TAGMARSHAL®
golf course intelligence

GOLF TECH INNOVATOR

MAKING SHOT CLOCK GOLF A REALITY FOR REGULAR COURSES

SHOT CLOCK GOLF FORMAT

In a positive move towards addressing slow play, the European Tour took major step forward in combating the age-old problem of slow play when it implemented a shot clock format during a professional tournament.

This isn't the first time the European Tour had experimented with a shot clock format to speed up play. The GolfSixes team event was the first to have a strict 40-second limit where the tournament actually featured a big clock counting down like the NBA does above its backboards.

HOW DOES IT WORK?

It is hoped that the new format will cut round times by approximately 45 minutes, so how does the format actually work:

• The first player in every group will have 50 seconds to play any given shot, from there each subsequent player will have 40 seconds to play.

• Players will be hit with a one-shot penalty each time they take longer than their allotted time for the shot, and those penalties will be indicated by a red card against their name on the leaderboard.

• Each player will also be allowed two 'time-outs' per round, which will give them twice the time to play their shot

But will this new format be the actual cause of improvement to the game?

Or is it because of the additional media attention and greater awareness being placed on professional tournaments to manage pace, and, of course, the added accountability being forced onto professional golfers.

The new format also brings significant hurdles to professional tournaments.

When one takes into account the exhaustive manpower and resources required to succeed with shot clock play, with referee having to follow each group to keep time and enforce penalties.

Considering that golf is played by millions of people, on thousands of courses around the world, it is worth understanding the practicality of how this new format will be adopted by regular golf courses?

• Expensive management controls required by golf clubs

• Stricter mandatory penalty rules to be set in place

• Massive staff requirements and additional on-course supervision

• Inconsistency and quality of player experiences

INNOVATIVE GOLF INTELLIGENCE PROVIDES COURSES WITH THE TOOLS TO ACTIVELY PURSUE A FASTER PACE OF PLAY.

But that is not the case as golf tech innovator, Tagmarshal, has the solution for tournaments and courses alike, with their revolutionary pace of play and golf course intelligence solution, which can seamlessly manage the shot clock format.

As a pioneer in golf course intelligence, the easy to use, affordable, Tagmarshal system optimizes field efficiencies and streamlines pace management by automatically checking time played per hole, or per section, against pre-set goal times, effectively making this an intelligent, automated shot clock platform.

The system uses a series of GPS tags or devices and as a playing group progresses, their location and time of play is continuously logged and measured against various parameters.

The industry-leading algorithms automatically identifies risk groups and empowers courses to:

Provide accurate, objective support to on-course players to untangle bottlenecks before they arise

Monitor anticipated shot or hole times and allow automated notifications and alerts to be sent to on-course staff

Reduce round times while significantly improving the player experience

Analyse and evaluate data, in relation to the rest of the field and to set pre-define goals giving courses invaluable real-time intelligence

Easy-to-use analytics, weather data integration, utilization heatmaps and geofencing complete the offering

By creating a similar, if not improved, awareness and pace mindfulness with players, Tagmarshal has the same effect that the shot clock format does, without the need for added marshals or referees or even any additional resources.

The functionalities gives oversight, through best in class analytics, giving invaluable intelligence to make informed decisions on performance and efficiency improvements and to proactively plan pace management, adding value to all types of courses, including cart, walking and courses that offer both options.

Courses using Tagmarshal almost immediately realize substantial returns through improved on-course experiences, achieved with less staff, but also through increases in available daily rounds and capacity.

WHOSE IS ALREADY BENEFITING FROM TAGMARSHAL AND WHAT ARE THEY SAYING

Successfully implemented and making pace management inroads in some of the World's most formidable golf courses such as Erin Hills, US Open hosts 2017, Whistling Straits, host of the 2015 PGA Championship, and Carnoustie Golf Links, venue for The Open Championship since 1931.

> The Tagmarshal management system has enabled us to effectively implement our pace-of-play policy, assisting us in reducing play time, which allowed us to add an additional tee time for extra capacity.

JIM LOMBARDO
ERIN HILLS | HEAD GOLF PROFESSIONAL

> The numerous reports that Tagmarshal provides on a daily / weekly / monthly basis are invaluable when addressing a golf committee, finance committee. I highly recommend the system to any club.

DAVID WEISS
FOREST GLENN | PGA HEAD PROFESSIONAL

Partnering with Tagmarshal has allowed courses to become pacesetters with improved operational efficiencies, saving costs and adding prime tee times that routinely realize incremental revenue. Superintendents also use Tagmarshal data to better manage pin placements, wear patterns, hole formats, and operational efficiencies.

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