

# TAGMARSHAL CLASSIC INSTALLED DEVICES



## FOR CART COURSE TYPES

Optimize your on-course operation with Tagmarshal Classic, an unobtrusive GPS Cart tracking device installed into carts - giving you the tools to **manage your cart fleet effectively, increase efficiency, enhance the player experience and generate additional revenue.**

Supported by powerful data insights and reporting in the Analytics Hub, help your course to set goals, track and optimize - **driving continuous improvement, season after season!**



TAGMARSHAL CLASSIC INSTALLED DEVICE

### TAGMARSHAL IS A TRUSTED PARTNER TO:



30 of Top 100 Courses



+300 other Private, Daily Fee, Resort and Golf Management Groups globally



Many \$30-\$50 green fee courses



### TAGMARSHAL INSTALLED CART TAG SPECIFICATIONS:

- **Discreet** GPS cart tracking device
- **Robust** Dart 2 device (USA product - no import delays from China!)
- Neatly installed underneath cart seat
- **Military grade GPS**
- **GPS based tracking data** is transmitted via the cloud and processed by machine learning
- Device **automatically recharges** when cart drives



### TAGMARSHAL INTEGRATES WITH LEADING TEE SHEET PROVIDERS



#### CONTACT US:

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TAGMARSHAL.COM - GOLF COURSE OPTIMIZATION



**TAGMARSHAL**  
golf course optimization

# MATERIAL BENEFITS TO YOUR OPERATION



## ENHANCE PLAYER EXPERIENCE

- Tagmarshal's proprietary system **optimizes pace and flow of play**
- Delivering **enhanced player experiences**
- This translates into **repeat play and member loyalty**
- Integrated **Geofence Buzzer** creates player-friendly geofence compliance



## INCREASE EFFICIENCY

- **Full, Real-time oversight** of course
- Live Map **shows all playing groups and maintenance carts**
- **Highlights groups** causing delays vs those affected
- **Manage remotely** from phone, tablet or PC in pro-shop
- **Proactively identify & resolve issues** before affecting field flow
- **Utilize less resources** – know which groups to approach & assist
- Have neutral, objective **discussion supported by data**



## GENERATE ADDITIONAL REVENUE

- **Positive player experience** drive repeat play and keep members loyal!
- Enhanced player experience **drives repeat play and member loyalty**
- Use Gap time monitor to **improve flow and reduce intervals**
- **Optimize tee sheet:** creating more capacity
- Generates significant **additional tee sheet revenue**
- Additional players spend – **more F&B and Pro shop revenue**



INTUITIVE INTERFACE



ANALYTICS HUB



## THE GEOFENCE BUZZER

**MAKES GEOFENCE COMPLIANCE EASY, ASSISTING YOU IN MANAGING YOUR CART FLEET EFFECTIVELY AND KEEPING PLAYERS HAPPY!**

The Geofence Buzzer **emits a loud warning sound** when a cart travels off a designated cart path or **enters a restricted area**, without disabling the golf cart. It continues until the cart returns to the path or designated area.

- Highly effective – **Keeps carts on paths** (and out of restricted areas)
- **Golfer friendly Geofence Buzzer**, less player frustration
- **Simple to install** / retrofit & can be installed to Private Carts
- **No screens needed!**

[READ MORE](#)

# CHOOSE THE OPTIMIZATION PACKAGE

## FOR YOUR 2WAY CART SCREENS

### SOFTWARE PACKAGES:

Drive ongoing improvement with data driven insights and reporting.

Choose the optimization software package that best suits to your course:



#### TAGMARSHAL GO

- **Basic GPS** cart and walking golf tracking, to manage your cart fleet and course traffic.
- **Fast implementation**, easy to use, and Cost effective.



#### TAGMARSHAL TRACK

- Standard **line of site and geofencing** in real time, to manage day to day operations and course traffic.
- **Choose** which **additional features** to purchase.



#### PREMIUM OPTIMIZER

- **Full suite of Optimization features**, including the Analytics Hub.
- Best suited for courses who want to **set goals, track and optimize, to improve.**

### OPTIMIZATION SOFTWARE FEATURES INCLUDE:

#### 1. INTUITIVE INTERFACE

An easy to use, intuitive interface and menu, means that you have full line of sight of your course.



#### 2. GEOFENCING

Help Superintendents and Maintenance team to protect sensitive or prohibited areas of the course.

#### 3. DETAILED ANALYTICS

Best in class data insights to give you immediate line of sight of on-course operations.



#### 4. GOAL SETTING

Set goals for key metrics to benchmark, measure and optimize performance.



#### CONTACT US

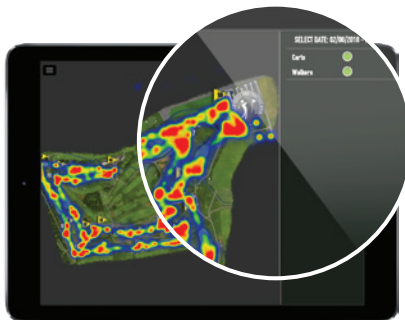
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# OPTIMIZATION SOFTWARE FEATURES

## ON THE TAGMARSHAL SYSTEM



### 5. UTILIZATION HEATMAPS

Allow you to see which parts of the course are being under or over utilized, to assist course maintenance.



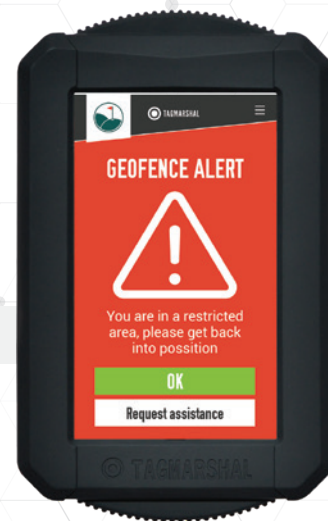
### 7. INDIVIDUAL MEMBER PROFILES / ROUND HISTORY

Find out who your consistently fast or slow players are and assign tee off times accordingly.



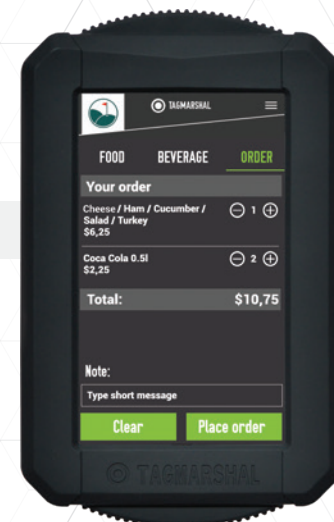
### 9. ADVERTISING MODULE

Place third party advertising onto your 2Way cart screens, generating additional course revenue.\*



### 6. ALERTS MODULE

Push messaging to players, via pop-ups onto their 2Way screens.\*



### 8. FOOD ORDERING MODULE

Players can now order F&B from their 2Way cart screens, before reaching the halfway house.\*



### 10. EASY TEE ASSIGNMENT

To build Player / Caddie / League profiles & manage starter accuracy, it is essential that you assign groups to your tee times.

### 11. GAP INTERVAL MODULE

Monitor the time and distance between playing groups to identify opportunities for reduction in gap intervals and optimization of tee sheet capacity.



\*2Way mobile and cart screens only

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# PRODUCT FEATURES



TAGMARSHAL GOLF COURSE MANAGEMENT SOFTWARE AND PACE AND FLOW OF PLAY MANAGEMENT SYSTEM HAS THE RIGHT SOLUTION FOR YOUR COURSE:

SOFTWARE OPTION	GO	TRACK	PREMIUM OPTIMIZER
Mode	cart / mobile / combined	cart / mobile / combined	cart / mobile / combined
System default / minimum tracking tags	36	36	36
Contract period	36 months	36 months	36 months
Live map - field tracking	●	●	●
Pre-emptive in-play alerts / algorithms	●	●	●
Geofencing	●	●	●
Trackmaps unlimited	(Cart location history - up to 3 months.)	●	●
Player assistant / Marshal / Ranger tracking	●	●	●
Superintendent / maintenance vehicle tracking	●	●	●
Drinks cart tracking	●	●	●
Shotgun tracking		●	●
Tee times page - Tee times integration**		●	●
Basic stats page		●	●
User management portal and staff profiles		●	●
<b>ANALYTICS AND REPORTING</b>	Not Applicable	[optional module \$2.50 pm per unit]	●
Analytics Hub		*	●
Benchmark - goal setting / reporting / email reports		*	●
Dynamic Goal Times		*	●
Gap time tracker		*	●
<b>PLAYER EXPERIENCE MODULE</b>	Not Applicable	[optional module \$2.50 pm per unit]	●
Player / Caddie Pace profiles		*	●
On-course Interaction Tracker		*	●
VIP tracking		*	●
End of round alerts		*	●
<b>FLEET / GEOFENCE / ALERTS MODULE</b>	Not Applicable	[optional module \$2.50 pm per unit]	●
Geofencing and Alerts		*	●
Sms / phone priority notifications		*	●
Cart alert buzzer sound		*	●
Coming soon: Vehicle Usage Hours		*	●
Utilization Heatmaps		*	●
<b>2WAY SPECIAL FEATURES</b>	Not Applicable	[optional module \$2.50 pm per unit]	●
Advertising		*	●
Food Order		*	●
Coming soon: Smart notifications		*	●
<b>CONSULTING SERVICES</b>			●
Detailed seasonal stats reports/ analytics			●
<b>FUTURE MODULES &amp; INNOVATIONS</b>			●

## TERMS & CONDITIONS:

- 2way mounting bracket = Side pole mount (Standard)
- Installed products available in North America, Europe and South Africa Only. Alternatively, co-op buying (minimum 300 pieces per region)
- For mobile products outside of North America, Europe and South Africa, additional data may apply on a country specific basis
- Lease-to-own option provided through Tagmarshal's 3rd party partner providers. Credit approval required.
- Additional set-up and installation fees will apply if requirements are lower than minimum order quantity.

- All training, mapping, course calibration & set-up is included in the installation & training fee.
- All ongoing system support is included.

\* Dated October 2021 - Prices & Detail subject to change

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