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## ATP AND INFOSYS EXTEND DIGITAL INNOVATION PARTNERSHIP

**LONDON:** The ATP and Infosys, a global leader in next-generation digital services and consulting, have today announced the renewal of their highly successful partnership for a further three years. The agreement will see Infosys continue as Global Technology Services Partner and Digital Innovation Partner of the ATP, through 2023.

As the technology partner of the ATP since 2015, Infosys has been instrumental in supporting ATP's development of key digital assets and infrastructure, including ATP PlayerZone, ATP Stats Leaderboards, ATP Second Screen, and the ATP app. Through the extended partnership, Infosys will continue to develop and accelerate innovations in advanced technologies such as Artificial Intelligence, Data Analytics and cloud, leveraging its dedicated tennis platform to deliver diverse experiences for players, media, and fans across the world.

Through Infosys ATP Stats, ATP Performance Zone, and Win-Loss index, the ATP will continue to focus on data driven insights for match statistics. Coupled with the popular editorial series, Infosys ATP Beyond the Numbers, fans will gain deeper insight into tennis through comprehensive game analysis. To celebrate the 50th anniversary of the Nitto ATP Finals, Infosys and ATP have created Flashback 50, a data driven web experience to statistically compare the champions across five decades of the Nitto ATP Finals over the past 50 tournament editions.

"Infosys is a leading global brand and one which has been instrumental in helping ATP innovate and maximise efficiency through technology," said Massimo Calvelli, ATP CEO. "Most importantly, these exciting innovations have enhanced fans' experience and interaction with our sport. We are thrilled to extend our partnership and look forward to seeing what we can continue achieving together."

Pravin Rao, Infosys COO, said: "The ATP Tour was our first partnership in the sport of tennis, and together with ATP we've continued to push the boundaries of how fans, players and the media are involved and engaged in the game. As we take rapid strides in our sixth year partnering together, our focus remains on supporting ATP's vision to reimagine the game, leveraging data to deliver unique insights and digital experiences through next generation technologies."

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### About The ATP

The ATP is the governing body of the men's professional tennis circuits — the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 30 countries, the ATP Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2020 ATP Tour will battle for prestigious titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP

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events). The 2020 season launched in January with the inaugural ATP Cup in Australia and will culminate with only the world's top 8 qualified singles players and doubles teams competing for the last title of the season at the Nitto ATP Finals in November. Held at The O2 in London, the event will officially crown the 2020 ATP World No. 1. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

## About Infosys

Infosys is a global leader in next-generation digital services and consulting. We enable clients in 46 countries to navigate their digital transformation. With nearly four decades of experience in managing the systems and workings of global enterprises, we expertly steer our clients through their digital journey. We do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. Our always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from our innovation ecosystem.

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