

## CASE STUDY

# Synoptek's End-to-end Managed IT Services Enables a Leading Cannabis Operator to Deliver Revenue Growth of Over 14x in a 3-year Period



**Customer profile:** A vertically-integrated, multi-state Cannabis operator in North America

**Customer pain points:** Being a part of a highly regulated industry, this multi-state, vertically integrated cannabis operator was struggling to respond to volatile changes in the market. Although a small managed IT services provider was supporting their environment, all it could do was keep the lights on. The client needed to focus on growing their business and did not have the IT Infrastructure, technical expertise, or partner to grow and scale at the necessary pace. The client was looking for an experienced IT Services provider who could single-handedly manage their IT ecosystem, ensure high availability of platforms and systems, and, most importantly, ensure that technology would not slow their exponential growth.

## Synoptek's Solution

As an experienced and proficient Managed Services Provider, Synoptek completely transformed the client's IT environment and enabled technology as a driver for growth and success. In addition to managing all their IT platforms – including operating systems and applications within the O365 stack – Synoptek also provided a dedicated, 24x7 Service Desk facility supporting all locations within the US. In addition, we implemented a unique instance of a ticketing platform leveraging Synoptek's Consulting arm and delivered ongoing IT Management and Support Services – so the client could focus on growing the business and not worry about the day-to-day hassles of complex IT management.

**Services provided:** A complete suite of ITaaS including End-to-end IT Management and Support, Application Support, Service Desk Support, and ITSM Ticketing Platform Implementation.

## Business Benefits

With Synoptek's IT Leadership and Support, the Cannabis client has been able to achieve exceptional results. Not only have our services helped them scale, they also went public, and are now able to drive greater focus on the intricacies of their Cannabis business. With technology now working as a foundation for growth, the client is able to focus on further expanding their business across sites and states. By supporting their IT functions and facilitating regulatory compliance, we continue to aid them in efficiently running their business and creating an exceptional success story.

*"The Synoptek team has helped grow the most professional, coast-to-coast, 24-hour hybrid support system in Cannabis. Endlessly patient and always striving to improve, these folks have what it takes to enable industry pros"*

– VP, Infrastructure and Enablement

## Incredible 3 Year Growth Path



### SYSTEM USERS

Expanded 5.5 times



### SITE GROWTH

11 times the number of sites



### REVENUE GROWTH

Over 14 times in a 3-year period

## About Synoptek

Synoptek is a Global Systems Integrator (GSI) and Managed IT Services Provider (MSP). We offer comprehensive IT Management and Consultancy Services to organizations worldwide. We work in partnership with clients of various sizes – from mid-market to Fortune 100 – while helping them strengthen their IT foundation, manage risk and compliance, and enhance competitive position.