

TIA Focuses on Technology Solutions for Tennis Growth

The TIA is creating new opportunities for technology development companies that offer “software as a service” (SaaS) to help tennis providers manage and grow their businesses.

“The software as a service industry has been growing at a rapid pace,” says TIA Executive Director Jolyn de Boer. “Now, there are many companies that offer business management solutions, including software designed for tennis facilities, retailers and providers. Our goal and opportunity is to help identify these companies and offer a group of TIA-researched solutions, which will eliminate some of the time providers spend trying to select one or more of these services.”

Approved TIA SaaS Business Partners will become part of the family of TIA Recommended Software and Business Solutions. They’ll also receive membership benefits and services to help the facilities, retailers and providers using their specific technology product. “Connecting facilities, retailers, and tennis businesses to our TIA SaaS Business partners will help move the industry forward and ultimately help grow the tennis economy—by making provider operations more efficient and accessible for consumers,” de Boer adds.

“SaaS partners also will be contributing to the growth of PlayTennis.com, the industry-supported site to connect consumers to all things ‘tennis,’” says TIA Information Technology Manager Matt Allen. A key component of the partnership will be the utilization of an API (application programming interface) that allows SaaS clients to select tennis information (such as business info, programs and events, etc.) that can be automatically published on the PlayTennis.com website.

“This is an instant added value to our SaaS partners and their end-users. Tennis providers can publish their business and program information in one place and have it appear on PlayTennis.com searches, instantly expanding their potential consumer reach,” says de Boer.

For more information, contact TIA IT Manager Matt Allen at (843) 473-4500 or matt@tennisindustry.org.



‘State of the Industry’ Meeting Set for Aug. 26 at the Grand Hyatt, NYC

The TIA’s “State of the Tennis Industry” meeting will be Monday, Aug. 26, at the Grand Hyatt New York, beginning at 8 a.m. The meeting is free and open to all in the industry, however space is limited. Those interested in attending should visit TennisIndustry.org/Meeting for more information and to register.

“The State of the Tennis Industry is an opportunity for us to share what we’re collectively doing throughout the industry to grow the tennis economy, get more people playing tennis, and pave a path for future sustainability for the game,” says TIA President Greg Mason.

The meeting will cover research trends and important performance indicators on tennis industry growth, in addition to updates from key industry stakeholders. Industry executives from the tennis media, professional tours, USTA and SFIA will be on hand to deliver an overview of the current state of tennis as it applies to their respective segments and the industry overall.

“As an update on the state of the game and the economy of tennis, the State of the Industry meeting is one of the TIA’s overall efforts to grow the sport,” says TIA Executive Director Jolyn de Boer. “It will also serve as a preview to a larger ‘Vision 2020’ conference planned for March 2014 in California. Rallying our industry at these types of events continues to spur valuable ideas and insight that elevates tennis and the tennis industry.”



Software as a service (SaaS) is a software delivery method that provides access to software applications remotely as a web-based service. Often referred to as *hosted applications*, SaaS allows providers to access business functionality at a fraction of the cost compared to licensed applications. Because the software is hosted remotely, SaaS businesses don’t need to invest in additional hardware to handle the application.



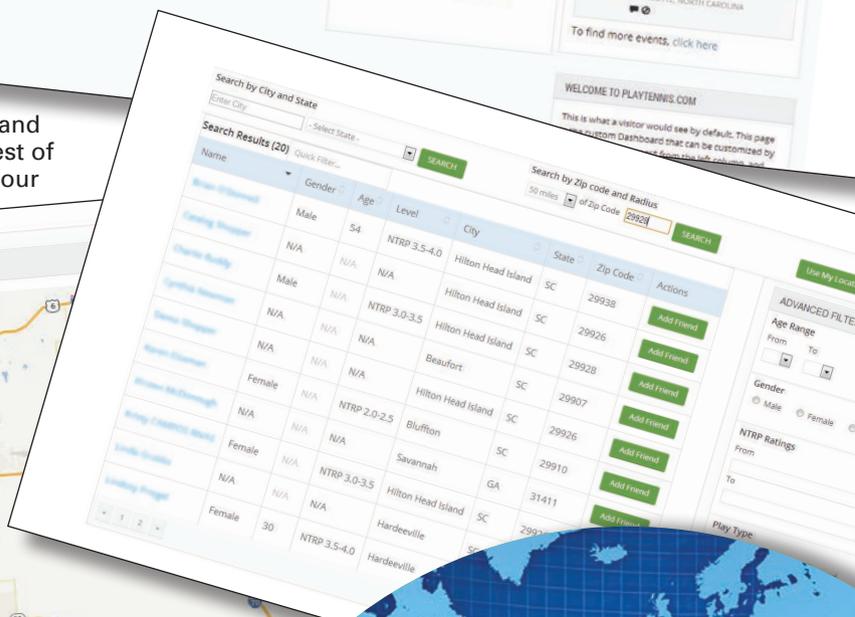
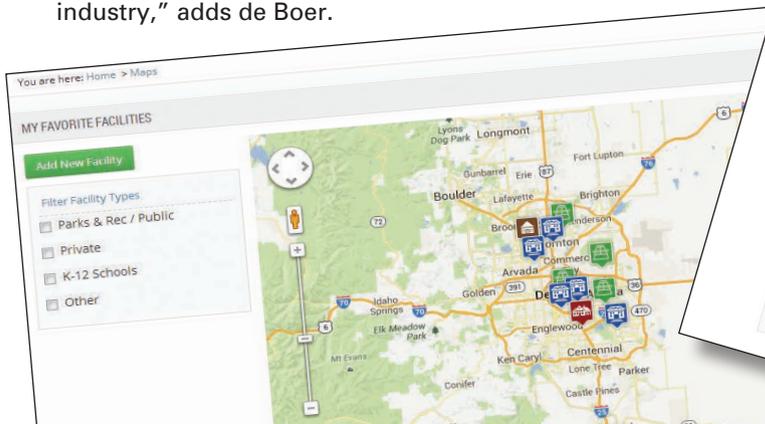
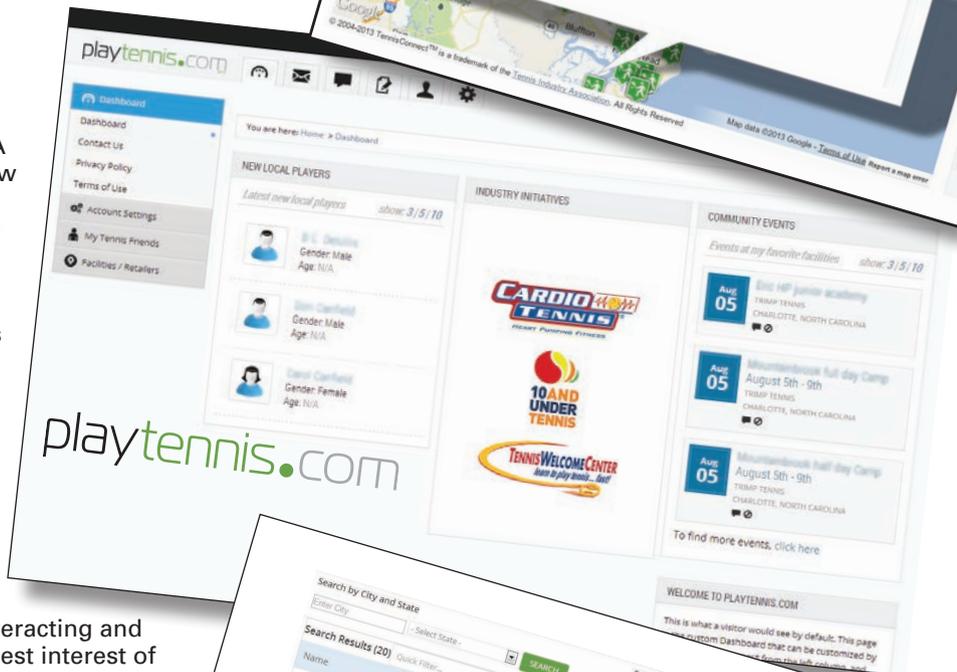
PlayTennis.com Player-Match System to Roll Out

A new player-matching tool for the PlayTennis.com website is being beta-tested now with a group of recreational players and should start to roll out later this summer. The new feature will help to overcome one of the biggest barriers that TIA research shows has been an entry to playing tennis: finding someone to play with.

"Our upgraded player-match system on PlayTennis.com will make it much easier for players to find a compatible match," says TIA Executive Director Jolyn de Boer. "It will allow players to sign up on the site, then connect directly with other players, including through text messaging." Other PlayTennis.com features include creating a personal "dashboard" that will allow consumers to manage their tennis-playing lifestyle, such as their favorite facilities, retailers, previous matches and more.

To encourage player sign-ups on PlayTennis.com, consumers can register to win hundreds of prizes from TIA members and partners, including autographed products, US Open seats, USTA memberships, Tennis magazine subscriptions and more.

"PlayTennis.com will continue to evolve as we monitor how consumers are interacting and engaging with the site, so we can serve the best interest of growing tennis overall, and in return, the economy of our industry," adds de Boer.



TIA, ITF Create Global Research Partnership

The TIA and the International Tennis Federation (ITF) have joined to create a Global Tennis Research Partnership designed to create a plan that establishes participation and market trends on a global basis. It's the first time that a sport has established an international evaluation and measurement program managed and controlled by the stakeholders in the sport.

The tennis participation component will: evaluate the health of the game; track participation, play frequency, playing habits and motivations; examine reasons players leave the sport; gauge interest in tennis among non-players. Tennis marketplace information includes monitoring racquet, ball and string shipments in each market, including for youth tennis.

Stay tuned for further updates.

