

Helix Technologies

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Helix TCS subsidiary BioTrackTHC in cannabis software integration partnership with I Heart Jane

Helix TCS Inc (OTCMKTS:HLIX) subsidiary BioTrackTHC, which provides cannabis seed-to-sale tracking software, has partnered with I Heart Jane, an e-commerce software providers for dispensaries and US brands.

The partnership will enable BioTrackTHC's more than 2,000 point of sale (POS) customer locations to provide their patrons with Jane's automated, fully customizable ordering platform.

"The industry is rapidly maturing and retail operators are building best-in-class customer experience technology ecosystems to set themselves apart and build brand recognition," BioTrackTHC COO Moe Afaneh said in a statement. "Our commitment to our customers is in providing them with a variety of integrated technologies that they can pick from to create a customized experience that is unique to their retail dispensary."

READ: Helix TCS launches first US state hemp tracking system in Delaware

The integration lets retail operators display their product availability and pricing in real-time on an online ordering platform without having to double enter inventory.

"The cannabis industry is at the forefront of bringing the best omnichannel technologies to the retail world, and there's no better example of this than what's happening with eCommerce," Jane CEO Socrates Rosenfeld said. "Through our proprietary integration software with POS systems like BioTrackTHC, Jane is able to fully automate the online ordering experience for offline retailers by seamlessly connecting the products in their physical store or delivery depot to local online shoppers."

Broadly, Denver-based Helix TCS is a leading provider of critical infrastructure services, helping owners and operators of licensed cannabis businesses stay competitive and compliant while mitigating risk.

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Price: 0.1375

Market Cap: \$13.46 m

1 Year Share Price Graph



Share Information

Code: HLIX

Listing: OTCQB

52 week	High	Low
	1.1	0.099

Sector: Cannabis

Website: helixtcs.com

Company Synopsis:

Helix Technologies' industry-leading critical infrastructure services are tailored to the unique needs of the quickly evolving cannabis industry, enabling powerful data, broad-based customer relationships and government contracts in this rapidly growing market.

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