![Tagmarshal golf course optimization advertisement poster showing a golf GPS tablet mounted in a cart, with course hole data displayed.]

TAGMARSHAL®
golf course optimization

TO THE PIN RANGE FINDER

Hole **4** Par 4

Back **271**

To the Pin **267**

Front **252**

95

172

12

12

3 mins — On Pace

Played 01:15

TAGMARSHAL®
golf course optimization

OPTIMIZE YOUR ON-COURSE OPERATIONS

- **ENHANCE THE PLAYER EXPERIENCE**
- **INCREASE EFFICIENCY THROUGH AUTOMATION**
- **GENERATE ADDITIONAL REVENUE**

TRUSTED BY THESE AND +500 OTHER COURSES:

TAGMARSHAL IMPROVES THE GOLFER EXPERIENCE THROUGH ON-COURSE OPTIMIZATION.

The affordable industry-trusted software provides proactive, real-time field management and data insights that drive optimization - resulting in bottom line gains, adding continuous value to our partners.

- **OVER 25 MILLION ROUNDS OF GOLF TRACKED AND IMPROVED**
- **+35 OF THE TOP US 100 COURSES**
- **+500 DAILY FEE, PRIVATE AND RESORT COURSE PARTNERS & MANAGEMENT GROUPS**
- **PARTNERING WITH MANY < $50 GREEN FEE, DAILY FEE COURSES**

THE IMPACT OF ON-COURSE OPTIMIZATION

ENHANCED PLAYER EXPERIENCE

USGA research shows that good pace and flow of play are key experience factors to the modern golfer and a non-negotiable service delivery component. Our approach to pace of play management, creates an objective, neutral engagement, leading to positive player experiences.

DATA-DRIVEN DECISION MAKING

Tagmarshal's class-leading data insights provide easy-to-use tools to benchmark performance, covering pace by group, day or time period, hole-by-hole performance, starter and interval accuracy, on-course player interaction tracking, weather influence and other key metrics.

INCREASED EFFICIENCY THROUGH AUTOMATION

No need to be on the course trying to identify gaps and problems. The system does that job, freeing up staff hours and empowering player assistants with objective, real-time data to accurately and efficiently focus pace of play management efforts.

ADDITIONAL REVENUE

Balanced, on-pace rounds free up guest and member time to spend on F&B and in the pro shop. Improved results lead to additional tee time and capacity creation. A positive pace experience is proven to increase repeat play and return visits, all of which translates into proven additional revenue.

HOW IT WORKS

DATA IS TRANSMITTED TO TAGMARSHAL'S CLOUD SERVERS [PROCESSING - ALGORITHMS - DECISION ENGINE - ANALYTICS]

TAGMARSHAL CLASSIC MOBILE

TAGMARSHAL ANALYTICS HUB

TAGMARSHAL 2WAY MOBILE

TAGMARSHAL 2WAY CART

INTUITIVE INTERFACE

TAGMARSHAL CLASSIC CART

1 WALKING GROUPS / CADDIES GET A TAGMARSHAL 2WAY MOBILE DEVICE OR A TRACKING TAG -PER GROUP TO CLIP ONTO GOLF BAG

2 CARTS GET A TRACKING TAG INSTALLED OR FITTED WITH A TAGMARSHAL 2WAY CART DEVICE

4 STAFF / MANAGEMENT HAVE ACCESS TO TAGMARSHAL SOFTWARE

CHOOSE THE OPTIMIZATION SOFTWARE PACKAGE FOR YOUR OPERATION:

TAGMARSHAL GO
Cost-efficient GPS cart tracking, to manage your cart fleet.

TAGMARSHAL TRACK
Real-time line of sight and geofencing, with optional modules to manage day-to-day operations and course traffic.

TAGMARSHAL PREMIUM OPTIMIZER
Full optimization platform and features, including the innovative new Analytics Hub, for courses that would like to optimize and improve.
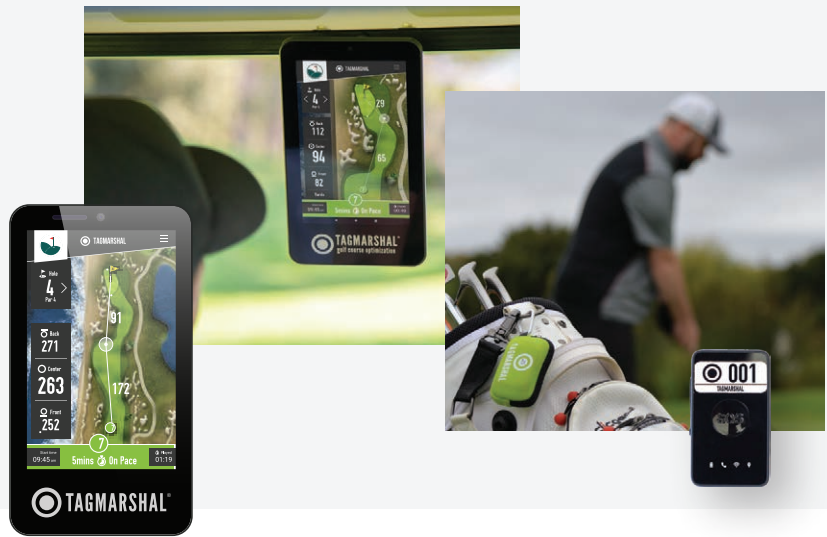
FEATURES

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

UTILIZATION HEATMAP
Allows you to see which parts of the course are being under- or overutilized, to **assist course maintenance.**

GOAL SETTING MODULE
Set goals for key metrics to benchmark, **measure and optimize** performance.

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.**

CADDIE TAG MODULE
Assign and manage your team of Caddies with ease, whether they're independent or internal.

GOLF GENIUS INTEGRATION
Live scoring, leaderboard functionality and more for **tournaments** via Tagmarshal's 2Way cart screens.

GEOFENCING
Helps Superintendents and Maintenance teams to **protect sensitive or prohibited areas** of the course.

INDIVIDUAL MEMBER PROFILES / ROUND HISTORY
Find out who your consistently fast or slow players are and **assign tee off times accordingly.**

ALERTS & MESSAGE MODULE
Push messaging to players, via pop-ups **onto their 2Way cart screen.**

FOOD ORDERING MODULE
Players can now **order F&B from their cart**, before reaching the halfway house.

ADVERTISING MODULE
Get **significant savings** on your 2Way devices, by placing third-party advertising on your cart screens.
ⓘ **We make this easy, by managing the Advertising for you.** Learn more.

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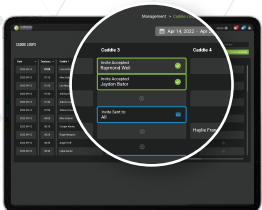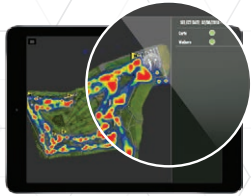
PRODUCT FEATURES

Tagmarshal's on-course optimization software and pace and flow of play management system has the right solution for your course.

TAGMARSHAL®
golf course optimization

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
Installation	DIY* installation	Tagmarshal installation	Tagmarshal installation
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 $2.90 pm per unit]	●
Analytics Hub		*	●
Benchmarker - goal setting / reporting / email reports		*	●
Dynamic Goal Times		*	●
Gap time tracker		*	●
PLAYER EXPERIENCE MODULE	Not Applicable	[optional module $2.90 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 $2.90 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 $2.90 pm per unit]	●
Advertising		*	●
Food Order		*	●
Smart notifications		*	●
CADDIE TAG MANAGEMENT MODULE	Not Applicable	[optional module $2.90 pm per unit]	●
Assign and manage independent & internal Caddies		*	●
Includes Opt-in functionality		*	●
CONSULTING SERVICES			●
Detailed seasonal stats reports / analytics			●
FUTURE MODULES & INNOVATIONS			●

"Tagmarshal pays for itself, a hundred times over."

JIM LOMBARDO
Head Golf Professional, Erin Hills

ERIN HILLS

CONTACT US
Tel: +1 4708 231023
contact@tagmarshal.com
tagmarshal.com

TAGMARSHAL®
golf course optimization

POWERFUL FEATURES, AFFORDABLE SOFTWARE

CHOOSE YOUR SOFTWARE PACKAGE AND ENJOY FEATURES SUCH AS:

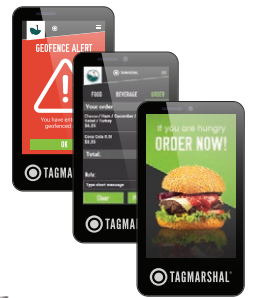**INTUITIVE INTERFACE** | **DETAILED ANALYTICS** | **GEOFENCING** | **UTILIZATION HEATMAP** | **GOAL SETTING MODULE** | **2WAY MOBILE MODULES**
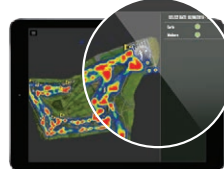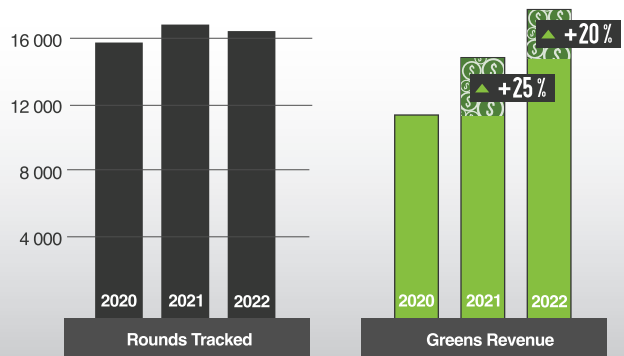
DATA-BACKED RESULTS

RETURN ON INVESTMENT

+ 45 %
INCREASE IN GREENS REVENUE

FIELDSTONE
• Material **revenue gains** in year 1 and 2
• Implemented advanced **optimization strategies**
• **Improved pace and efficiency** through automation

Chart — Rounds Tracked (2020, 2021, 2022) and Greens Revenue (2020, 2021 +25%, 2022 +20%). Y-axis: 16 000, 12 000, 8 000, 4 000
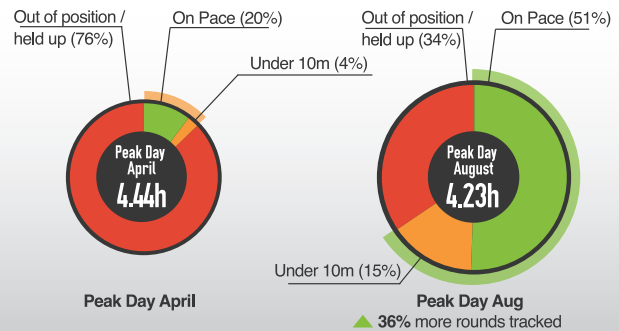
QUICK IMPACT

- 21 min
REDUCTION IN ROUND TIME

COG HILL RAVINES
• **Immediate impact** in first full season
• **Improved pace** distribution
• **Reduced** average **round times**

Peak Day April 4.44h — Out of position / held up (76%), On Pace (20%), Under 10m (4%)

Peak Day August 4.23h — Out of position / held up (34%), On Pace (51%), Under 10m (15%)

Peak Day April | **Peak Day Aug**
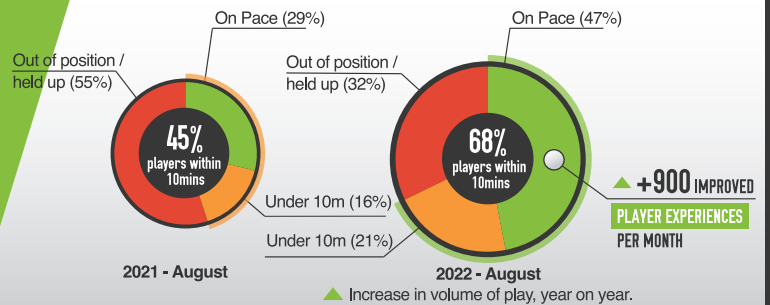▲ **36%** more rounds tracked

YEAR-ON-YEAR IMPROVEMENT

+ 23 %
IMPROVEMENT OF PLAYERS ON PACE

PINEHURST
• Significant **improvement in pace distribution**
• **Reduction in round times**, despite traffic increase
• Advanced pace management **strategies adopted**

2021 - August — 45% players within 10mins — Out of position / held up (55%), On Pace (29%), Under 10m (16%)

2022 - August — 68% players within 10mins — Out of position / held up (32%), On Pace (47%), Under 10m (21%)

▲ **+900** IMPROVED PLAYER EXPERIENCES PER MONTH
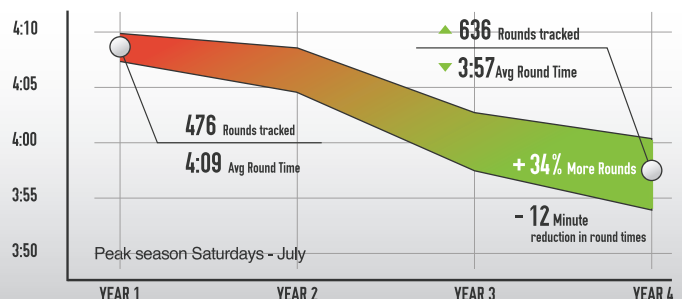
▲ Increase in volume of play, year on year.

SEASONAL IMPROVEMENT

TRAFFIC UP,
ROUND TIMES DOWN

METROPOLIS
• Significant **increase in number of rounds**
• **Round times improved** during busy season
• **Consistent improvement**

Chart — Peak season Saturdays - July. Y-axis: 4:10, 4:05, 4:00, 3:55, 3:50. X-axis: YEAR 1, YEAR 2, YEAR 3, YEAR 4

636 Rounds tracked
▼ **3:57** Avg Round Time
476 Rounds tracked
4:09 Avg Round Time
+ 34% More Rounds
– 12 Minute reduction in round times

RETURN ON INVESTMENT

LABOR SAVINGS
Fewer staff are needed to manage pace of play, as technology identifies issues proactively.

$ ADDITIONAL REVENUE
As play time decreases, extra tee sheet capacity is created, generating additional revenue for operators.

INCREASED F&B SPEND
Time saved during play, gets spent in the pro shop and on F&B, resulting in increased spend.

WHAT OUR PARTNERS SAY

"Monitoring pace and flow of play is critical for us. Each time players check their yardage on screen, they're aware of their pace."

CADE HASSEL – Head Golf Professional
Country Club at Castle Pines

"Our goal is to improve the experience for our guests while maximizing our revenue potential and Tagmarshal has helped us to do both. We have reduced our labor expense on the golf course, increased our round capacity, and realized many operational efficiencies utilizing Tagmarshal."

MIKE O'REILLY – Director of Golf Operations
Whistling Straits Destination Kohler

"The data has allowed us to optimize tee sheet capacity and improve flow – enhancing the guest experience and increasing golf revenue by 25% in year 1 and another 20% in year 2."

CHIP HIERLIHY
General Manager | Fieldstone Golf Club

"The data has helped us to gain tee times and increase our capacity. That is incredibly valuable to us."

DEVIN GEE
Head Golf Professional | Oakmont Country Club

"I'd recommend taking a strong look at Tagmarshal, don't let yourself fall behind technology."

JIM LOMBARDO
Head Golf Professional | Erin Hills

"We can see what's going on, on the golf course at any given time. To have that efficiency has greatly impacted the guest experience, as well as our day-to-day operations."

MATT BARKSDALE – Resort Head Golf
Professional | Pinehurst Resort & Country Club

"With Tagmarshal, we're able to improve the way in which we manage activity on the course, directly impacting on the golfer's experience."

JEFF SIMONDS – Assistant General Manager & Senior
Director of Operations | Bandon Dunes Golf Resort

"I love the reporting – to be able to say, this is the group that's delaying and this group's slow because they're being delayed, at a glance. I'm able to share a lot more information with the owners about the business."

TROY NEWPORT
General Manager | Cog Hill Golf & Country Club

"We pride ourselves on delivering the best rounds of golf possible. Tagmarshal's analytical pace trackers have helped us do just that."

STEPHEN YOUNGNER
Head Golf Professional | Kiawah Island

TAGMARSHAL®
golf course optimization

CONTACT US TO FIND OUT HOW TO OPTIMIZE YOUR ON-COURSE OPERATIONS.

@TAGMARSHAL