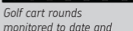




"DSG TAG with TOUCH screens is the way forward for golf courses. I'd be happy to recommend it to other clubs."

David Morgan, General Manager, Broadstone GC, Sept 2012



Golf cart rounds monitored to date and counting...

A firm fixture in lists of Great Britain's Top 100 Golf Courses, Broadstone's tricky Par 70 layout winds through unspoilt English heathland. With magnificent views and a succession of memorable golf holes, each in its own quietly idyllic spot, a visit to Broadstone is a treat for golfing connoisseurs.

Whilst a traditional member's club in structure, Broadstone's management style is modern: the club welcomes visitors and group bookings, and is one of England's most-sought after venues on the society and corporate golf circuits.

As befits its modern approach, Broadstone has become one of the first golf clubs in the UK to adopt the latest addition to DSG TAG's cart fleet management product suite - the new DSG TOUCH screens, installed along with the company's versatile GPS tags in each of its golf carts.



THE BUSINESS PROBLEM

Broadstone has a small but growing fleet of new E-Z-GO electric golf carts. The club has no plans to build a cart path network, for both aesthetic and environmental reasons, and had identified a need to find some means of avoiding damage to the natural environment from golfers driving the carts. Broadstone is a Site of Special Scientific Interest, with a variety of protected flora and fauna including heather, wild orchids, lizards, snakes and smooth worms.

In addition, the club's progressive General Manager, David Morgan, was looking for ways to add further value to the Broadstone experience, and to reinforce the club's positioning at the higher end of the British golfing spectrum. Other cart fleet issues, such as safety, security and battery life, were also being considered.

"We don't want to build masses of buggy paths everywhere at Broadstone; they would look unsightly and would spoil the visual aspect of such a beautiful golf course. For us, aesthetically it wasn't a route we were going to go down."

David Morgan, General Manager

"I was 'zoning' areas myself within a short time. Like most modern software DSG TAG is very intuitive. The team is helpful, knowledgeable and patient - the support has been good."

David Morgan, General Manager

THE DSG TAG SOLUTION

During the summer of 2012, DSG TAG staff arrived at Broadstone to fit GPS tags and the new high-definition, full-colour TAG TOUCH screens to the club's cart fleet. Five staff, including the General Manager, quickly learnt the system's operational capabilities, and we're trained to use the software.

Zones created with TAG TOUCH screen warnings

The mix of wet and dry heathland at Broadstone is a rarity, and with just 18 holes lying in a huge 250-acre site, the golf course has vast areas of protected habitat where vehicles are unwelcome. DSG TAG created geo-tagged 'zones' in which Broadstone's E-Z-GOs can operate, preventing golfers from driving into areas where they could harm the natural surroundings.

When a cart enters a restricted area, a buzzer now sounds and a warning message is displayed on the TAG TOUCH screen. With all carts now tagged, DSG's 'eye in the sky' creates a track showing where each cart was driven during a rental period. If a cart is driven irresponsibly, staff can now show a golfer a map of their progress when they return the keys, demonstrating where they ignored the buzzer and on-screen warning messages.

As well as heather and particular SSSI habitats, the club also ring-fenced its greens, bunkers and tees with no-go zones.

"DSG TAG is like an invisible, electronic buggy path, and it quickly becomes apparent to golfers who play the course where the DSG buggy path is."

David Morgan, General Manager

"Prevention is better than cure, and we wanted to prevent golfers from crossing over heather. DSG TAG means that we are now looking after our environment by controlling our golf buggies, which is a feather in our cap."

David Morgan, General Manager



TAG TOUCH screens add value

In summer 2012 the club's freshly-tagged E-Z-GOs were upgraded with DSG's new TAG TOUCH screens. With a view of the hole and yardage now displayed via GPS onto touch-sensitive screens, golfers at Broadstone have state-of-the-art technology in their cart as they play their round. They can touch the screen to examine distances at will, and are able to pan around and zoom into the course map. 'Pro Tips' are also displayed on each hole, giving hints on how to break par, and there is also an on-screen Digital Scorecard function.

Advertising also appears on-screen at specific times, so that when a golfer plays a certain hole, a certain advertisement appears on-screen. The club uses this to maximise revenue both from overall club-level commercial relationships, and from hole-specific sponsors.

"People enjoy our new TAG TOUCH screens. They look very high-end, which is important to us. We care about the people who play our golf course, and the buggy screens make the experience even more enjoyable."

David Morgan, General Manager

OTHER BENEFITS

Better safety on slippery hills

With several steep inclines, DSG TAG helped the club to create restricted zones to keep carts from slipping on side-hill lies, particularly in wet weather.

Better security

The DSG tags have enabled Broadstone to set a timer function on their cart fleet. At night, all carts are disabled at a set time by the tagging software, preventing unauthorised use. The inbuilt motion sensor triggers an alarm if movement is detected. In addition, a geo-zone has been created around the entire property, meaning that carts cannot be driven off the estate.

"Security is already good at Broadstone, but DSG TAG has given me an additional level. I know I will receive a message on my phone at any time, day or night, if our buggies are tampered with."

David Morgan, General Manager

Faster response to wet weather

Management can now quickly 'tag' specific parts of the course which have become dangerous underfoot after a period of rain. In practice, if a greenkeeper radios back from the course that pools of water are forming in certain areas after a heavy shower, the DSG TAG system enables Broadstone to quickly tag that area and create a no-go zone around it before the next group of golfers arrives on the tee. Messages instantly appear on the TAG TOUCH screen, warning golfers of the casual water lying ahead.

Better pace of play

Broadstone is a place of outstanding natural beauty, and does not generally hurry its customers around the course. However, if golfers are dragging their feet to the detriment of others' enjoyment at Broadstone, management can now send a polite but unmissable 'Please Increase Your Pace' message directly to that cart via the TAG TOUCH screen.

Better battery management

With such a large site, cart battery management is key and management tries to rotate carts 2-3 times per day to achieve maximum revenue. Although the new E-Z-GOs generate a recharge via braking while out on the course, the DSG TAG control screen gives staff useful battery information at-a-glance, no matter how far from the clubhouse a cart may be. Carts which are running low on battery can be identified easily, and the TAG TOUCH screen reassures golfers who hire a cart that their battery life is good.

Members appreciate benefits

A membership at Broadstone is much-prized, and the introduction of DSG TAG to the cart fleet has been appreciated by the club's members, who feel protective towards their beloved golf course. Tagging helps to secure the quality of tees, fairways and greens, adding to Member satisfaction.



Better cart allocation and bulk rentals

The DSG TAG control panel means that Broadstone staff can easily monitor usage in bulk-rental deals, where Members or Visitors pay in advance for a series of cart rentals.

When a golfer arrives in the pro shop to collect the key, he / she can see how many rentals they have left, in an instant.

IN SUMMARY

One of the first UK customers for the new TAG TOUCH system, Broadstone has experienced a warm and positive reaction from both members and visitors to the new technology, both as regards GPS tags and high-def touch screens, As well as efficiency and course care improvements befitting its status as a highly revered and environmentally valuable golf course, the benefits to the Broadstone business are also clear to club management.

"We are first and foremost a golf club, but we are also a business and DSG TAG has made us more efficient as regards cart fleet management. The new TAG TOUCH screens are state of the art, and our customers appreciate the added value. It shows that the club cares. And as regards our rather rare environment, DSG TAG helps us to ensure that we are taking the best possible steps to avoid damaging this special place."

David Morgan, General Manager

