



# Opterus

Simplifying Communications

## GrowHealthy

GrowHealthy is dedicated to helping patients live healthier, happier lives through the production of premium-quality cannabis products. Currently operating in 12 stores throughout the state of Florida with robust expansion plans for the future.

## Cannabis Retail Expansion Challenges

As the Cannabis legal market continues to grow companies have an incredible opportunity to expand their brick-and-mortar footprint. Previously, an illicit market, retailers are faced with old stigmas, and working to operate as a traditional retailer but with many more regulations in place. GrowHealthy knew they had to get the right technology, as they continued to expand, to simply and effectively manage and execute store tasks and communications so that, they could continue to meet compliance, educate their teams, and easily replicate at new stores.

## Solutions

Opterus' OPSCENTER has become a centralized tool for all communications, sales information, training, and employee recognition. This has led to enhanced training compliance, higher employee engagement, and reduction in spend on tools by corporate and in-store teams.



# Creating and Curating Retail Operations with Opterus OPSCENTER!

With successful and rapid growth it was clear to Hannah Lewis that GrowHealthy would need a dynamic SaaS solution and company to meet her retail operations needs. Today, with OPSCENTER, her and her team are able to easily distribute (and report) on all communications, ensure training is readily accessible and completed, and that sales data and pertinent documents can be found in one spot. Furthermore, the easy to access and implement solution makes onboarding new bricks-and-mortar store teams seamless and quick.