

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:



35 of Top 100 Courses



+500 other private, daily fee, resort and golf management groups

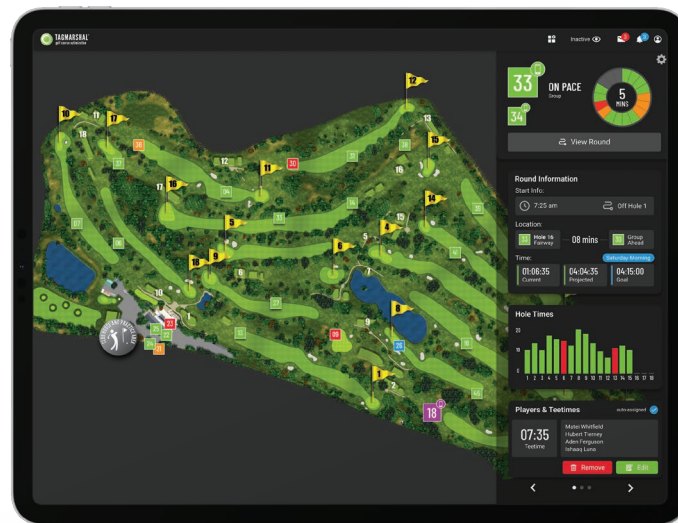


Many \$30-\$50 green fee courses



TAGMARSHAL INSTALLED CART TAG SPECIFICATIONS:

- **Discreet** GPS cart tracking device
- **Robust** Dart 3 device (USA product – no import delays from China!)
- Neatly installed underneath cart seat
- **Military-grade GPS accuracy**
- **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



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TAGMARSHAL.COM - GOLF COURSE OPTIMIZATION



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MATERIAL BENEFITS TO YOUR OPERATION



ENHANCE THE PLAYER EXPERIENCE

- Tagmarshal's proprietary system **optimizes pace and flow of play**
- Delivering **enhanced player and member experiences, which 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** PC, tablet, or phone while on the go
- **Proactively identify and resolve issues** before they affect field flow
- **Utilize fewer resources** – know which groups to approach and assist
- Have neutral, objective **discussions supported by data**



GENERATE ADDITIONAL REVENUE

- Use the **Analytics Hub** to track and improve pace and flow of play.
- **Optimize tee sheet:** creating more capacity
- Generates significant **additional tee sheet revenue**
- **Additional player spend** at the pro shop and on F&B



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 leads to **less player frustration**
- **Simple to install or retrofit** and can be installed to private carts
- **No screens needed!**

[READ MORE](#)

CHOOSE THE OPTIMIZATION PACKAGE FOR YOUR TAGMARSHAL CLASSIC INSTALLED DEVICES

SOFTWARE PACKAGES:

Drive ongoing improvement with data-driven insights and reporting.
Choose the optimization software package that best suits your course:



TAGMARSHAL GO

- **Cost-effective GPS cart tracking**, to manage your cart fleet.
- **Fast implementation**, easy to use, and cost effective.



TAGMARSHAL TRACK

- **Real-time line of sight** and geofencing, with optional modules 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**, driving continuous improvement.

OPTIMIZATION SOFTWARE FEATURES INCLUDE:

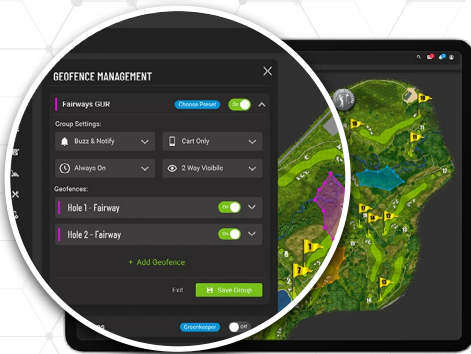
1. INTUITIVE INTERFACE

An easy-to-use intuitive interface and menu, giving you full line of sight of your course.



2. GEOFENCING

Helps 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.



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OPTIMIZATION SOFTWARE FEATURES OF THE TAGMARSHAL SYSTEM



5. UTILIZATION HEATMAPS

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

6. EASY TEE ASSIGNMENT

To build player / caddie / league profiles and manage starter accuracy, it is essential that you assign groups to your tee times.



7. INDIVIDUAL MEMBER PROFILES / ROUND HISTORY

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

8. GAP INTERVAL MODULE

Monitor the time and distance between playing groups, to ensure optimal on-course flow.



OPERATIONAL BENEFITS TO TRACKING PRIVATE CARTS

- Tagmarshal is cart brand agnostic and can be installed in virtually any cart - no matter the make, type or generation.
- Full line of sight of all on-course play.
- Carts can be tied to their owner names in the system, so you can see their course usage as well as geofence compliance.
- Theft protection via broad area geofence or theft tracing of private carts.



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