

CASE STUDY: ROLLING IN GREEN

MJ Freeway Provides
Customer-Centric
Onboarding for
Pre-Roll Cannabis
Automation Company



CLIENT OVERVIEW

[Rolling in Green](#), based in Ontario, Canada, is a pre-roll cannabis automation company that provides a turn-key processing solution for licensed producers. After designing, developing and planning a 50,000 plus square foot cannabis grow facility, the management team developed an automation solution to help reduce a processing backlog for licensed producers of cannabis in Canada, one of the largest bottlenecks currently in the industry.

BUSINESS CHALLENGE

As a processor, Rolling in Green needed a robust Enterprise Resource Planning (ERP) system with a solid manufacturing base. Finding a solution for their specific needs was critical to their operations. They needed a software solution that could integrate one system to another while keeping them compliant through tracking and sharing of relevant product information throughout the production process to point of sale.

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

THE WINNING SOLUTION

In 2020, Rolling in Green signed with [MJ Freeway](#), who was referred to them by representatives from one of their software providers. One of the primary reasons Rolling in Green selected MJ Freeway was because of the platform's integration with a leading ERP/accounting software solution. With the implementation of [MJ Platform](#), the company had the ability to build a portal that integrated with relevant partners, such as those for accounting and compliance. Through this portal, their customers would have the ability to cut a purchase order, and from there, all relevant parties would have a seamless communication process on production, shipment and quality control.

ONBOARDING PROCESS

From the company's first interaction with MJ Freeway, customer service has been on target and exceeded the company's expectations. During the demo phase, Rolling in Green's management team was impressed with MJ Platform's capabilities and the fact that they could use the solution solely for manufacturing needs.

Throughout the onboarding process, MJ Freeway's representatives addressed all their questions and took the time to learn the company's needs. Of particular importance to Rolling in Green's management team was having a seamless solution that could provide specific insights on where and how the data flows. With implementation of the final product, the company was impressed by MJ Freeway's ability to adjust the platform to meet their needs.

CLIENT TESTIMONIALS

"MJ Freeway valued our relationship, even through we are just a start up. Their approach was they wanted to work with us to make this a cornerstone partnership. Add to that, the customer service was amazing, and without a doubt, they put their money where their mouth is."

– Darren Varga, CEO

"I push and ask the hard questions. I take customer service seriously. From the beginning, MJ Freeway's customer service was amazing. They addressed all questions, had in-depth knowledge of the industry and technology, and gave me confidence with their process. With their team, I know that I will be looked after and can get done what is needed."

– Mark Gillett, Analytics Manager