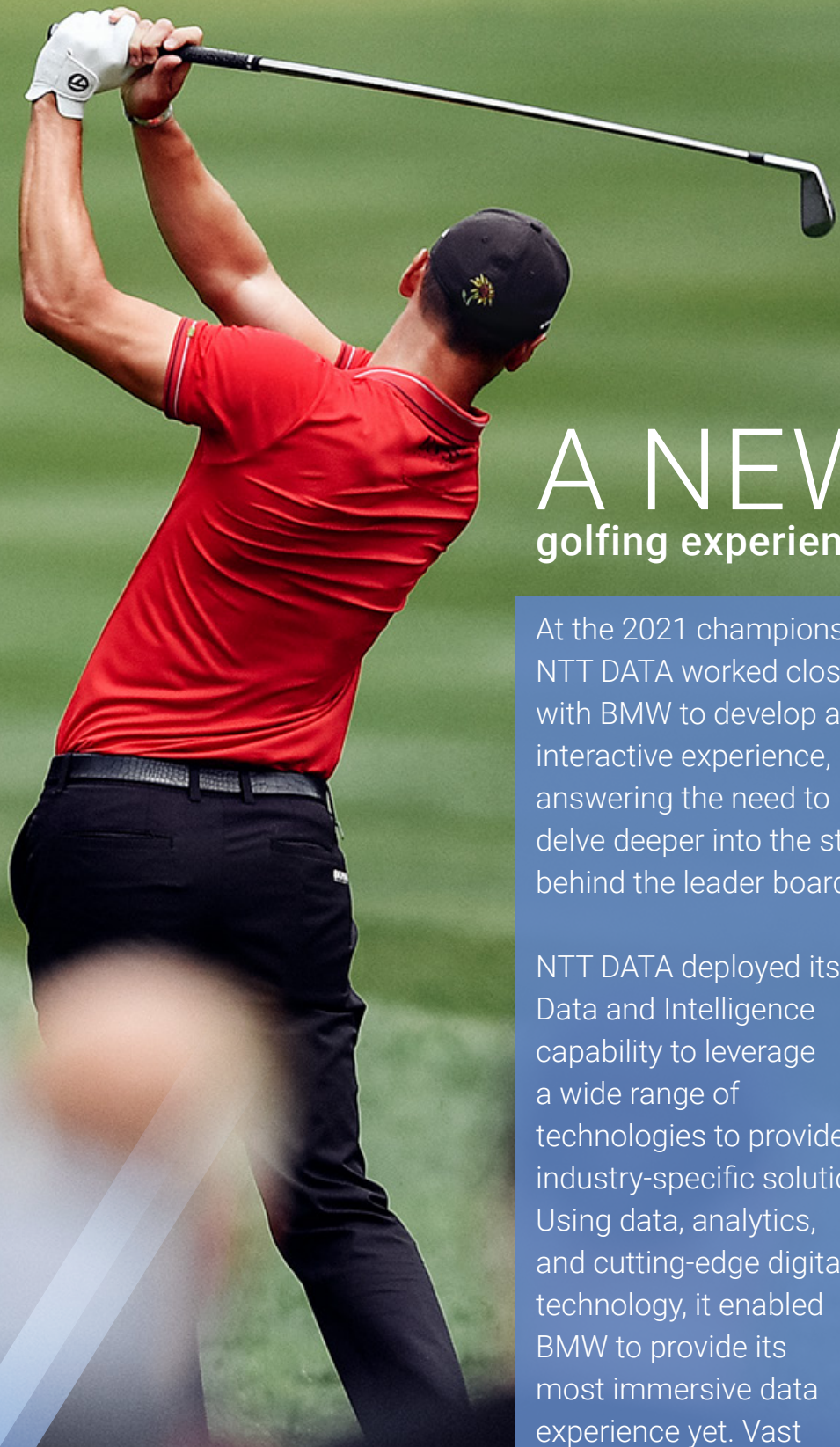
A partnership over the decades

BMW and NTT DATA have enjoyed a close working relationship that has lasted more than 30 years. Over that time, NTT DATA has assisted the automotive giant with end-to-end digital transformation, streamlining processes, and driving innovation.

The partnership with BMW is built on a collaboration that spans the globe. From content management systems in China to transforming global data centres in America; the partnership has been a hotbed of innovation for many years and represents a truly global relationship.

In 2021, the partnership took another stride forward as **NTT DATA** supported **BMW** as the dedicated innovation and technology partner for the **BMW International Open**. It was a new opportunity to shape the future of sports and revolutionise how fans engage with the sport they love.





A NEW golfing experience

At the 2021 championship, NTT DATA worked closely with BMW to develop an interactive experience, answering the need to delve deeper into the story behind the leader board.

NTT DATA deployed its Data and Intelligence capability to leverage a wide range of technologies to provide industry-specific solutions. Using data, analytics, and cutting-edge digital technology, it enabled BMW to provide its most immersive data experience yet. Vast quantities of data points from all over the course were analysed, to generate a constant stream of real-time intelligent insights for fans.

By logging on to BMW Golf Sport's digital platforms, fans could use the NTT DATA Experience to get the story behind the leader board, which was visualised as data-rich graphics that explained how players were performing against the course and one another. Insights could be viewed on who the day's big hitters off the tee were, who was making the most fairways, and which players were taking the fewest putts per hole. Moreover, if a major moment occurred on the course, such as the leader dropping a shot or one

of the chasing pack scoring an Eagle to take the lead, then the news was flashed up on the interactive service, enabling fans to remain up to date with every highlight on the course as it happened.

Fans could also get a birds-eye view of the course so they could see the layout of each hole at the press of a button, giving them new depth and understanding of the course and how it was being played on each individual day.



The NTT DATA Experience allowed fans to keep up with all the action and drama, as Viktor Hovland became the first Norwegian to win a Major on the European tour, by providing real-time updates during the event, and enabling fans to enjoy the ultimate second screen experience while they watched the live broadcast.

The NTT DATA Experience represents the evolution of live sports news, delivering not just real-time results but also an AI-designed stream of content and analysis for a personalised viewing experience to all fans, wherever they were located.



Expanding on the FAN EXPERIENCE FOR 2022

As well as once again bringing the NTT DATA Experience to the BMW International Open, this year will see the launch of the NTT DATA Wall, a large-scale LED event installation, providing a clear view of what's going on at the tournament in real-time.

The NTT DATA Wall is a centrepiece of spectator engagement for those at the event featuring a display with continuously updated graphical information on scores, rankings, plays at each hole, details on each player, and related topics as posts on social media.





The Wall delivers live video from all around the venue, and alongside the compelling statistics and impactful visual trends, fans are brought closer to the action and the hidden drama behind the numbers. Positioned at the heart of the spectator village, The Wall also enables fans to rest, relax, eat, and drink, while keeping up with all the latest action on the course.

With golfing icons set to tee off on the course, alongside debuts from some of the world's top ranked players, there will be plenty of action to keep up on. This year's tournament promises a stacked

field of golfing legends including major winners: Sergio Garcia, Louis Oosthuizen, and Germany's own Martin Kaymer to Germany's most iconic professional golfing event.

This new installation at The BMW International Open is set to fundamentally transform the viewing experience onsite and brings the tournament to a new level. We at NTT DATA are working side-by-side with The BMW Group to change the sport of golf and look forward to continuing to innovate together and grow our relationship.

About NTT DATA

NTT DATA is a top 10 global IT services provider, headquartered in Tokyo, with over 140,000 employees and operating in more than 50 countries. Our emphasis is on long-term commitment combining global reach with local intimacy to provide premier professional services varying from consulting and systems development to outsourcing.

For more information, visit www.nttdata.com