

Why They Switched to CertiCraft #4

Zevk Cultivation

with Muhammad Shahbaz, CEO



Facility Overview: Micro-cultivation

Location: North Weyburn, Saskatchewan

Favorite thing about CertiCraft: "You make software for growers, not some tech guy."

Experience with Previous System

"[Redacted] was really complicated. Before you could even enter anything, you had to add duplicate information in a bunch of different places. We are a small team and don't have time for unnecessary steps. Correcting mistakes was even worse. Even after getting familiar with [redacted], it was taking up as much time as paperwork used to. If a system is complicated, I will avoid it. I'll tell myself I'll do it tomorrow, then it begins to pile up and becomes a mess. "

Before Switching to CertiCraft

- Frustrated and overwhelmed by complicated software.
- Time wasted by unnecessary tasks.
- Fixing mistakes was a nightmare.
- Paperwork would pile up.



Why CertiCraft?

"It's much easier than any other system I've tried. I used [redacted] for over a year at my facility and was familiar with it. However, I kept comparing it to what I had seen in a CertiCraft demo. With CertiCraft, it takes me 5-10 minutes a day to enter my data and it's done. Everything you want is right there. You just open a batch and get it done."

Since Switching to CertiCraft

"I don't waste time looking for things. I can search any cultivar or batch and see all the previous data attached to it. Also, audits and reporting are very easy now. Accessing operational reports as well as government reports are a great feature. If you don't have a dedicated record-keeping person, there is no better system than CertiCraft."