

CASE STUDY



Who Can Provide IT Support

# For The Cannabis Industry Near Monterey?

On January 1, 2018, adults were able to buy cannabis at **Monterey Bay Alternative Medicine** (MBAM) in Del Ray Oaks, California. It's the first retail storefront in Monterey County with an adult-use license from California's Bureau of Cannabis Control. MBAM's 30 staff members were very excited. They had been working on this opening for over two years. Their dream was finally coming to fruition.



# What Were MBAM's Technology Challenges?

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Over the years, MBAM was working with a single person to support their IT requirements. As adult-use cannabis was on the horizon, it became clear to them that they needed a larger, preferably local firm that had the expertise, manpower and capabilities to support their IT needs and help them get their business up and running in time. Furthermore, they needed an IT provider they could count on to be there as an advisor and for ongoing support.

# How Did Veo Verde Technology Provide Support?

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They chose Veo Verde Technology because they trusted the team to get their IT installed, implemented and running securely and reliably. They also knew that Veo Verde could do this in time for their January 1 opening.

Veo Verde Technology prepared their systems, infrastructure and provided support with solutions from:

- Axcient for online data backup and disaster recovery, cloud storage and to promote regulatory compliance. All of this eliminates the worry about data loss.
- Meraki for a secure and accessible wireless network.
- BioTrack, the leading seed-to-sale cannabis software for tracking, inventory management and more.

Plus, Veo Verde provided new digital signage for their store.



# What Was The Result?

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Veo Verde's efforts resulted in an enormously successful launch for MBAM's adult-use cannabis store. Veo Verde Technology continue to provide ongoing support to ensure they use the right technology that aligns with their business goals.

They know they can depend on the team's fully-staffed network operations center and help desk that's always available to address any of their IT concerns. By working with the team, they now have:

- The peace of mind knowing their technology is up-to-date so they can meet their customers' expectations.
- A source for hardware and software at a price that's lower than they can buy on their own.
- A trusted technology provider to ensure their IT infrastructure will always stay up and running while protecting their confidential data.

# How Do Cannabis Stores Rely on Technology?

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The world of cannabis sales is evolving. What remains constant is their need for cost-effective, reliable and secure technology. However, as quickly as the adult-use cannabis environment is changing, information technology is evolving even faster. These companies must stay on the cutting edge of technology to win new business and ensure their current customers receive the services they expect.

# How Can Veo Verde Technology Help Cannabis Businesses?

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These cannabis businesses will be relying on Veo Verde Technology. Why? Because they know that the team can help them meet their goals with up-to-date technology. Veo Verde can do this for you too. They will conduct an IT Assessment to ensure your technology not only aligns with your goals but functions as it should.

Veo Verde Technology know that some of your specific challenges include:

- Preventing Downtime
- Improving Wi-Fi Connectivity
- Overseeing Employee Web-browsing
- Remaining BCC Compliant
- Resolving POS System issues
- Preventing Cybersecurity Breaches



They will act as your Outsourced CIO and IT Department, ensuring you employ the latest best practices when it comes to your technology. Veo Verde will only suggest upgrades and changes if you truly need them while keeping your budget in mind at all times.

You can choose from IT packages that include:

- Managed IT Services for a fixed monthly fee
- PC, Apple & Mac Support
- Mobile Device Management
- Help Desk Services
- Strategic IT Planning
- Server Virtualization Services
- Wireless Networking
- Video Surveillance
- Cloud Services
- Data Backups & Planning
- Email & Network Security
- Hosted Solutions
- Hosted Business Telephones
- And much more



**Veo Verde Technology IT Consultants are experts in these areas and more.**  
**They will help you get your cannabis business up and running and keep it that way.**