

Aeriz Eliminates 80% of Time Spent on Data Preparation

Balancing Regulation and Insights with Unified Data

"Actian provides a way for us to reduce inefficiency and maximize our ability to look at our data in a meaningful way."

Joe Jones
CIO, Aeriz

Regulation and Data Bottlenecks

Aeriz, a multistate aeroponic cannabis brand renowned for its consistent and pure cannabis products, sought to cater to the increasing demand from patients and enthusiasts. Their innovative aeroponic cultivation method, which employs a recyclable grow medium instead of soil, has garnered immense attention. This led Aeriz to embark on a journey to establish a cutting-edge cannabis cultivation facility in Illinois, a decision driven by the company's need to stay ahead of growing demand.

Operating within the highly regulated cannabis industry presented unique challenges for Aeriz. Compliance with state regulations mandated the adoption of specific track-and-trace systems, ensuring public safety, tax collection, and inventory oversight. However, the interoperability of these systems proved to be a significant hurdle, making data integration and reporting a complex endeavor.

Using Salesforce as its enterprise resource planning (ERP) system, integrating data from regulatory systems was difficult and unreliable due to the time needed to aggregate and prepare data for analytics. Consequently, Aeriz's business analysts grappled with labor-intensive manual data extraction and data manipulation to generate reports on inventory, taxes, and operational metrics.



Challenge

Reduce time spent on manual efforts to aggregate data from disparate sources. Unifying data from on-premises applications and delivering it to the SaaS ERP system was extremely time-consuming.



Solution

The Actian Data Platform provided Aeriz with a modern way to integrate data from its on-premises track-and-trace system into its ERP system for accurate data analytics, delivered in real-time.



Outcome

Analyst teams estimate that they will save 150 hours per month by avoiding manual data preparation using the Actian Data Platform. They are also no longer limited by batch reporting and can take faster action by using real-time data to predict changes in supply and demand.

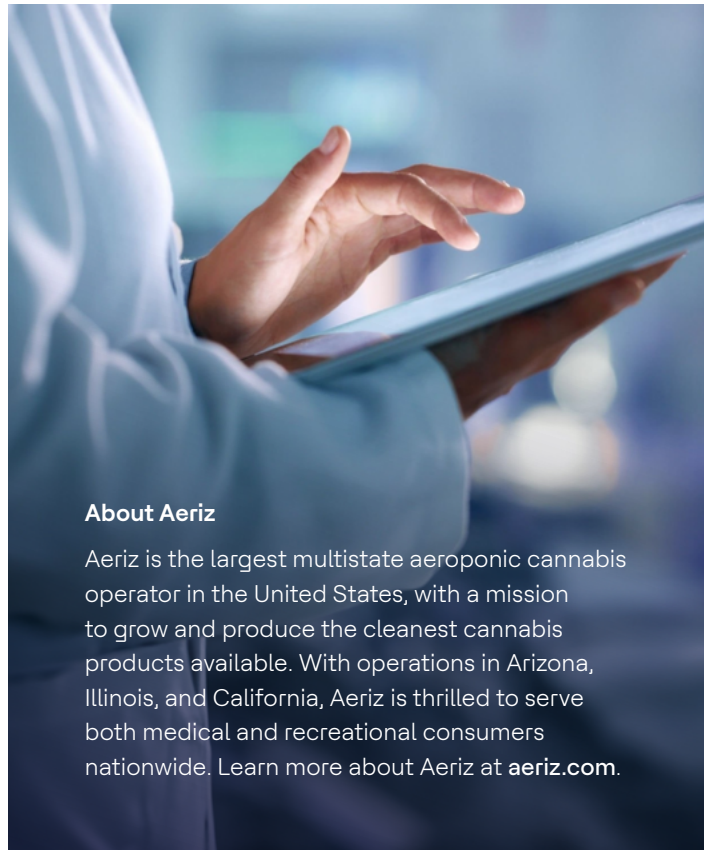
A further challenge emerged from delayed access to critical data needed for operational decisions. State track-and-trace systems are designed to work with the state's systems for regulatory oversight, not for operators that need data to grow their business. Aeriz frequently encountered scalability issues and outages with the state's track-and-trace software. This resulted in extended periods of time before human errors were identified and a lag in discovering inventory discrepancies.

The Actian Data Platform Streamlines Efficiency

In its search for a comprehensive solution, Aeriz explored various options before discovering the Actian Data Platform. Actian offered native extract, transform, and load operations (ETL) and integrated data warehousing capabilities, a game-changer that significantly reduced the need for laborious manual data preparation. Joe Jones, Aeriz's Chief Information Officer, noted, "The Actian Data Platform consolidates our disparate data sources, allowing our analysts to focus on higher-value analytics projects."

With the Actian Data Platform, Aeriz experienced an impressive transformation. The platform slashed approximately 80% of time spent on repetitive tasks, empowering analysts to dedicate their efforts to strategic initiatives. The company estimates a monthly savings of 150 hours previously consumed by manual data integration and preparation.

Aeriz's adoption of Actian's cloud-based platform provided value immediately and did not require additional infrastructure and maintenance investments. "Aeriz depends on accurate and timely data," Jones added. "And Actian gives us that." The platform's scalability will be able to support Aeriz's expanding operations and make it easier to enter new states and onboard new facilities, systems, and partners.



About Aeriz

Aeriz is the largest multistate aeroponic cannabis operator in the United States, with a mission to grow and produce the cleanest cannabis products available. With operations in Arizona, Illinois, and California, Aeriz is thrilled to serve both medical and recreational consumers nationwide. Learn more about Aeriz at aeriz.com.

About Actian

Actian makes data easy. We deliver cloud and on-premises data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly, performs reliably, and delivers at industry-leading speeds. Learn more about Actian, a division of HCLSoftware: www.actian.com.

