

Growing with Managed IT: How an MSP Partnership Became a Priceless Part of JARS Cannabis

JARS Cannabis relies on technology to manage their operations in five different locations in the United States. Ronnie Kassab, CEO, founded JARS in 2017 and faced the challenge of coordinating the supplies of medical and recreational marijuana with customers.

From the beginning, Kassab saw the need for strong IT infrastructure for his company.

He said, “We’re a cannabis company and everything we do is technology driven for the most part. All of the software we use from CRM’s to Terms of Service (TOS), they’re all implemented to allow us to operate our day-to-day operations.”



The Beginning: The Need for Strong IT Support

When Kassab started JARS in 2017, he knew IT support was crucial to his business. JARS, as a medical marijuana retailer, requires strong coordination with various suppliers across different locations.

He needed technology to facilitate all of it: the scheduling, the collection of data, the coordination of payments, and delivery.

Initially, JARS started with a single IT guy – as most businesses do. But slowly the need for a more robust system became evident with the rapid expansion of his business.

Kassab had to deal with more and more customers while sourcing more products; it became essential that their IT was running 24/7. If not, they'd lose customers.

However, when he started scouting out the prices for Managed IT, he couldn't help but stare at the prices. The very first agreement with JARS was more than \$15k annually in January 2020, which was a significant amount for their business.

Kassab said, "When I originally looked at the pricing of what you guys charge on the basic plan and what the plan that we're on now, it took a little bit of time to swallow."



As a startup, he couldn't afford to make a mistake with where he invested his resources. Kassab found himself experiencing a common phenomenon most clients find themselves in when scouting out Managed IT Services: sticker shock.

The Plunge Into Managed IT

The investment needed for Managed IT is no small deal for a starting business. Kassab weighed the pros and cons of Managed IT and decided to take the plunge while growing JARS into a strong company.

Kassab described his company's growth and how ITS kept pace. "We slowly scaled up," he said. "We only had one location when we started with ITS, and today we're up to 5 total locations with the corporate office, and as we kept growing ITS was growing as well."



Kassab said, "I believe there might have been a couple of mergers that happened at that time, so the ITS team kept getting bigger and bigger for us, which gave us the ability to increase our plan from a basic plan to a more broad plan. Ever since then we've got every option possible that comes with the plans."

Upgrading when he initially had to swallow down the initial prices seemed like a surprising move. However, Kassab clarified that IT services are "where you get what you pay for".

"So in the beginning I believe that we were on a lower plan that provided us value but I needed more," Kassab said. "And then when we increased our plan, and the amount of money that we did spend, it's priceless today."

The Experience with ITS as a Managed Service Provider



When asked what JARS got out of a Managed IT partnership, Kassab said that it helped free the team to focus on building the business instead of dealing with IT issues.

“It helps keep our operation afloat,” he continued, “And the more that we’re operating in a productive way based off technology, it gives us more time to focus on our stories.”

“I guess the more IT support that the team has, the further we’ve gotten. We’ve been doing this business for less than four years and the growth has been phenomenal. So I would say all parts of it have helped in every way.”

Kassab also talked about his experience with key personnel at ITS, specifically Brian Kaminsky and Michael Brown.

“When I originally met Brian, he was more of an individual owner and we’ve always had a great relationship. We’ve created a great friendship this whole time.”

“And then I was introduced to Michael from Brian and I feel the same exact way about him. The only difference is I get a chance to see Brian more often. Michael’s always available through video call, email, or text but both are great to work with. Very friendly.”

When Kassab has questions or requests and needs to talk to ITS, he described talking to them as almost like getting on a call with one of his colleagues or friends.

How Solid Managed IT Support will Help JARS Grow Next

JARS has come far from the beginning of viewing IT as an expense they needed to deal with to an investment that helps their employees focus on building the company story.

When asked about the future of JARS and ITS' partnership, he said "We're still in those stages where we're still trying to complete a lot of projects, but they've been moving fairly well and the biggest thing is we're getting a lot done."

"Having ITS, to be honest with you, putting all the pieces together for us and utilizing all of it properly has been a blessing for us, which has allowed us to grow and scale as we have been these last three years."

"And you know, we couldn't eliminate you guys if we wanted to," Kassab said with a smile.

"A solid company that continues to have growth is going to be here for a long time, and I plan to keep the relationship [between JARS & ITS] for that long as well."

"We were kind of blessed from the beginning," he said.

Interested in Growing Your Business with Managed IT?

Kassab found an IT partner that got rid of IT issues so JARS could focus on their customers. If you're looking for this with your business, schedule a meeting with ITS today. We'll use our extensive IT experience to point out where your IT network can use some work, and help resolve recurring issues you're experiencing.

