

CASE STUDY

RETAIL CANNABIS INDUSTRY

*How modern IT
solutions help cannabis
companies grow and thrive.*



BACKGROUND

When Dank City Delivery opened their doors in 2020, they were no strangers to California's cannabis industry. Their founders have pioneered operations from cultivation to the retail market ("seed-to-sale"). However, this endeavor would be a very different kind of cannabis business. One that required a streamlined process to interact fluently with customers and staff.

The business operates as a delivery-only cannabis dispensary taking online orders via their website. The orders are then processed and prepared at their warehouse location. Several delivery couriers pick up the prepared products and deliver them to the customers. The process needed to be carried out strategically to maintain a consistent and timely flow.

It is only "natural" to expect the use of technology in most any business. For those focused on products of nature, it largely and strongly relies on technology to bring the product to the market and onto the consumer. With regulatory requirements also in place, data throughout the entire process must be recorded and logged for accountability.

For a business like this to function, Dank City would need things like computers, servers, smart phones, cameras, printers, and industry specific applications. Of course, this would all need to run on a secured business network with redundant connectivity.

Dank City reached out to
Fusion1 IT Solutions for assistance.



INITIAL ASSESSMENT

A meeting was arranged to discuss the immediate needs and ensure adequate resources were made available. From physical security, access control and video surveillance, to digital security, authentication and credential management, many items would need to be addressed.

PREREQUISITES

Since this involves several staff to carry out, some using corporate mobile devices with sensitive customer data, security measures were needed to protect these assets. Upon Fusion1's recommendation, a hybrid solution of enterprise mobility (EMM) and mobile device management (MDM) was implemented.

THE STRATEGY

Fusion1 would enroll Dank City's workstations and devices in a remote monitoring and infrastructure management (RMM/UEM) service, offering full enterprise observability, detection and response. A third-party web developer and systems integrator had been brought in to build their ecommerce and order processing platform. Fusion1 worked with the developers to incorporate cyber security, monitoring, detection and mitigation capabilities.

MOVING FORWARD

With these proactive measures and services in place, the Dank City crew can fulfill customers' orders and meet their delivery demands daily. Their workstations and devices operate at peak performance, allowing them to accomplish more with their time. Security and data protection with automated backup ensures their sensitive materials are safe. They receive on-demand live phone and remote support by request anytime they need additional help.

As a result of this scalable technology, Dank City has been able to grow their business and customer base immensely. Their proprietary website and ecommerce platform have developed into a "first of it's kind" in the industry for user experience and streamlined order processing. More so than the technology, Dank City's crew is very unique and creative. Their ability to use technology to amplify their creativity appears paramount to their continued success.



"Having these services in place allows us to focus on growing our business without interruption or downtime."



Paul Chernykh
Business Manager

"These guys are top-notch for IT support."



James Hanson
Founder/CEO



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