

# The Ratio Cannabis LLC Story

*How a medical marijuana dispensary improved operational efficiency and enhanced patient care with Cannahub.*

## About Ratio Cannabis LLC

Ratio Cannabis LLC is a medical marijuana dispensary committed to delivering the highest level of patient care. Their mission goes beyond providing excellent products and services; they strive to ensure that every patient interaction leaves them smarter, curious, and inspired.

Ratio Cannabis employs dispensary technicians trained in all medical marijuana modalities, allowing patients to custom tailor their medication needs. They maintain a diverse menu of medical marijuana products to ensure no patient is left out and provide weekly promotions to help lower medication costs.



## Challenges Faced

Operating in the fast-paced and ever-evolving cannabis industry, Ratio Cannabis encountered significant challenges due to outdated and inflexible technology. The complexity and rapid growth of the industry, coupled with their commitment to exceptional patient care, necessitated adaptable and comprehensive reporting solutions. However, their existing point-of-sale (POS) system presented several operational pain points:

### Inability to Customize Reports:

The system lacked the flexibility to create reports tailored to Ratio Cannabis's specific business needs. This made it difficult to gain actionable insights and hindered efficient decision-making.

### Web-Based System Vulnerabilities:

Dependence on a web-based system meant frequent internet outages could disrupt operations, leading to significant downtime and loss of revenue.

### System Overloads During Peak Times:

The POS system often became overwhelmed during the busiest days, resulting in slow performance and system crashes. This not only affected sales but also impacted customer satisfaction.

### Manual Workarounds:

Due to the inability of the base system to offer customizable solutions, Ratio Cannabis had to rely heavily on spreadsheets and manual processes.

**Industry-Specific Needs:** The dynamic nature of the cannabis industry, with its constantly changing regulations and market conditions, required a system that could adapt quickly. Their previous technology could not keep pace with these demands, creating operational inefficiencies and compliance risks.

*"The combination of a fast-paced growing industry and a commitment to provide the highest level of service to patients creates an inherited need to quickly identify new reporting challenges and implement changes to address needs."*

*- Marcus Miller, Purchasing Manager at Ratio Cannabis LLC*



## The Turning Point

As Ratio Cannabis continued to grow, the limitations of their existing technology became increasingly apparent. The company recognized that to maintain their high standards of patient care and operational efficiency, they needed to take decisive action.

The tipping point came when Ratio Cannabis realized that their commitment to exceptional patient care was being compromised by their technological shortcomings. It was at this critical juncture that Ratio Cannabis decided to partner with e2b technologies and implement cannahub, a centralized data warehouse designed to connect all aspects of their business operations seamlessly.

*This decision was driven by the following considerations:*

### Eagerness and Confidence of the Cannahub team:

The team demonstrated a keen understanding of the cannabis industry's unique challenges and showed eagerness and confidence in developing the much-needed tools for Ratio Cannabis.

### Proven Integration Capabilities:

Cannahub offered robust integration capabilities with the existing software stack, including Dutchie POS, Dutchie Ecommerce, AlpinelQ, and GreenEdge. This ensured a seamless transition and enhanced data connectivity.

### Customization and Flexibility:

Cannahub's ability to provide customizable reporting solutions and adapt to specific business needs was a game-changer for Ratio Cannabis. This meant they could generate meaningful insights and respond swiftly to market changes.

### Operational Efficiency and Real-Time Data:

The promise of enhanced operational efficiency through real-time data and advanced filtering options aligned perfectly with Ratio Cannabis's goals of optimizing product ordering and employee scheduling.

*"The inability of the base system to offer customizable solutions to fit our specific business needs lead us to enhance our POS system."*

*- Marcus Miller, Purchasing Manager  
at Ratio Cannabis LLC*





## Upgrading to Cannahub

In October 2023, Ratio Cannabis LLC implemented cannahub, a centralized data warehouse connecting all aspects of their business operations. Cannahub provided the following benefits:

### Enhanced Reporting:

Customizable reporting features allowed Ratio Cannabis to tailor their reports to meet specific business needs, providing more meaningful insights and better decision-making capabilities.

### Operational Efficiency:

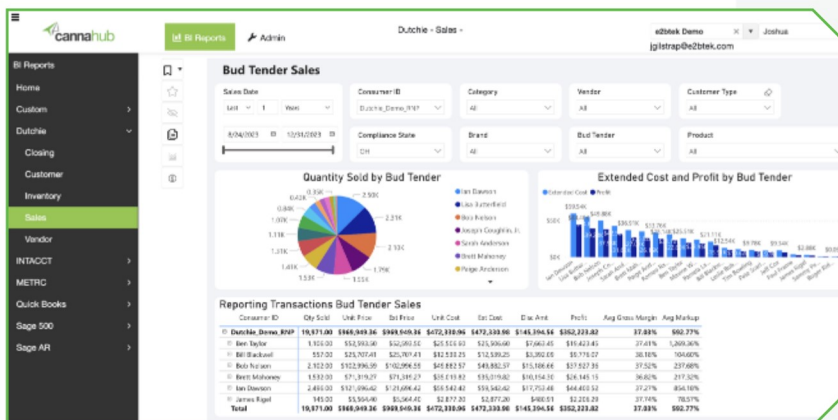
Hourly sales data and additional filtering options streamlined product ordering processes and optimized employee scheduling based on live performance data.

### Improved Back-of-House Operations:

Comprehensive reporting capabilities significantly improved the efficiency of back-of-house operations, offering better flexibility and filling gaps left by the traditional POS system.

### Innovative Kiosk Views:

The new kiosk view feature proved to be a valuable addition, enhancing product display and customer interaction beyond the traditional POS platform.



*“The additional filtering provided by the cannahub platform has made product ordering a more efficient process,” said Marcus Miller. “The hourly sales data along with additional filtering options have given us the ability to cater our employee schedule to the store’s needs based on live performance data.”*

**- Marcus Miller, Purchasing Manager at Ratio Cannabis LLC**

## THE RESULTS: Substantial Time Savings and Operational Improvements

Since integrating cannahub, Ratio Cannabis LLC has seen remarkable improvements:

### Increased Efficiency:

Enhanced filtering and real-time data made product ordering more efficient and employee scheduling more effective.

### Operational Improvements:

Back-of-house operations have become significantly more efficient, thanks to cannahub's comprehensive reporting tools.

### Enhanced Customer Experience:

The kiosk view feature has provided a more flexible and engaging experience for customers.

*“Cannahub reporting has greatly improved operational efficiencies in our back-of-house operations, and the improved flexibility in the product kiosk over the traditional POS platform should not be understated.”*

*- Marcus Miller, Purchasing Manager  
at Ratio Cannabis LLC*

## Ratio Cannabis Finds a Cannabis Software Solutions Partner to Support Their Growing Business

Ratio Cannabis's partnership with cannahub was marked by regular bi-weekly meetings, ensuring any issues were promptly addressed. This collaborative approach fostered a strong working relationship built on mutual respect and shared goals. The cannahub team's eagerness and confidence in developing much-needed tools for Ratio Cannabis were key factors in the success of this partnership.

*“It's always a pleasure to work with the e2b team. They've done great work to improve the efficiency of our operation.”*

*- Marcus Miller, Purchasing Manager, Ratio Cannabis LLC*

# Executive Summary

## COMPANY OVERVIEW:

Ratio Cannabis LLC, a medical marijuana dispensary, focused on providing exceptional patient care.

**INDUSTRY:** Medical Marijuana Dispensary

## THE SOLUTION:

cannahub, a centralized data warehouse connecting all business operations and providing detailed, customizable reports.

## THE BENEFITS:

Enhanced reporting, increased operational efficiency, improved back-of-house operations, and innovative kiosk views.

## THE OUTCOME:

Significant operational improvements, increased efficiency, and enhanced customer experience.

*Ratio Cannabis LLC overcame significant operational challenges by adopting cannahub, transforming their processes and maintaining their high standards of patient care in a fast-paced industry.*

