

TAGMARSHAL MOBILE TAGS



FOR WALKING COURSE TYPES

Optimize your on-course operation with Tagmarshal Classic Tags, a GPS tracking device for Walking golf - 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**



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 MOBILE TAG SPECIFICATIONS:

- **Discreet** GPS tracking device
- **No installation required** - Clips onto Golf Bags or Caddy
- **Military grade GPS**
- **GPS based tracking data** is transmitted via the cloud and **processed by machine learning**
- 1 day (2 rounds) of battery life
- 5 Hours to charge

TAGMARSHAL CLASSIC
MOBILE TAG



TAGMARSHAL INTEGRATES WITH LEADING TEE SHEET PROVIDERS



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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**



INTUITIVE INTERFACE



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**



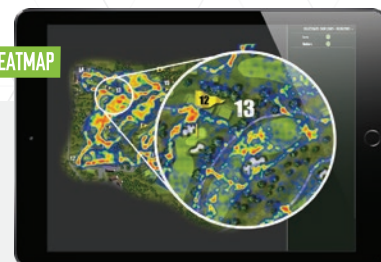
ANALYTICS HUB



GENERATE ADDITIONAL REVENUE

- 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

UTILIZATION HEATMAP



PLUS TAGMARSHAL ADDS VALUE TO SUPERINTENDENTS TOO!

- **Identify viable gaps** in field with real time Live map, see where players are
- **Increase efficiency** – maintenance teams can get more work done
- Full line of sight and **tracking of maintenance machinery and moving sequences**
- **Heatmap visualization**: identification of high wear and tear and compaction risk areas
- **Geofencing features and alerts** enforces compliance by players

[READ MORE](#)

CHOOSE THE OPTIMIZATION PACKAGE FOR YOUR TAGMARSHAL CLASSIC MOBILE TAGS

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:



2. GEOFENCING

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

1. INTUITIVE INTERFACE

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



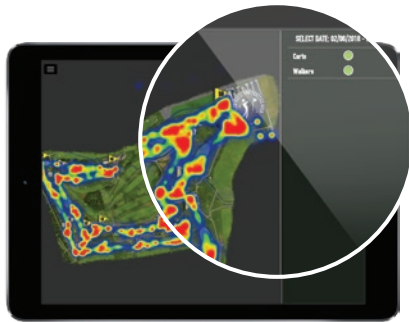
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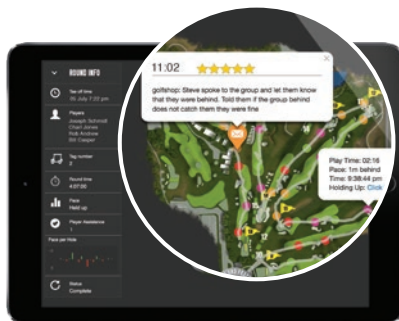
OPTIMIZATION SOFTWARE FEATURES

FOR 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.



8. FOOD ORDERING MODULE

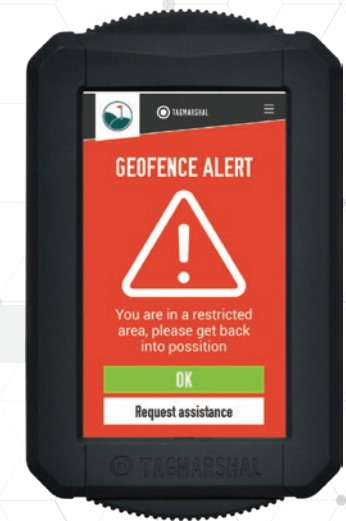
Players can now order F&B from their 2Way cart screens, before reaching the halfway house.*

9. ADVERTISING MODULE

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

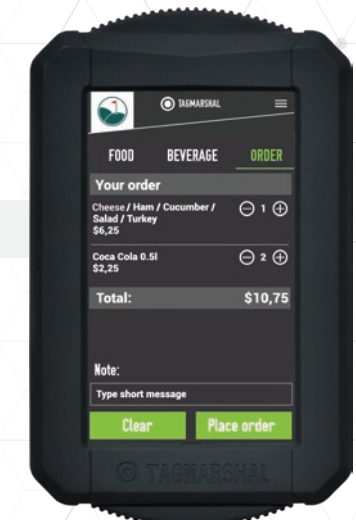
10. EASY TEE ASSIGNMENT

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



6. ALERTS MODULE

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



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		●	●
ANALYTICS AND REPORTING	Not Applicable	[optional module \$2.50 pm per unit]	●
Analytics Hub		*	●
Benchmark - goal setting / reporting / email reports		*	●
Dynamic Goal Times		*	●
Gap time tracker		*	●
PLAYER EXPERIENCE MODULE	Not Applicable	[optional module \$2.50 pm per unit]	●
Player / Caddie Pace profiles		*	●
On-course Interaction Tracker		*	●
VIP tracking		*	●
End of round alerts		*	●
FLEET / GEOFENCE / ALERTS MODULE	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		*	●
2WAY SPECIAL FEATURES	Not Applicable	[optional module \$2.50 pm per unit]	●
Advertising		*	●
Food Order		*	●
Coming soon: Smart notifications		*	●
CONSULTING SERVICES			●
Detailed seasonal stats reports/ analytics			●
FUTURE MODULES & INNOVATIONS			●

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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