

Case study

PODGOLF

Podfinapod

PODGOLF

Virtual golf business hits the perfect swing with cloud-native security

Avigilon Alta & PodGolf case study



PodGolf, which opened its first facility in November 2024, provides a unique virtual golf experience with Trackman simulators.

Operating as a completely self-serve business model, PodGolf currently manages eight venues across London. By combining professional-grade golf technology with an automated facility model, PodGolf makes the sport more accessible to a wide range of players, from elite golfers to young children.

To support its business model, PodGolf required a security solution that could integrate with its booking system and the Trackman simulator. This would enable it to provide customers with seamless access to its golf pods while maintaining a safe, secure environment.

Customer Profile

PodGolf, UK

Industry

Commercial

Solutions



Avigilon Alta Access



Avigilon Standard Smart Keypad Reader



Avigilon Alta Video VMS



Avigilon dome cameras



Avigilon Alta Video app

Benefits

- The Alta solution helps eliminate the need for on-site staff for day-to-day management, reducing costs and maximizing operational efficiency.
- By integrating Alta Access with its booking system, PodGolf provides a smooth and intuitive customer experience, from booking to gaining easy access to the facility.
- With Alta's cloud-native platform, PodGolf can manage and observe all locations from a single platform, enabling seamless expansion and consistent operation as the business grows.



Challenges

Requirement for unstaffed operations

The PodGolf business model was built entirely on an unstaffed approach. To make this viable, the company required a video security and access control solution that integrated directly with the Trackman simulator and booking system to manage customer entry without physical oversight.

Need for seamless customer access

For a self-service model to succeed, the user journey needs to be frictionless. PodGolf sought an access control system that reliably provided customers with automated access codes upon booking.

Not only would this ensure a professional and secure experience for customers, but PodGolf could achieve this without the need for on-site staff.

Operational visibility and remote support

Managing multiple locations independently required more than just security. It was essential that PodGolf could also remotely diagnose issues and support customers in their pods.

The business sought a unified platform that enabled management to observe all sites through a single application, facilitating troubleshooting and general operations.



Solutions

Avigilon Alta

PodGolf implemented Avigilon Alta, a comprehensive cloud-based technology solution to manage its growing network of sites. This scalable security suite includes cameras, video management software (VMS), AI-powered video analytics, access control, and more.

Each pod is equipped with a Standard Smart Keypad Reader at the entrance, allowing for PIN-based entry. All access events are remotely managed via Alta Access software, which is accessible on any web browser and mobile device.

Moreover, Alta is built on an open platform, which means it seamlessly integrates with PodGolf's booking tool, automatically generating codes for customers during their purchase journey.

For video security and operational oversight, PodGolf deployed the Alta Video VMS and Avigilon dome security cameras at each site, providing clear coverage of site activity on the Alta Video app or any web browser.





Benefits

Significant operational cost savings

With Avigilon Alta, PodGolf was able to adopt its self-service business model, eliminating the need for on-site staff and reducing costs.

“The Avigilon Alta solution simplifies customer access, security and general operations for our self-serve golf pods. With it, we can achieve significant cost savings as a result of having no onsite staff,” said Tim Baker, Founder of PodGolf.

Improved efficiency and customer experience

The seamless integration between Alta Access and the booking system delivers a professional and friction-free customer experience, with customers receiving their unique access codes immediately upon confirming their booking. “Our customers have found booking and access to our golf pods smooth and user-friendly, and that’s thanks to the intuitive Alta Access solution and its smart integration capabilities,” Baker added. This efficient

entry process ensures the customer maximizes their time enjoying the virtual golf experience, minimizing time spent on access.

Beyond customer access, PodGolf uses Alta Access to manage access permissions for support staff, including cleaners, ensuring the facilities are maintained without manual key handovers.

Enhanced situational awareness and remote support

The Alta Video VMS has become an essential tool for PodGolf’s daily operations. In addition to detecting and capturing security events, the Avigilon dome cameras are used extensively for remote real-time customer support and diagnosing technical issues with the Trackman simulator.

By observing live feeds on the Alta Video app, PodGolf’s management team can see exactly what issues a customer is experiencing before taking action. The quick support further enhances the user experience, allowing customers to return to enjoying the virtual golf experience.



Conclusion

By leveraging Avigilon Alta's cloud-native access control and video solutions, PodGolf has successfully pioneered a "forward-thinking" automated business model in the indoor golf industry.

The integration of secure, unmanned access with real-time video oversight has allowed the company to scale rapidly to eight locations while maintaining low overhead and a premium customer experience. As it plans to expand its operations and open new locations, PodGolf seeks to strengthen its partnership with Trackman and Avigilon further, providing a unique golfing experience for its customers.

“

At Trackman, we strongly recommend the Avigilon Alta solution to our customers. Avigilon is always reliable and supportive and its technologies are quick to operate and easy to maintain, providing peace of mind to our customers and us

Thomas Erik Bosco, Regional Sales Director East & South-East Europe at Trackman

To learn more, visit: www.avigilon.com



AVIGILON™

Motorola Solutions, Inc. 500 West Monroe Street, Chicago, IL 60661 U.S.A. motorolasolutions.com

© 2026, Avigilon Corporation. All rights reserved. MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. 03-2026 [JS02]