



HSO Win Wire: Fire & Flower Holdings, North America's largest and fastest growing cannabis retailer, selects HSO

Geo:	Canada
Industry:	Retail
Vertical:	Cannabis retailer
Solution:	D365 Finance and D365 Supply Chain
Sales Play:	Activate Digital Selling
Date Closed:	June 2021
Replaced:	Legacy Microsoft NAV Finance Solution & Excel

Customer Situation & Goals

- Fire & Flower has a recent rapid expansion in Canada and into the US, and needed to move to a new warehouse to accommodate.
- Fire & Flower needed a comprehensive WMS and a new Finance solution to minimize the touchpoints with their other solutions and provide a clear line of sight to the business metrics, accurate inventory management and visibility, regional and industry compliance requirements and reporting, and a more formal consolidation and reporting structure to meet the needs of a publicly traded organization.

Solution

- Fire & Flower chose a single integrated WMS and Finance solution using Microsoft D365.
- This reduces the integrations required with their remaining legacy solutions, provides real-time reporting, a complete consolidation solution, and allows for their immediate transition into a new and expanded warehouse.

Co-Sell & Field Insights

- Fire and Flower approached SHEA Global with an RFP designed to support their on-premise NAV.
- This was apart of SHEA Global's win alongside Cova POS- is an industry specific Retail platform for the cannabis industry and is deployed across their existing 80+ locations today.

Why We Won

- Fire & Flower selected SHEA Global, and Dynamics 365 Finance and Supply Chain primarily based on:
- Past experiences of the CFO and COO with SHEA Global in similar projects
- D365 Scalability to rapidly launch Finance for ~20 companies to public reporting
- D365 Supply Chain for complete chain of custody compliance from procurement to retail chain fulfilment.
- Our ability to integrate COVA POS to capture sales and drive stock replenishment activities managed in D365 Supply Chain

HSO Team



Kevin Hollis, Sales Executive

Microsoft Team



Microsoft Canadian Team