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The Cannabis Executive's **GUIDE TO COMPETITIVE EDGE**

There is no question the cannabis industry has matured greatly with no plateau in sight. Every day it's becoming more obvious that you can't win with yesterday's approach. If you are like many cannabis executives we work with, you are feeling enormous pressure to find new ways to innovate and compete.

THE CANNABIS EXECUTIVE'S GUIDE TO COMPETITIVE EDGE



While you can't control declining prices, you can implement strategies, processes and tools that help you increase market share, adapt to change, capitalize on new opportunities and outlast the competition.

In this eBook, MaxQ Cannabis experts share how cannabis organizations can overcome the industry's top business challenges through insight, efficiency, automations, planning and forecasting, and integrated technology that speaks your language.

Learn how to gain a competitive edge and position your business as a market leader by creating a scalable foundation and sustainable approach for the future of cannabis.

TODAY'S TOP BUSINESS-RELATED CHALLENGES FOR CANNABIS CULTIVATORS

44%

Competition/
Declining Prices

39%

Compliance with
Local and/or State
Regulations

25%

Finance
Management

Source: 2020 State of the Cannabis Cultivation Industry Report, Cannabis Business Times



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01

IDENTIFY NEW OPPORTUNITIES WITH ANALYTICS



In a rapidly evolving and fiercely competitive cannabis market, one of the biggest barriers we hear from executives is not having the ability to analyze data quickly and make confident, proactive decisions.

Knowledge is power and it takes connected, consolidated, and contextual insights to capitalize on opportunities. Seamlessly grow end-to-end expertise.

YOU MUST BE ABLE TO ANSWER IMPORTANT QUESTIONS LIKE:

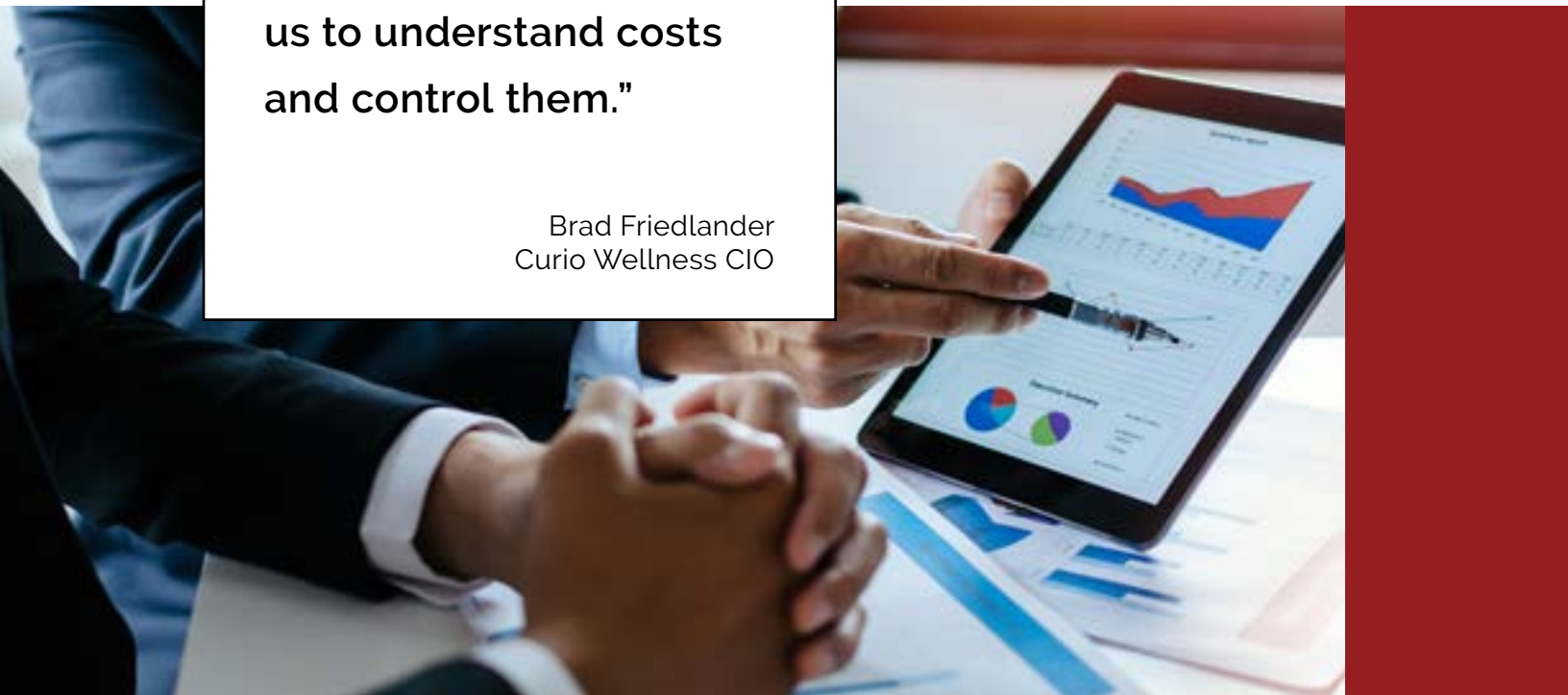
- How can you accurately forecast product yields and inventory quantities?
- What are your harvest yields two months from now based on past performance of a specific strain and batch?
- When, how, and where can you reduce operational and personnel costs?
- Where can you improve performance and productivity?
- What is your growth trajectory in six months, one year, five years?
- Which trends are driving the industry and buying patterns?

”

“With MaxQ Cannabis, we can see historical data we can't see in the regular tracking system. It helps us to understand costs and control them.”

Brad Friedlander
Curio Wellness CIO

Without real-time visibility into your company's performance—past, present and future—there is no viable way to adapt to today and plan for tomorrow. Real business intelligence is a must-have for every cannabis business from startup to mega enterprises.



FOR EXAMPLE

MaxQ Cannabis provides many visual analytics across your entire business process. These charts, KPIs, and dashboards are customizable to any role, making even the most complex data easy to consume and understand. This alone has been a truly transformative advantage for our customers and should be on your list of priorities.

02

ACCELERATE OUTCOMES WITH EFFICIENCIES AND AUTOMATIONS



Staying competitive long term means you can't focus all your time in your business; you've got to focus on improving your business. You want to do more with fewer people. You need to eliminate friction and wasted steps across your entire organization from the office to the warehouse to customer service.

End-to-end organizational efficiency isn't something specialty software alone can do. That's why cannabis leaders are investing in a fully integrated cannabis management solution built to streamline, automate, and connect their business.

”

“MaxQ Cannabis not only enables us to operate more efficiently, it gives us a huge advantage over our competitors.”

Brad Friedlander
Curio Wellness CIO



**IN ADDITION TO CULTIVATION
AND MANUFACTURING,
TECHNOLOGY SHOULD ALSO
IMPROVE PERFORMANCE IN THESE
CRITICAL BUSINESS AREAS.**

01. EMPLOYEE PRODUCTIVITY

Unifying your business on a single platform boosts productivity in many ways. Employees have fast access to consolidated, centralized data from any location or device. Integrated document management eliminates time-consuming manual, paper-based process. Guided workflows automate processes, approvals, communications, and notifications. In the office, in the garden, or in the field, employees want modern tools that help them work faster wherever the day takes them.

02. MULTI-ENTITY FINANCIAL MANAGEMENT

Unlike QuickBooks or other, less powerful financial solutions, a fully integrated system like MaxQ Cannabis offers robust GAAP-compliant financial management for multiple entities, with automatic intercompany transactions. When your accounting is connected to the rest of your operations, you can accelerate your quote-to-cash and procure-to-pay processes, reduce monthly close times, expedite approvals, and track and manage costs across processes in real time.

03. DISTRIBUTION MANAGEMENT

Many cannabis management solutions don't include distribution management, and this is one area where MaxQ Cannabis can help you become a market leader. Get full lot traceability and automations across distribution channels including ecommerce, brick and mortar stores or wholesale aggregators (e.g., LeafLink). Create self-service customer portals and automate communications with customers to improve efficiency and customer satisfaction.

03

AUTOMATE COMPLIANCE TO MINIMIZE RISK



When you are in one of the most regulated and monitored markets in the world, compliance is complicated, risky, and time-consuming. It gets particularly difficult when you are operating in or buying/selling from multiple states, provinces and/or countries.

When looking at cannabis management systems, compliance tracking, reporting, and integrations will vary widely between vendors. The MaxQ Cannabis team prioritizes automated compliance and leverages our development and integrations expertise to help you automate compliance and minimize risk in multiple ways. Make sure your solution vendor does the same.

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“MaxQ Cannabis has been an unbelievably valuable tool for our company. The ability to repack tags with ease and send manifest templates to METRC has allowed us to accurately navigate METRC with a team half the size of our comparably sized competitors. I highly recommend MaxQ Cannabis to cannabis operators looking to improve their software platform.”

Jeremy Ouaknine
VP of Operations
Mammoth Distributions

MaxQ Cannabis COMPLIANCE INTEGRATIONS



Health
Canada

We are constantly innovating and developing new integrations with regulatory agencies and external applications.

HAVE A UNIQUE INTEGRATION NEED?
Talk to a MaxQ Cannabis expert today.

01. STAY COMPLIANT WITH REGULATORY ENTITY INTEGRATION

Your cannabis management system should integrate directly with your regulatory reporting systems. The system should also provide full traceability with automated audit trails, accounting processes, and product tracking so compliance is automated as part of your normal operations. You want to make sure the solution supports efficient, accurate reporting for multiple states and/or internationally.

02. PROTECT YOUR BUSINESS WITH CLOUD SECURITY AND DISASTER RECOVERY

An often-overlooked advantage of a cloud-based management system is that you get best-in-class security and automatic disaster recovery at no additional cost. You can't afford to shut down due to a security breach or natural disaster so these two features give you added insurance your business is safe from disruptions and downtime.

03. ELIMINATE HUMAN ERROR AND DELAYS

Not only will a complete solution like MaxQ Cannabis make you more efficient and productive, automations reduce costly mistakes from manual processes and paper-based operations. When it comes to compliance and traceability, your system should include industry-specific optimizations from finance to fulfillment.

04

CONFIDENTLY PLAN FOR THE FUTURE

Whether you are just getting started, looking to explore a merger or acquisition, or are just ready to take your cannabis company to the next level—you want to have the infrastructure in place to take advantage of new opportunities. And you don't have to do it alone.

An integrated cannabis management system is a smart investment that delivers impactful results very quickly. Efficiency, compliance, and visibility across your organization are fundamental improvements giving cannabis companies a competitive edge.

>>> NEXT STEPS IN YOUR TRANSFORMATION

01. FIND A TECHNOLOGY PARTNER YOU CAN TRUST

As you know better than anyone, the cannabis industry is highly complex. Not only should your system be able to support the unique functionality you need, but your partner should bring proven expertise in optimizing cannabis operations. Choosing the right partner is perhaps the most important decision you will make.

02. ESTABLISH YOUR GOALS FOR GROWTH

To ensure you can meet your needs today and scale as needed into the future, sit down with your solutions partner to establish short-term and long-term goals. This is a vital step to make sure your technology can actually turn your vision into reality.

03. BUILD A PRACTICAL ROADMAP FOR YOUR FUTURE

When you are evaluating partners, find a team who wants to help you build a methodical, practical plan. Your plan will not be the same as any other cannabis company and deserves a personalized approach. You should depend on your partner to help guide your decisions based on a combination of technical, business, and industry experience.

SPECIFIC QUESTIONS TO ASK YOUR CANNABIS TECHNOLOGY PARTNER

HOW WILL THEIR SOLUTION, SERVICES, AND SUPPORT HELP YOU:

- ✓ Remove the burden of compliance
- ✓ Support multi-state and global operations
- ✓ Provide seamless integrations
- ✓ Manage multi-warehouse inventory
- ✓ Increase efficiency across the organization
- ✓ Enable proactive budgeting and forecasting
- ✓ Analyze performance and margins in real time
- ✓ Improve collaboration and productivity
- ✓ Reduce costs and improve margins
- ✓ Uncover trends for future innovation
- ✓ Protect your business from risk
- ✓ Scale to your growth plan
- ✓ Automate full traceability and audit trails
- ✓ Simplify regulatory and internal reporting
- ✓ Ensure transparency for compliance and investors
- ✓ Empower workers with 24/7/365 mobility
- ✓ Eliminate errors and redundancy
- ✓ Accelerate and increase cash flow
- ✓ Track true product and operational costs
- ✓ Make fast, strategic decisions

05

BUILD A UNIFIED TECHNOLOGY INFRASTRUCTURE



How do small to medium cannabis companies compete with larger competitors that have more capital? If you want a proven way to level the playing field quickly, consider an integrated cannabis management system and connected infrastructure. These are major advantages no matter your size or business model—cultivation and manufacturing, distribution, retail, eCommerce, private equity, or all the above.

With the efficiencies and insights you gain alone, a system like MaxQ Cannabis can pay for itself very quickly. Building a scalable foundation for the future is a strategic move and one of the smartest investments you can make right now.

EXECUTIVE TIP

When evaluating cannabis management systems, integrations will be an important conversation to have with your solutions partner. Not all software systems have truly seamless integrations, and not all partners have a high level of expertise specifically with cannabis integrations such as Metrc, Health Canada, LeafLink, Shopify and others. Ensure both your software and your partner can support your specific needs.

ADDITIONAL BENEFITS OF A UNIFIED CANNABIS MANAGEMENT SYSTEM:

- ✓ Support growth with multi-entity, multi-currency financial management while still being simple enough for smaller startups
- ✓ Save time and costs with built-in industry optimizations
- ✓ Ensure full traceability and quality control across your supply chain
- ✓ Integrate seamlessly with regulatory entities and external/industry applications
- ✓ Make faster, more informed decisions with connected data
- ✓ Enjoy faster performance and lower total cost of ownership
- ✓ Reduce IT costs with flexible licensing and automatic updates
- ✓ Run your entire business from one solution
- ✓ Keep workers productive with anytime, anywhere mobility
- ✓ Protect your business with world-class security and governance controls
- ✓ Scale your technology and your business on your terms
- ✓ Free up capital for growth-based business initiatives
- ✓ And much, much more

Download our free CANNABIS MANAGEMENT SYSTEM EVALUATION CHECKLIST

to compare cannabis systems and choose the right solution for your unique business.

[DOWNLOAD YOUR CHECKLIST](#)



WHY CANNABIS EXECUTIVES CHOOSE MaxQ Cannabis

At MaxQ Cannabis, giving cannabis businesses a competitive edge is our specialty and our honor. We have immersed ourselves in your industry so you have a partner you can trust to design and implement a full cannabis management solution including deep integration and customization expertise with ongoing services, training and support.

With our team of cannabis industry experts backing you up, you can feel confident you are getting the maximum performance and value from your investment. We stay ahead of the latest technology trends and innovations so you can spend more time growing your business and less time running it.

FUTURE-PROOF YOUR BUSINESS WITH MAXQ CANNABIS

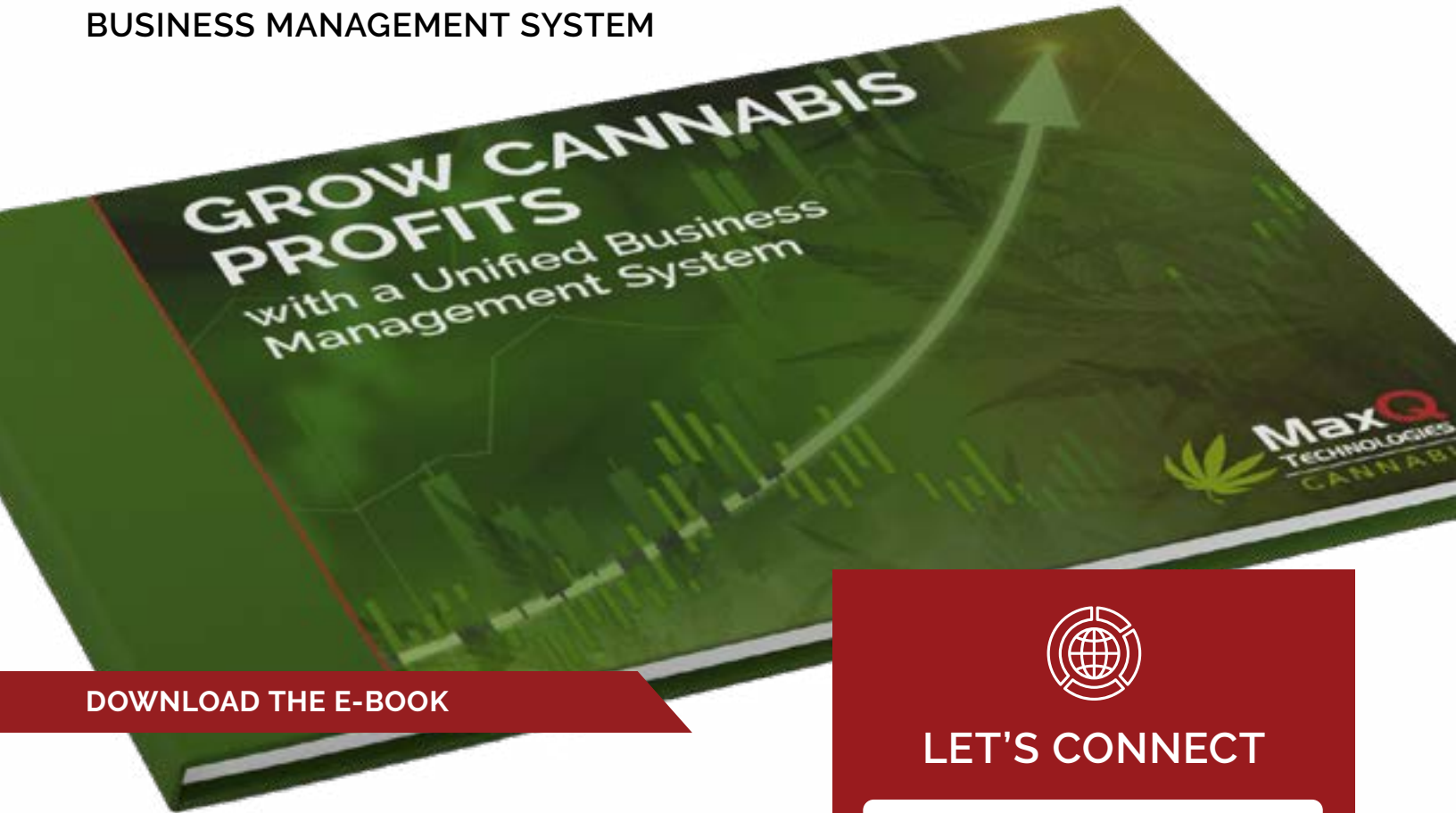
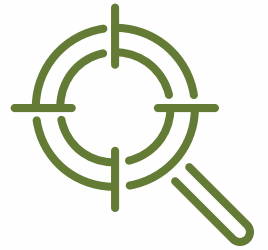
MaxQ Cannabis is a modern cloud-based or on-premises cannabis management solution built on the powerful Acumatica platform including:

- ✓ Multi-Entity Accounting and Compliance
- ✓ Distribution and Manufacturing
- ✓ CRM and POS
- ✓ Seed-to-Sale Processing
- ✓ Dispensary and Delivery Management
- ✓ Business Intelligence
- ✓ And so much more

DISCOVER THE DIFFERENCE OF AN END-TO-END CANNABIS MANAGEMENT SOLUTION AND EXPERIENCED PARTNER FOR YOUR INDUSTRY.

LEARN MORE ABOUT MaxQ Cannabis

GROW CANNABIS PROFITS WITH A UNIFIED
BUSINESS MANAGEMENT SYSTEM



DOWNLOAD THE E-BOOK



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