

iwGROUP
intelligent workspaces



The future of golf club technology

How AI-enabled, integrated systems are
shaping next-gen golf clubs

Integrated technology delivered by one trusted partner

Private, semi-private, resort and public golf clubs are evolving rapidly. Member expectations are rising and operational pressures are increasing.

Technology is no longer optional. It's fundamental to how modern clubs operate, grow revenue and deliver exceptional experiences.

As a Premium Partner of the Golf Club Managers' Association

(GCMA), **iw**GROUP brings a fresh, intelligent approach to golf club technology. We design, deliver and support fully integrated, AI-driven technology ecosystems that empower clubs to operate more efficiently, understand their members better and unlock the full potential of their facilities.

iwGROUP delivers every aspect of technology under one roof, removing complexity and creating future-ready clubs designed around people, performance and experience.





A new approach and why AI matters to golf clubs & resorts

Artificial Intelligence is no longer a future concept. It's now central to how successful golf clubs operate day to day.

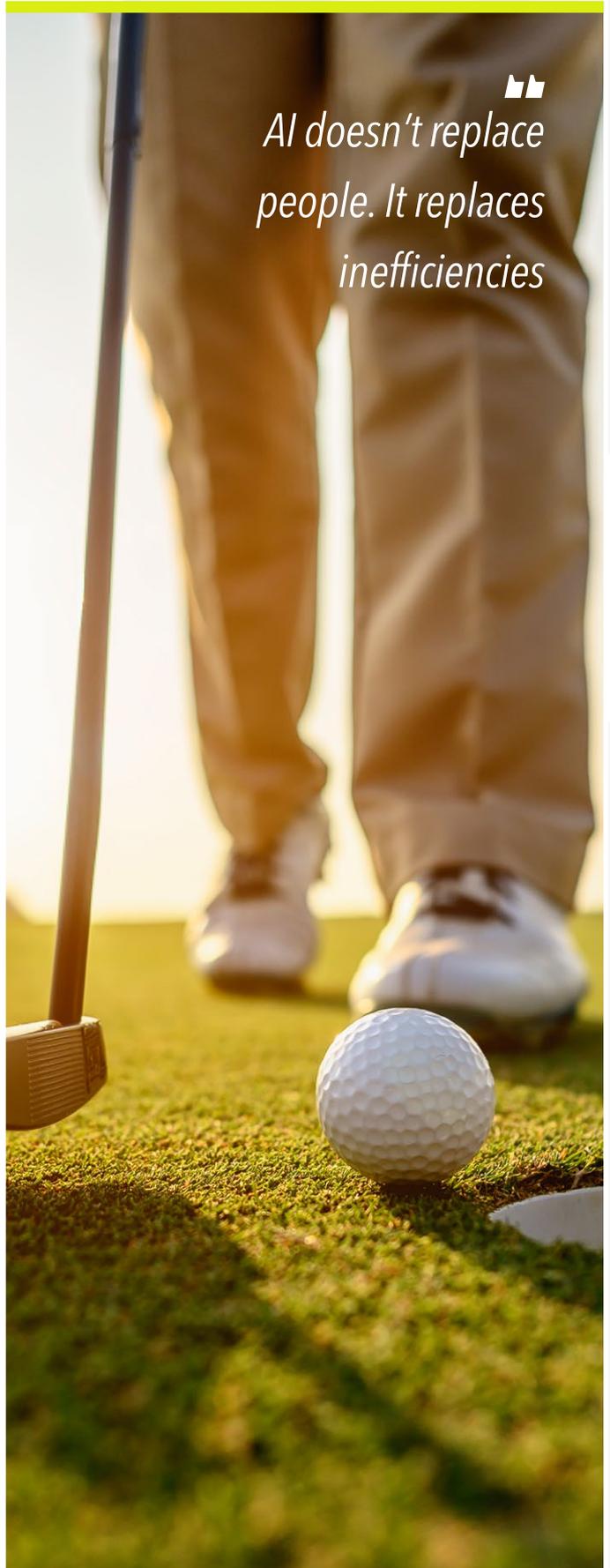
AI enables clubs to:

- Understand how members and guests actually use the club
- Improve safety and security intelligently
- Optimise space, staffing and facilities
- Make informed decisions based on real data, not assumptions

By analysing individual member behaviour and usage patterns, AI also unlocks new, targeted marketing opportunities.

Clubs can communicate more relevant offers, events and services to members based on how, when and where they use the club, increasing engagement while driving participation and revenue.

AI allows clubs to move from reactive management to proactive decision-making, supporting smarter operations and stronger member relationships.



AI doesn't replace people. It replaces inefficiencies



Cost management

One Partner | One technology cost | One clear strategy

iwGROUP delivers a true One Partner approach, managing every aspect of club technology from consultancy and design to installation, support and ongoing optimisation.

We conduct detailed technology, supplier and expenditure reviews, advising clubs on a long-term cost management strategy that consolidates all technology and support into a single, streamlined cost model with **iw**GROUP.

This approach:

- Reduces overall technology expenditure
- Eliminates duplicated services
- Simplifies budgeting and forecasting
- Ensures systems are designed to work seamlessly together
- Supports revenue growth and operational efficiency
- Reduces the time and effort required to manage multiple suppliers, allowing staff to focus on member experience and core operations

The ultimate objective is to help clubs move toward being almost self-funding, by reducing spend while increasing the value and income generated by technology.

Membership intelligence

Understanding how your club is really used

By integrating AI with security and operational systems, **iw**GROUP enables clubs to gain deep insight into:

- Member demographics
- Frequency of visits
- Peak usage times
- Movement between spaces
- How facilities are used throughout the day, week and season

This intelligence also highlights under-utilised or overlooked spaces, allowing managers to rethink how areas of the club could be better used, whether for meetings, events, social activities or new revenue-generating opportunities.

Clubs can act on this insight to:

- Personalise member engagement and marketing
- Improve operational planning
- Optimise layouts and opening times
- Identify new income opportunities from existing assets



Intelligent alerts

Maintaining standards through smart automation

AI-driven alert systems enable clubs to automatically identify and flag:

- Use of facilities outside permitted times
- Access breaches
- Membership, policy or dress code violations
- Restricted area access

This supports:

- Consistent enforcement of club standards
- Reduced manual intervention
- Faster, more informed responses
- A positive member experience without disruption

Site-wide awareness

Protecting Large, Complex Estates

Golf clubs and resorts often span extensive grounds. **iw**GROUP designs AI-driven perimeter security solutions that deliver:

- Intelligent detection of movement
- Real-time alerts for boundary breaches
- Integration with CCTV and access control
- Discreet protection without compromising aesthetics





Environmental sensors

Smarter operations through intelligent monitoring

iwGROUP delivers a range of AI-integrated sensors to optimise club environment, protect assets and enhance member experience:

Vape + smoke detection sensors

Discreetly monitor unauthorised activity, helping maintain a safe and comfortable environment.

Temperature + humidity sensors

Ensure optimal conditions for indoor spaces, equipment storage and sensitive areas such as wine cellars or pro shop stock.

Air-quality sensors

Monitor CO₂ levels, allergens and pollutants to maintain a healthy environment for members and staff.

Motion + noise sensors

Track occupancy patterns, identify under-utilised areas and detect unusual activity outside of normal hours.

Benefits include:

- Improved member/staff comfort and safety
- Operational and cost efficiency by adjusting heating, cooling or ventilation based on real-time data
- Insight into space usage, supporting better planning for staffing, cleaning and events
- Proactive issue detection, reducing maintenance costs and preventing incidents

Combining sensors with AI analytics delivers actionable intelligence, helping run spaces more effectively, protecting assets, while creating healthier, safer and better-used environments.

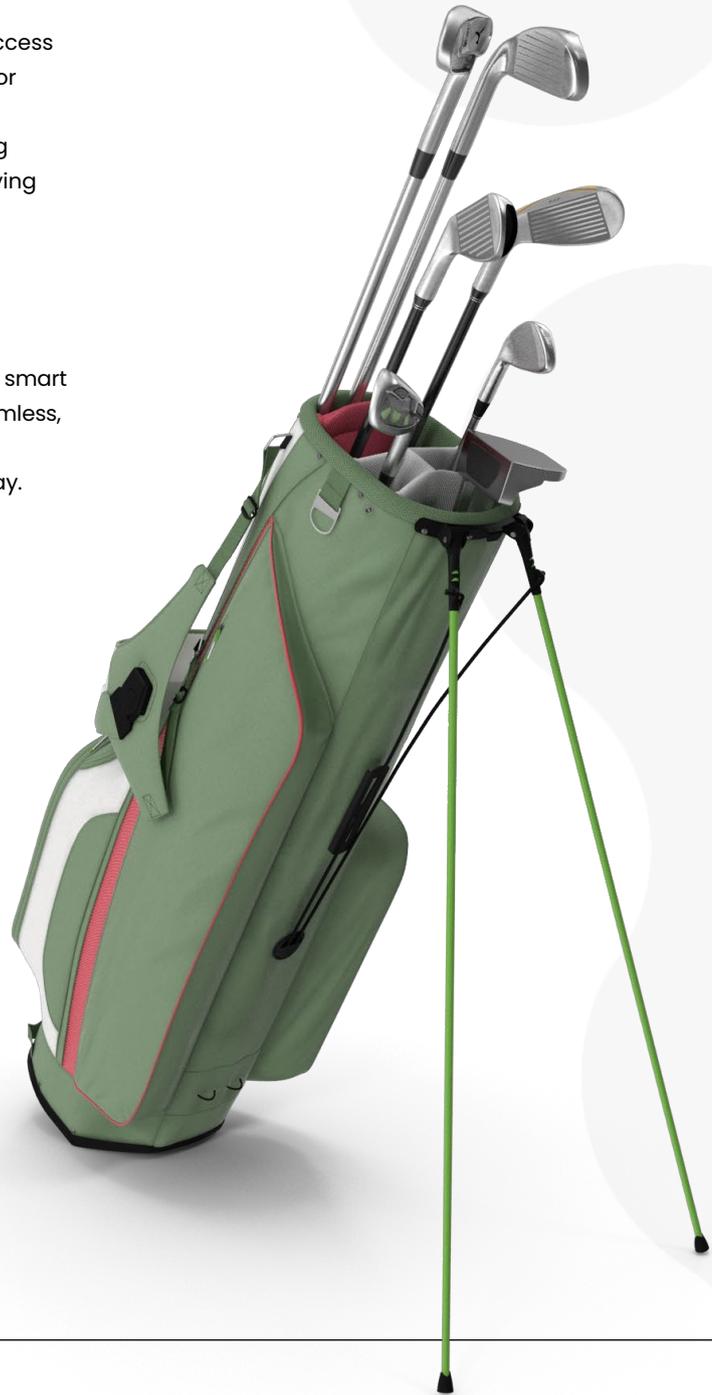
Member convenience

Modernising everyday club experiences

Smart locker systems integrate with access control and membership platforms to provide:

- Secure, flexible locker allocation tailored to individual members
- Reduced administration for staff, freeing time to focus on member engagement
- Improved member convenience with fast, touchless access
- Integration with other club services, such as spa, gym or equipment rental
- Integrated usage and membership analytics, providing insight into individual and collective behaviour, identifying patterns and supporting future planning
- Predictive insights, highlighting peak usage times and allowing proactive maintenance without disrupting members

By combining security, convenience and intelligent insight, smart lockers are more than just storage. They help create a seamless, personalised and data-informed experience for members, enhancing satisfaction and operational efficiency every day.



Audio-visual solutions

Professional spaces that always perform



Golf clubs are increasingly well-placed to offer high-quality remote working environments, creating additional value for members and unlocking new uses for existing spaces.

Integrated AV and video conferencing systems support

- Boardrooms and meeting rooms
- Committee and governance meetings
- Hybrid collaboration and remote working
- Corporate presentations and private events

Clubs benefit from:

- Seamless presentations and video conferencing
- Reduced setup time and technical friction
- Improved reliability and consistency across spaces
- Increased appeal for corporate hire and flexible workspace use

This approach enables clubs to create professional, multi-purpose environments that support modern working practices while maximising the value of existing spaces.

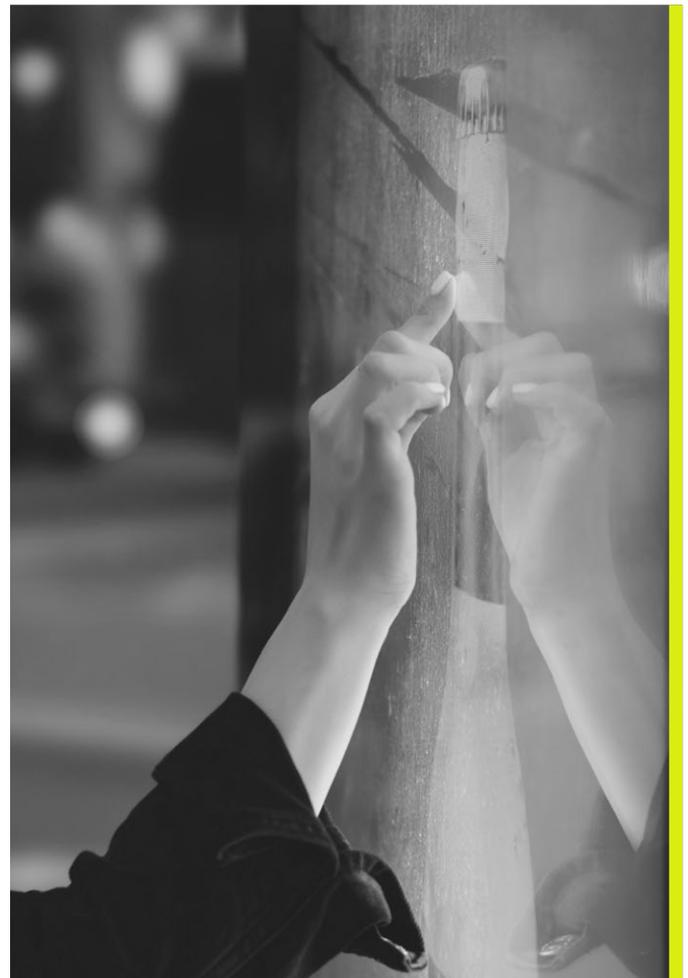
Events & functions

Technology that elevates every occasion

Integrated AV, lighting and security systems enhance:

- Weddings
- Private functions
- Social and corporate events

AI-driven security provides discreet protection for private events, while smart, ambient lighting enhances atmosphere and guest experience. Together, these systems improve operational control, elevate presentation and encourage higher-value bookings.



Video walls

Communicating, informing, engaging

Flexible video walls of any size can be used in reception and common areas to:

- Welcome members and guests
- Promote events and competitions
- Display live information and updates
- Create sponsorship and advertising opportunities

Designed to scale, adapt and integrate seamlessly into club environments.

AI-driven security

Smarter security through integrated intelligence

iwGROUP delivers AI-driven, fully integrated security systems, combining:

- CCTV
- Access control
- Facial recognition
- Sensors + intelligent analytics



Designed as a single ecosystem and using a layered approach, these systems provide:

- Real-time visibility across the entire site
- Intelligent alerts for unauthorised access or unusual behaviour
- Improved safety for members, staff and guests
- Reduced reliance on manual monitoring

Security becomes not just protection, but a source of valuable operational insight.

Print solutions

Greater control | Faster turnaround | Reduced cost

For clubs producing marketing and event materials internally, large format print solutions can provide significant operational and commercial advantages.

Applications include:

- Event posters and promotional signage
- Tournament and competition banners
- Menus and hospitality materials
- Member communications and notices
- Directional signage and wayfinding
- Corporate event branding
- Sponsorship displays + retail point-of-sale materials

Benefits of in-house large format printing include:

- Faster turnaround for time-sensitive events and promotions
- Reduced reliance on external suppliers
- Lower long-term print expenditure
- Greater creative flexibility and brand control
- On-demand production, reducing waste and over-ordering
- AI-driven print management, providing usage analytics, automated supply monitoring and proactive maintenance to optimise performance and control costs

By combining large format capability with intelligent print management, clubs gain both creative agility and measurable cost efficiency. This ensures full alignment with a wider integrated technology strategy.



Bespoke solutions

Designed around your club, not a template

No two clubs are the same. **iw**GROUP tailors every solution based on:

- Club size and layout
- Membership profile
- Operational challenges
- Long-term business objectives

This ensures technology investments are purposeful, scalable, and deliver measurable value.

Supporting technologies

Completing the intelligent technology ecosystem

Additional technologies include:

- Cyber security + IT support
- Network infrastructure
- AI-driven business telephony and unified communications
- Smart Wi-Fi and guest connectivity
- AI-powered print management to control cost and waste
- Digital signage and wayfinding
- Environmental and occupancy sensors
- Centralised monitoring dashboards
- Proactive lifecycle support and maintenance

All fully integrated. Never siloed.



A smarter future

AI-driven | Integrated | Built for the future of golf.

The future of golf club management is AI-driven, data-informed, and fully integrated.

Through our partnership with GCMA, **iw**GROUP is helping clubs move away from fragmented systems toward a connected technology ecosystem that supports better decisions, stronger financial performance, and outstanding member experiences.

Technology should not feel complex but **connected, intelligent** and **empowering**.





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Intelligent technologies for future **workspaces**

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