

TAGMARSHAL CLASSIC TAGS



FOR WALKING COURSE TYPES

Optimize your on-course operations with Tagmarshal Classic Tags, a GPS tracking device for walking golf – giving you the tools to **manage your cart fleet effectively, increase efficiency through automation, 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!**



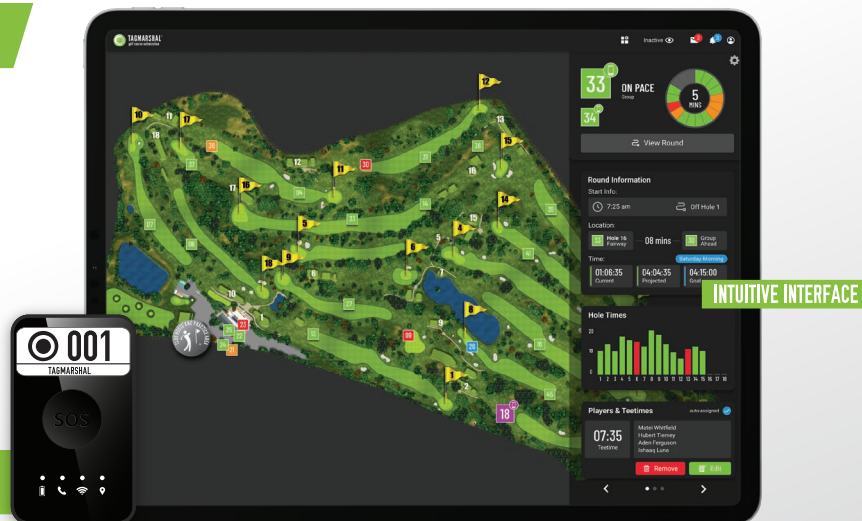
TAGMARSHAL IS A TRUSTED PARTNER TO:

- +35 of Top 100 Courses**
- +500 other Private, Daily Fee, Resort and Golf Management Groups**
- Many \$30-\$50 green fee courses**



TAGMARSHAL MOBILE TAG SPECIFICATIONS:

- **Discreet** GPS tracking device
- **No installation required** - clips onto golf bags or caddy
- **Military-grade GPS accuracy**
- **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 INTEGRATES WITH LEADING TEE SHEET PROVIDERS



CONTACT US:

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TAGMARSHAL.COM - GOLF COURSE OPTIMIZATION



MATERIAL BENEFITS TO YOUR OPERATION



ENHANCE THE PLAYER EXPERIENCE

- Tagmarshal's intuitive system, delivering **enhanced player experiences**.
- This **translates into repeat play** and **member loyalty**



INTUITIVE INTERFACE



INCREASE EFFICIENCY THROUGH AUTOMATION

- **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 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**



ANALYTICS HUB



GENERATE ADDITIONAL REVENUE

- Enhanced player experiences **drive repeat play and member loyalty**
- Use the **Gap Time Monitor to improve flow and reduce intervals** without impacting the player experience
- Optimize your tee sheet and **increase capacity, generating significant additional tee sheet revenue**
- **Additional player spend** at the pro shop and on F&B

UTILIZATION HEATMAP



TAGMARSHAL ADDS VALUE TO SUPERINTENDENTS, TOO!

- **Identify viable gaps** in the field for maintenance work using the real-time Live Map to 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** help increase player compliance

[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 your course:



TAGMARSHAL GO

- **Cost-efficient 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 that 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

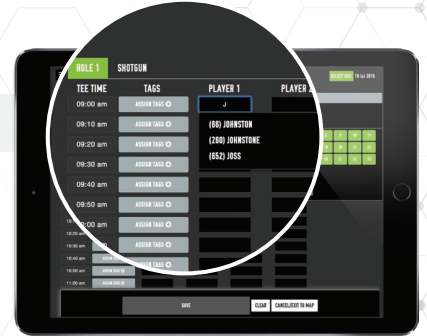


5. UTILIZATION HEATMAPS

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.



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