

**CASE STUDY:  
MONTRÉAL  
CANNABIS  
MÉDICAL**

MJ Freeway  
Provides Canadian  
Cannabis Producer  
with a Seamless  
and Intuitive User  
Experience



## CLIENT OVERVIEW

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Montréal Cannabis Médical (MTL Cannabis) is a licensed cannabis producer located in Quebec, Canada and is dedicated to growing high quality cannabis flowers. Specializing in cultivation, MTL Cannabis serves the medical and recreational markets and utilizes an agricultural process that complies with all Health Canada regulations and compliance standards

## BUSINESS CHALLENGE

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Prior to MJ Freeway, MTL Cannabis utilized a software provider that was unable to meet the company's needs. Most notable, they found their previous software to be restrictive, resulting in poor utilization of man hours. For instance, when entering new data or making any changes, the system required multiple steps and signatures before allowing the user to move on to the next step. They needed a seamless, user-friendly software solution that was also compliant with Canada's many regulations.

## ABOUT MJ FREEWAY



MJ Freeway, a leading cloud-based seed to sale software platform provider, is part of the Akerna (NASDAQ: KERN) family of cannabis technology companies. MJ Freeway's software, MJ Platform, enables cannabis operators to manage, scale, and optimize more competitive operations across the entire legal cannabis supply chain – including cultivation, manufacturing, distribution, and retail. Operators utilizing MJ Platform have access to visual dashboards presenting their real-time data enabling them to make more informed decisions about running their business. With technology-automated compliance safeguards for track and trace throughout the entire supply chain, and access to a highly experienced consulting and support team at MJ Freeway, cannabis operators have the tools to maximize ROI today and plan for growth tomorrow.

[WWW.MJPLATFORM.COM](http://WWW.MJPLATFORM.COM)

## THE WINNING SOLUTION

After conducting research for a replacement software solution, MTL Cannabis' Director of Operations learned about and signed with MJ Freeway in 2020. The company selected [MJ Freeway](#) because it was less restrictive, user-friendly and was able to provide the tools they needed to run their business effectively. With the implementation of [MJ Platform](#), MTL Cannabis was able to gain immediate visibility, enabling them to easily track their products from planting to harvest. MJ Platform was less restrictive than their previous software, providing a user-friendly experience, which freed up critical man hours previously wasted on a restrictive software solution.

## ONBOARDING PROCESS

From day one, the experience with MJ Freeway surpassed the company's expectations. The onboarding team answered all their questions, and from the presentation to online training, MJ Freeway was able to provide the right tools and resources for a successful, seamless onboarding experience. The customer support was highly responsive. As a result of MJ Platform's implementation, the company's team members are now able to focus on their jobs rather than figuring out how to work with their software.

### CLIENT TESTIMONIALS

**"The customer support is always there when you need it. I had to rely on the customer support team a lot with many hours and calls to them – I was always surprised that someone would give me an answer immediately. For me, this is very important when you're learning a new software. When you have that support, it gives you the confidence you need."**

**– Dawn Gillean, MTL Cannabis**