



Deep Roots Harvest

Deep Roots Harvest, one of the larger cannabis companies in Nevada, is a vertically integrated company. They grow cannabis, manufacture multiple products, and then retail those products to the end consumer. In addition, they wholesale products that can be found in the majority of dispensaries in Nevada. Deep Roots Harvest has a total of 17 State issued marijuana licenses, comprising 2 active storefronts with 5 more in construction along with a 80,000 square foot cultivation and production campus. They currently employ approximately 180 full time positions in their cultivation, laboratory, kitchen, and dispensaries.



EMPLOYEES

180



APPS CREATED

16

“The repository that has been created and the transparency that TrackVia provides means information is no longer hidden. Each team can see real time results of their efforts and now can make better decisions, quickly and efficiently.”

JON MARSHALL, COO AT DEEP ROOTS HARVEST

DEEP ROOTS HARVEST CULTIVATES APPS FOR DEEP SAVINGS

Cannabis operations maverick uses citizen developer skills to manage compliance, encourage employee communications, streamline logistics, and lower overall costs.

OVERVIEW

Jon Marshall is the Chief Operations Officer for Deep Roots Harvest, overseeing all the operations in the company, working with 180 team members at their 80,000 square foot cultivation and production facility.

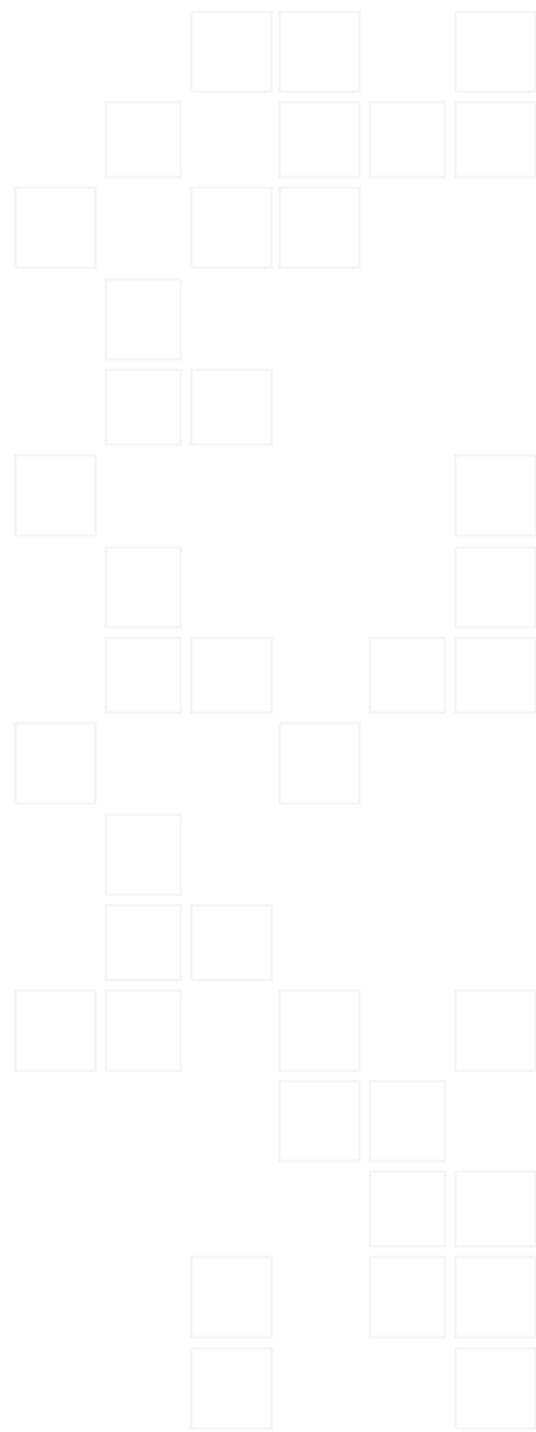
Jon has worked in cannabis operations for 6 years, learning the ins and outs of what it takes to make cannabis businesses work from top to bottom.

Jon feels he has made the most impact in operations with inventory management, business development, and manufacturing, primarily by implementing database technology and architecture.

CHALLENGE: DATA DISASTERS AND CLUMSY REPORTING

Jon has started from scratch over 3 times during his cannabis career. With each new company, he says the processes get better, but the biggest challenge every time has been the lack of congruence in data. At Deep Roots Harvest, processes were not clearly understood even within the departments. Jon understood going into his position that there were business processes that needed to be fixed.

For starters, the paper processes were not sharable with everyone and data easily got lost or never dispersed. Circulating spreadsheets often meant different versions with inaccurate information and many employees didn't know what version they should be using. Other collaborative software worked adequately, but had very limited capabilities and was not much different than using a spreadsheet.



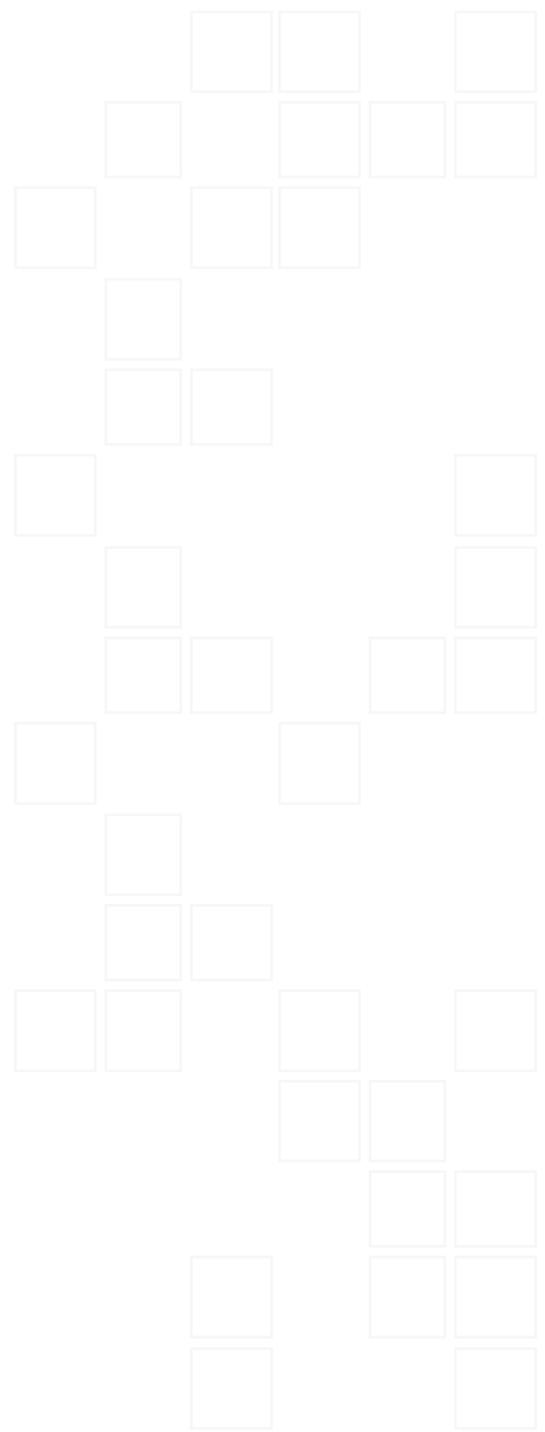
Overall, the operations at Deep Roots Harvest lacked transparency, hindered processes, and often caused disconnects and knowledge gaps. “The lack of congruence in our data was problematic; we didn’t have a tool in place to clearly understand the process. Instead, what we had was a little clumsy,” states Jon. He wanted to gain control of his operations by centralizing everything into one system—and he needed to do it fast.

SOLUTION: REAL-TIME DATA AND TRANSPARENCY WITH TRACKVIA

Jon’s approach to solutions is very specific. Jon needed a tool capable of identifying problem areas within operations and being able to easily find the answers right away. He discovered TrackVia’s low-code platform and loved the ability to dissect and analyze data. Jon easily demonstrated the capabilities of the TrackVia platform to the team at Deep Roots Harvest by providing real-time analytics and workflows through his TrackVia apps on his mobile phone. The team agreed it was the solution they needed to make significant changes.

For Jon, TrackVia is a robust system; he can manage invoices, personnel, crops, manufacturing life cycle, marketing campaigns, facilities support and maintenance, and logistics all in one platform. The system helps him justify spends and solve internal operational problems in real-time. The ability to adjust and adapt the apps easily and have mobile capability has enabled his team to continuously expand their capabilities.

Jon built and deployed apps for almost every department at Deep Roots Harvest, and connected them in one centralized system. This eliminated numerous email chains and paperwork that caused clutter and confusion. No longer are hours spent digging for information and asking for spreadsheets and data. The team values the ability to upload and export data, like capital expenditure requests, take photos for incident reports, and automatically send



out weekly or monthly reports. Thanks to their versatile apps, logistics can geotag order deliveries and get digital signatures, and marketing can track their collateral and campaigns and regulatory approvals.

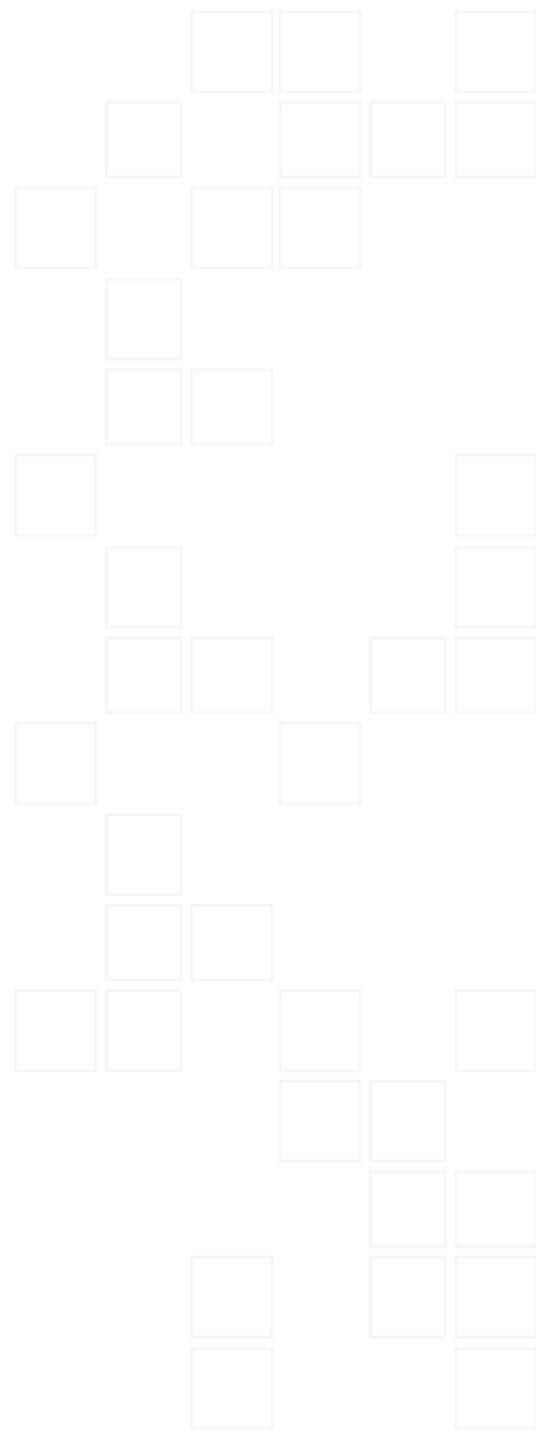
Overall, Jon streamlined his operations by centralizing critical processes and workflows at Deep RootsHarvest, giving him real-time visibility into data while automating processes, saving time, and improving productivity.

BENEFITS: LESS DIGGING MORE GROWING

Transparency into operations at Deep Roots Harvest has improved work dramatically. “It’s great for team building and for internal morale too,” states Jon. “Employees and departments can celebrate when things are going great and when things drop they challenge themselves to do better.” Being able to use tables across applications has provided even better data reports for teams to use.

“We had a particular product in development that was nearly \$20 to produce, but we needed to wholesale at \$10; it was a huge money loss at the start,” said Jon. By creating a cost model and production spend app, Jon’s production team now imports the cost of input supplies and can identify total production cost and find opportunities to reduce those costs. He also calculates overhead, labor, and rates across the entire production line. Using the app, employees clearly see bottlenecks and challenge themselves to fix problems and streamline efficiency.

The apps improve productivity, but they also give employees autonomy and freedom to do their work without manual tasks or time-consuming paperwork. Employees now have the right tool to see how their individual contributions help reduce costs and improve operations. For example, because the teams have insight into past data at their fingertips, the kitchen buyer is now able to negotiate prices. In one particular instance, thanks to the app, the buyer has helped make up to an 85% cost savings possible on a single product.

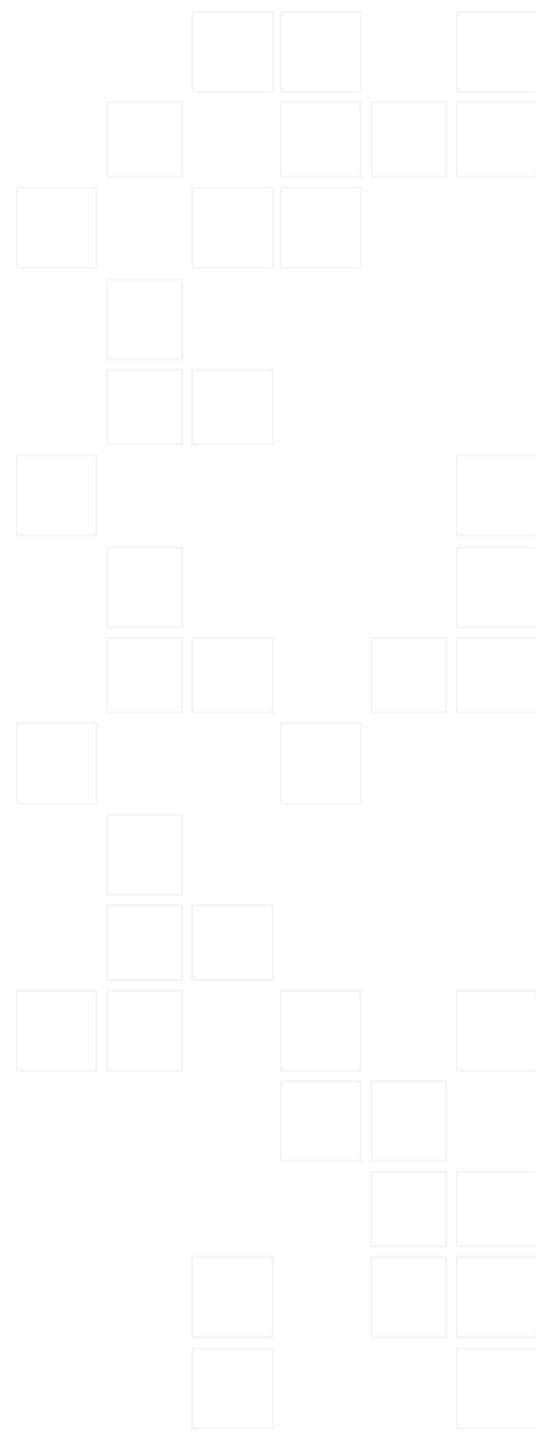


CONCLUSION: BETTER OPERATIONS LEADS TO EXPANSION

Jon is a true champion of the TrackVia platform. He started with just 3 applications at Deep Roots Harvest and has grown to 16 applications. With TrackVia, he has the flexibility to make any app additions and revisions in seconds as the industry evolves. Because TrackVia is easy to use, Jon helps others in the company develop apps for their teams and even helps them optimize their apps with “bogus rule reduction,” which shows them how to get rid of data points that aren’t necessary in order to keep the process clean.

In the future, he hopes to implement a regular employee training program on the TrackVia platform. “If the process is done right, TrackVia offers so much more transparency,” says Jon. “It’s such a repository of information that there is no longer any hidden information.” He wants any employee to be able to champion and refine their own processes and develop their own apps.

Cannabis is a growing industry with many regulations that are unique in every state. With Deep Roots Harvest expanding their operations to new areas, Jon feels confident that TrackVia is the right tool to help them scale their business while tracking, automating, and managing all the new processes associated with expansion. With the help of TrackVia, there are no limits to what Jon can do in the ever-changing cannabis industry.



If you're ready to eliminate downtime and skyrocket your business's potential, contact us today. TrackVia is the fastest, simplest, and most cost-effective way to transform your business— plus, it easily scales as you grow! Backed by the most-trusted and most intuitive low-code platform (and the industry's best customer experience), you can rest assured knowing we'll help you every step of the way.