

THE CANNA SUITE DIFFERENCE

A Best-in-Class Solution for Your Cannabusiness



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INTRODUCTION

This white paper, is designed to inform cannabis professionals about what can offer to cannabis business. The cannabis industry is rapidly evolving and as it becomes legal across the country. From the cultivators harvesting the plant to the manufacturers creating products down to the customer-facing dispensaries, one thing is clear: whether you're selling to other cannabis businesses or directly to consumers, businesses at every stage of the supply chain gain a clear advantage over their competitors through the use of a best-in-class software solution.

Armed with this information, we hope that cannabis innovators and entrepreneurs, including manufacturers, growers, cultivators, retailers and support businesses alike, will us this information to grow and streamline their business.



THE IMPORTANCE OF COMPLIANCE

In an industry fraught with many obstacles, compliance remains one of the biggest challenges facing cannabis businesses. Some cannabis companies run into compliance issues from not making it a priority and central focus of the business. At the same time, others struggle to keep up with rapid changes that can unfold within the government's regulation of cannabis products.

With severe consequences for non-compliance, one of the biggest challenges for cannabis operators is the intense scrutiny related to how cannabis products are tracked and monitored through the supply chain, also known as traceability.

The regulations which mandate traceability standards are evolving as marijuana legalization itself evolves. This presents a problem for cannabis manufacturers, distributors, and retailers who are trying to stay abreast of changing legislation while remaining compliant amid the changes.

Perhaps the most complicated factor in cannabis traceability is the tracking of every step of a plant's journey to the consumer. Cannabis companies operating anywhere in the supply chain need the ability to track and trace cannabis products from seed to sale.

Cannabis products must be monitored and accounted for in the event of an audit or investigation. When this happens, operators anywhere in the cannabis supply chain need to be able to trace their inventory no matter where in its product lifecycle it happens to be.



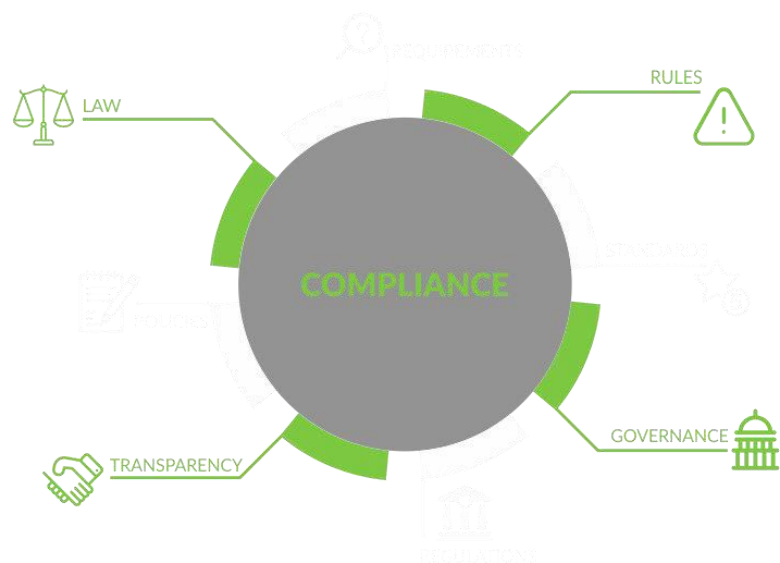
The CANNA HUB

The Canna Hub - Manages the process flow between the multiple business systems necessary to run, track & trace your canna business activities. With Canna Hub data transfers between your Back Office Business Systems and your Compliance Management Systems happen automatically enabling the efficiency, accuracy, scale, agility and compliance necessary for a fast-growing business.

With Canna Hub connections are established to each system or component you want to integrate, that connection is shared with all the other systems that must interact with it. Data services can be exposed and published in a consistent manner, enabling better integrations of data across systems thus reducing the need for data replication to support cross-system business processes. Canna Hub will simplify and speed up the data governance requirements as the data is persisted at a central location and only entered once. Data can be transformed and distributed in real time via our tools or yours with industry specific dashboards and reports available.

CANNA HUB & METRC

Our Canna Hub integration with METRC allows for a seamless automated solution for Cannabis businesses with any license type (cultivator, manufacturer/processor or distributor). The data for these operations is dynamically passed from Canna Hub to the METRC State compliance system eliminating the need for double entry in many areas.



With Canna Hub's METRC integration you will be able to sync and report the below actions with no additional data entry in METRC.

- Clone/seedling (immature plant) creation, destruction, movement, and growth phase changes
- Plant movement, destruction, growth phase change, harvesting, and manicuring
- Harvest batch creation, removing waste, and inventory package creation
- Inventory package creation, converting products, adjusting package quantities, and room/location change

Additionally, our METRC integration can be leverage for analytical reporting needs. Currently our solution works with Power BI to provide visibility, agility, and productivity within your business. This feature allows our clients to spend more time on growing their business, gaining insight into their operations to better support their customers, reduce errors and responding quickly to unpredictable changes.

State compliance systems are ever evolving, and The Canna Suite is committed to monitor, adapt and grow as needed to keep up with the ever-changing compliance needs of our customers. We will add more API integrations and data points as State Systems enhance their API's thus ensuring we offer our customers the best functionality possible.

Did you know?

Metric is the most widely used regulatory cannabis system in the USA, leading the way in 16 states.



UNDERSTANDING THE DIFFERENCE BETWEEN SEED-TO-SALE & TRUE ERP

The cannabis industry thrives on industry-specific software solutions to help operators develop competitive advantages and maximize their efficiencies.

While there are many software options available for the cannabis industry, not all of them offer the same features and functionality to users. On their surface, they seem suited to the unique needs of a challenging industry, but what works for one cannabusiness will not necessarily be adequate for another.

In fact, even cannabis professionals use cannabis accounting software, seed-to-sale software, and cannabis ERP software terminology interchangeably, creating confusion among operators. The distinction is an important one that begins with understanding the difference between seed-to-sale software and cannabis ERP and accounting systems.

BREAKING DOWN THE DIFFERENCES:

Totality

The biggest difference between seed-to-sale software and cannabis ERP systems is that an ERP system is a far more complete solution for marijuana businesses looking to improve their workflows.

From a single unified system, cannabis ERP systems bring all the operational data from disparate departments and information pipelines. By unifying this data, ERP systems allow leadership to generate cross-referential reports using nearly any criteria, track and monitor all inventory, business materials, personnel, and finances.

With a cloud-based ERP system, this data is all available to permitted users in real-time and from anyplace.

Features versus Functionality

Cannabis ERP systems grant users access to unprecedented amounts of data—including extremely robust inventory and financial tracking—which helps produce invaluable business insights while remaining in compliance with all state and federal regulations. Seed-to-sale software, on the other hand, is a comparatively and relatively simple tracking system.

While the federal and state-level laws that place unique and ever-changing tracking demands on cannabis producers, distributors, and manufacturers constitute some of the most challenging regulations in all the land for a business to comply with, there is more to operating a successful cannabusiness than simply remaining in compliance.

In most cases, seed-to-sale tracking is really more a vital feature of a complete cannabusiness solution than it is a solution unto itself.

Whose needs are you serving?

Seed-to-sale software is largely concerned with maintaining compliance in the cannabis industry, which is no easy feat. The laws regulating how cannabis is produced, distributed, and sold are as volatile and dynamic as this young industry itself is.

However, operating a successful cannabusiness requires considerably more than the government's seal of compliance approval. By electing to go with seed-to-sale software, cannabusiness can achieve regulatory compliance and serve the baseline needs mandated by the government.

But for most operations, seed-to-sale software represents the bare minimum required to scrape by, where cannabis-specific ERP systems sew the seeds of legitimate success.

When the goal is scaling the cannabusiness as efficiently as possible while making the best possible decisions within an extraordinarily competitive market, then tracking inventory is only a piece of the larger puzzle.

Cannabis operators have realized broad misconceptions about the available software options and the purposes of each. The ideal software solution for growing cannabis operations to gain a competitive advantage will offer a comprehensive set of tools for root out inefficiencies in the operation's standard workflows to achieve its goals.



ERP Software Selection Process

With the frequency of rapid change in technology, companies today are always looking for ways to keep a competitive edge. Cannabis businesses specifically seek industry management software that will help them solve cannabis-specific problems.

Finding the right cannabis software can be an intricate task, especially with all the options on the market. Among the available options include platforms designed to serve the cannabis industry and help cannabis business owners remain compliant.

Whether you need cannabis business software for increased visibility, inventory tracking or managing financials, cannabis enterprise resource planning (ERP) is ready to meet the demand.

Compliance and traceability

Non-compliance in the cannabis industry comes with stiff penalties, but the amount of data necessary to trace, record, and report is extraordinary. Operators face intense scrutiny related to how cannabis products are tracked and monitored through the supply chain, also known as traceability.

The most significant compliance challenge for your cannabis business arises with the traceability requirement that accompanies every cannabis product and production materials. This requires that you track, trace, and monitor every seed, plant, and product through its entire life-cycle.

Cannabis ERP systems are designed from the ground up with cannabis in mind and offer features that inherently collect and maintain all of the information necessary for regulatory compliance and traceability.

Functionality & Ease of Use

Does the cannabis software you're considering have features that facilitate more efficient operations? ERP systems, in general, are known for exposing operational inefficiencies through advanced data comparison and tracking by integrating all business data from different pipelines under a single umbrella. Ultimately, these features streamline work processes to create cost-saving opportunities.

But the more difficult a system is to use, the harder it will be for employees to adopt employees. The longer it takes your team to use it, the more it will negate the benefit you hoped to achieve.

Credibility

Take a look at the software used by other cannabis companies in your network. What platform are they using? On-premise or cloud ERP. Who is their software vendor? You want to make sure that your vendor won't disappear along the way and have a good reputation within the cannabis industry. Reputable cannabis software vendors will be willing to put you in touch with a customer who is ready to talk about their experience. This is an excellent opportunity to ask the tough questions and find out how well you might fit with a particular vendor or platform.

Reports, Forecasts, and Analysis

Cannabis ERP automatically generates many forms of reporting required for cannabis compliance, including reports detailing where inventory has been, where it's headed, and who's interacted with it.

Forecasting capabilities are particularly crucial for companies looking to grow. A cannabis ERP system helps you forecast product demand so that you can prevent shortages and overstock while maintaining enough supply. Demand forecasting further helps you better manage your cash and staff.

By centralizing and democratizing your cannabis data, you give your staff the power to collect and analyze information from a single source to use toward business objectives and timely reporting to stakeholders.

The Bottom Line

Building a cannabis business in this competitive landscape requires an investment in the right cannabis technology. Whether you operate as a cannabis cultivator or extractor, manufacturer or dispensary, a cloud-based cannabis ERP and accounting solution is uniquely positioned to deliver the tools needed to meet the requirements of an ever-changing industry.

A BEST-IN-CLASS SOLUTION

Cannabis operations software is the smart choice for companies looking to integrate operational, growing, and compliance needs in one united platform.

Whether you operate as a cannabis cultivator or extractor, a manufacturer or dispensary, the cannabis industry is exploding and innovating at a rate not seen in many other industries. With the right software solution, cannabis operation leaders stay ahead of the competition and continue to make informed business decisions through automation, robust reporting, and processes that adhere to regulatory compliance standards.

- Manage Grow Operations
- Traceability
- Coordinate Shipments
- Maintain Compliance
- Plan Activities & Tasks
- Manage Waste

"I have been pulled in a million different directions - it's great to know you have been helping the team get through the Go Live, thank you for your quick, reliable responses, seems like you always have the answer, just wanted to relay that it's appreciated and we would be in trouble without your continued support. We are looking forward to getting through our first month-end close" - AYR Strategies

ABOUT THE CANNA SUITE

The Canna Suite integration and engineering experts have partnered with leading cannabis industry experts to develop a software solution that provides a complete cannabis operations system.

Our best-in-class solution not only handle tracking of seed-to-sale activities, but encompasses your entire cannabis operations with compliance needs handled along the way. Providing end to end business functionality.

Your business needs a financial management package that delivers automation and accounting controls that keep you operation audit-ready and positioned to scale. Contact us to learn how we can bring improved business performance to your cannabis organization.

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