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Cannabis Case Study: Ascend Wellness Holdings

Ascend Wellness Holdings (AWH) is a vertically integrated multi-state cannabis operator with locations in Illinois, Maryland, Michigan, Ohio, Massachusetts, New Jersey, and Pennsylvania. The company is focused on breaking down traditional walls in the cannabis marketplace and redefining the industry through flagship retail locations in key, high-demand, emerging markets.

At A Glance

Challenges:

- 41 dispensaries & 7 cultivation locations
- Seven limited-license states
- Significant fine-based compliance standards
- Security plans require state approval
- Footage retention varies by state

Benefits:

- Navigated multi-state regulations
- Protected footage from loss
- Mitigated compliance gap emergencies & fines
- Reduced security workload
- Created responsive support relationship

"The YourSixOS platform is a true next generation solution, combining cloud-based surveillance, access control, and redundant on-premise video storage. The YourSix team has proven to be a great partner, evolving the system with features and functions as Ascend expands.

Working with YourSix has given Ascend flexibility while providing leading-edge technology focused on security and compliance."

James Lux
Vice President Information Technology
Ascend Wellness Holdings

Objectives

AWH is currently selling retail cannabis products in five different states. From seed to sale, they are responsible for meeting each of those states' requirements for security and compliance to successfully grow their business. The complexity of these requirements is one of the greatest barriers to market entry for many multi-state operators. From the specific prescribed components of an approved security plan to the required retention periods for footage, security compliance is a primary business factor in their operational plans.

With a small internal security team managing 40+ locations across hundreds of miles of urban corridor, AWH cannot afford to have gaps in footage, system downtime, or blind spots that expose them to punitive fines.

Why YourSix

With every location deploying cameras, access control, and alarm notifications, the team was able to quickly design a cloud-based solution that met state security plan standards across all 41 retail operations and 7 cultivation locations. In states that required audio or other sensors, the team easily scaled the solution to include those as well.

Due to the high standards of footage retention and proof of compliance, AWH needed a true partner that not only understood the initial deployment parameters but could supply day-to-day help desk support on demand. AWH found that in YourSix, from the accessibility of executive leadership down to the reliability of the teams proactively patching updates on equipment and supervising footage retention in the cloud.

Benefits

Footage Retention

The move from legacy NVR systems to a modern, cloud-based platform with local SD backup (and offsite NAS where required) ensured AWH would always have full coverage of their required footage without any single point of failure.

Regulatory Navigation

Until federal legalization of cannabis occurs, AWH will have to adapt to each state's unique approval processes and compliance expectations. Having a partner who intimately understands these requirements streamlines deployment and ensures maximum operational efficiency.