



BEYOND COMPLIANCE

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CANNABIS BUSINESSES GETTING MORE FROM SECURITY SYSTEMS THAN JUST PROTECTION

New technologies bring a comprehensive layer of business management resources to cultivation centers and dispensaries

PORTLAND, OR—With the expansion of legal medical and recreational marijuana use across the U.S., a natural concern is being expressed in many places regarding public safety. Still mostly a cash-only world due to federal laws making it difficult for banks to provide services to the industry, the perceived threat of theft and armed robbery is a community issue of significant importance.

According to many leading security experts, however, the chances of a cannabis business such as a dispensary or cultivation center actually suffering losses at the hands of thieves is a liability that is surpassed by a host of other, less visible threats.

“Given the level of security technologies we have at our disposal today, safeguarding a cannabis business from burglary or armed robbery isn’t as much of a daunting proposition as most people imagine,” says Noah Stokes, the founder and CEO of CannaGuard Security, a Portland, Oregon-based company specializing in meeting the industry’s protection needs. “We’re living in a new era of access control, camera quality, surveillance video management, and alarm system deployment that when installed and used correctly, is a truly effective deterrent to theft and external intrusions of all description.”

In a number of states where cannabis businesses are in operation, strict and exacting regulations governing the implementation of security systems are the order of the day. And it is within this climate that dispensary and cultivation centers

must often file highly detailed security plans totaling 50 to 100 pages in length just to get licensed. Once installed, business owners naturally hope they will never have to use their security systems to recall the events transpiring during a robbery, and view the cost of compliance as simply another expense.

“On the surface, there’s a degree of logic at work within that line of thought,” Stokes says, setting the stage for his own revealing of a broader understanding. “What it misses, though, is how adept today’s security technologies are at helping businesses run their day-to-day operations with added efficiency and greater profitability.”

Case in point: Access control systems provide time stamps of every instance when someone accesses or doesn’t access a room, and door contacts let business owners know every time a door is opened or closed. Combine these capabilities with video cameras and management systems that let you monitor every activity in a room with detail and 360-degree clarity, and business owners now have a resource at their disposal that is ideal for keeping tabs on just about everything that happens throughout their facilities. With the video and data they gather, tasks can be studied and analyzed, and steps taken to better manage the process. The efforts of employees can be documented and evaluated not only for review purposes, but as an aid to developing better training programs, and reducing wasted materials and the time it takes to meet various objectives, all while adding value to the flow of movements everywhere.

Beyond business matters, legal issues can be conclusively resolved. False worker’s compensation claims, for example, can be proven with documented accuracy. If an employee claims they were injured as the result of a faulty handrail on the entry steps, but time-coded, date-stamped video shows them jumping off of it instead of using it appropriately, the case can be presumed closed in the business owner’s favor.

“You can do things like see whether or not the cleaning crew showed up and put in the eight hours they billed you for as well,” Stokes notes. “Or whether your business was opened later and closed sooner than posted hours, all remotely from your phone, tablet, or desktop computer. With the knowledge you gain, you can increase productivity, reduce the theft of time, labor, and materials, and decrease overall expenditures. Ultimately you gain a system that pays for itself. Today’s systems also have the advantage of being future-proof. They aren’t relying on dedicated hardware and software that will be outdated and unavailable in five years. They will grow as your business grows, providing additional value beyond the security purposes you originally bought them for.”

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CannaGuard Security is the premier security company for the cannabis industry. We specialize in engineering custom security systems, using technologically advanced alarm, camera and access control equipment and software. We take pride

in securing our clients' facilities, and keeping them compliant with ever-changing state regulations.

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