










<b>Company</b>					
<b>Headquarters</b>	+++	+	+++	+++	+
	Waltham, MA	South Africa HQ with satellite office in the US	Augusta, GA	Augusta, GA	N/A – partnered with an outside company (iGolf)
<b>Regional Focus</b>	+++	---	+	+	+
	Focused in the US & Canada	Worldwide – diluted by company size and resources	Worldwide	Worldwide	Worldwide
<b>Founded</b>	+++	+++	++	+	+
	2015	2014	2010 Older technology	2002 Older technology	2003 Older technology
<b>Customer Support Model</b>	+++	---	+++	+++	+++
	US-Based in customer time zone.  Unlimited, chat, web meeting, email, phone	Based in South Africa which is a 6-7-hour time difference from east coast of US	US-Based	US-Based	US-Based
<b>Cost</b>	\$	\$\$	\$\$\$	\$\$\$	\$\$\$








					
<b>Tracking Scope</b>					
<b>Carts</b>	+++	+++	+	+	+
	Yes, but no screens in golf carts  Works with any cart brand	Primarily screens in golf carts  Works with any cart brand	Primarily screens in golf carts  Only works in Club Car	Primarily screens in golf carts  Only works in E-Z-Go	Primarily screens in golf carts  Only works in Yamaha
<b>Walkers &amp; Caddies</b>	+++	++	---	---	---
	Yes, handheld unit battery lasts for up to 5 days	Yes, handheld unit battery lasts a single day	No	No	No
<b>Maintenance</b>	+++	+	+	+	+
	Extensive operator, equipment and task analytics	Only location	Only location	Only location	Only location



	 FAIRWAYiQ	 TAGMARSHAL	 ViSAGE for Club Car	 TEXTRON FLEET MANAGEMENT™ for E-Z-Go	 YAMATRACK® for Yamaha
<b>Technology</b>					
<b>Technology as a Core Competence</b>	+++	+++	-	-	-
	Core	Core	No - Acquired	No - Acquired	No - Partnered
<b>Hardware Experience</b>	+++	+	+	+	+
	Core	Outsourced	Outsourced	Outsourced	Outsourced
<b>Hardware Availability</b>	+++	-	+++	+++	+++
	Maintain Inventory	Ordered	Maintain Inventory	Maintain Inventory	Maintain Inventory
<b>Application Hosting</b>	+++	+++	---	---	---
	Cloud	Cloud	Local Computer	Local Computer	Local Computer
<b>On Course Network Coverage</b>	+++	---	---	---	---
	Latest CAT-M LTE which is cheaper and reflected in pricing	Older, more expensive LTE passed on in pricing	Older, more expensive LTE passed on in pricing	Older, more expensive LTE passed on in pricing	Older, more expensive LTE passed on in pricing
<b>Alternative to Bad Cellular Coverage</b>	+++	---	---	---	---
	Yes	No	No	No	No



					
<b>Features</b>					
<b>Live Air-traffic Control</b>	+++	+++	+	++	++
	Yes	Yes	Yes, older system interface	Yes	Yes
<b>Historical Path Tracking</b>	+++	++	+	++	++
	Advanced going back 3 years	Yes	Yes, older system interface	Yes	Yes
<b>Heatmapping of Play and Maintenance</b>	+++	++	++	++	++
	Yes, both play and maintenance	Play only	Play only	Play only	Play only
<b>Pace of Play Management</b>	+++	++	+	+	+
	Advanced with multiple pace modes	Advanced	Basic	Basic	Basic








					
<b>Wait Time Measurement</b>	+++	+	---	---	---
	Advanced metrics	Yes	No	No	No
<b>Tee Sheet Integrations</b>	+++	+++	---	---	---
	Yes	Yes	No	No	No
<b>Player Profile and Pace Rating</b>	+++	++	---	---	---
	Yes	Player Profiles Only	No	No	No
<b>Automated Staff Alerts</b>	+++	++	---	---	---
	Yes	Some	No	No	No



					
<b>Player Communication</b>	+++	++	++	++	++
	SMS text notifications at no cost.  Configurable rules engine for automatic messages.	Screen in cart which is expensive	Screen in cart which is expensive	Screen in cart which is expensive	Screen in cart which is expensive
<b>Restricted Area Management with Cart Notifications (Beep in area)</b>	+++	++	---	---	---
	Advanced, multiple types of areas and methods of notification	Coming in Late 2021	Yes, only on their cart brand	Yes, only on their cart brand	Yes, only on their cart brand
<b>Reporting and Analytics</b>	+++	+++	+	+	+
	Advanced	Advanced	Basic	Basic	Basic



					
<b>Cart Analytics</b>	+++ Hours, utilization, player history, battery monitoring	++ Hours and utilization	+++ Advanced for their cart brand only	+++ Advanced for their cart brand only	+++ Advanced for their cart brand only
<b>Community Resident Safety and Privacy</b>	+++ Tracking only in specified areas.  Speed monitoring.	--- No	--- No	--- No	--- No