

# Why I Switched to Leaf Trade

Green  Thumb

## The Problem:

Green Thumb Industries (GTI) is a leader in the cannabis industry. But like any growing company, operations weren't as streamlined or efficient as they needed to be in order to take their business to the next level.

*"The speed of the business has multiplied incredibly fast, and the complexity of operations has grown tremendously over the past 5 years," says Ion Bratianu, Sales Director of GTI Illinois. "The biggest challenge was understanding what we had available for sale at any given time, and the fulfillment process was messy."*

Bratianu and his team were early adopters of Leaf Trade and were happy with how the platform streamlined their wholesale operations. However, Jeff Mangold, the Sales Director of GTI's Maryland team, used a Leaf Trade competitor. Shortly after GTI MD's onboarding with the competing platform, they realized the technology didn't offer proper integration with Metrc, the regulatory cannabis tracking system used in most cannabis markets nationwide. GTI MD had to manually update inventory without adequate integration, which was time-consuming and left room for error.

The Maryland team also needed a Customer Relationship Management (CRM) system and integration with Sage Intacct's accounting software. After seeing the success the Illinois branch was having with Leaf Trade, Mangold made the switch.

## The Solution:

Leaf Trade had a robust Metrc integration and modeled the Sage Intacct integration after GTI's needs, eliminating manual data entry and increasing efficiency in their inventory and accounting systems.

Leaf Trade's built-in CRM solution allowed GTI to keep track of touchpoints with customers. The Activity Tracker schedules phone calls, emails, meetings, and other touchpoints with buyers and retroactively enters past touchpoints. Plus, Leaf Trade's Metrc integration is a quick and easy way to upload inventory that maps everything according to the product, batch, variant, price, inventory count, strain, and so on.

*"For GTI Maryland, Leaf Trade was the clear technology choice to manage our wholesale operations," says Mangold*

## The Results:

After using Leaf Trade for the Illinois and Maryland markets, GTI Pennsylvania launched on the Leaf Trade platform. By providing a one-stop-shop for wholesale cannabis, hemp, and ancillary supplies, Leaf Trade helped GTI put their customers first. And Leaf Trade's integrations continue to lighten their load and allow them to focus on building their business.

**Ready to level up your cannabis buying and wholesale operations?**

Schedule a demo to see how the Leaf Trade platform can help streamline your wholesale processes.

