



Product Summary

FreedomPay Gateway

FreedomPay Gateway is WAS's enterprise payment orchestration platform for complex, multi-location environments. It operates as a POS- and device-agnostic layer above merchant systems, securely routing transactions into WAS's acquiring platform while WAS remains the acquirer of record - managing onboarding, settlement, funding, and risk.

Built for scale, FreedomPay abstracts payment logic away from individual POS systems, enabling merchants to standardize payments across locations, lanes, and channels without requiring POS replacement or reintegration.

Strategic Role in the WAS Portfolio

FreedomPay fills the enterprise orchestration tier of the WAS portfolio. It is not a POS and not a lightweight SMB gateway. Instead, it enables WAS to support large, sophisticated merchants whose payment needs exceed the limits of POS-locked or single-gateway models.

Who It's Built For

- Large and multi-brand retailers
- Hospitality, travel, stadiums, and venues
- Enterprise QSR and food service chains
- ISVs and enterprise platforms managing multiple POS integrations

Core Use Cases

- Multi-POS, Multi-Location Payment Standardization
- Payments Decoupled from POS Systems
- Enterprise Scale & Resiliency
- Unattended, Mobile, and Alternative Commerce

Platform Differentiation

FreedomPay is not a payment processor and not a POS. It is a payment orchestration layer designed to manage complexity at scale. Unlike bundled gateway-and-acquirer platforms, FreedomPay remains POS- and processor-agnostic - while WAS ensures a consistent, bank-backed acquiring relationship.

Partner & Merchant Value

For merchants, FreedomPay reduces integration friction, deployment delays, and long-term technology risk as environments evolve. For partners and WAS, it enables enterprise growth without gateway sprawl, processor lock-in, or loss of acquiring control.

FreedomPay Gateway is the enterprise orchestration layer of the WAS portfolio - built for merchants whose payments have outgrown POS-bound and gateway-only models, with WAS anchoring the acquiring lifecycle behind the scenes.