



Sales Cheat Sheet

FreedomPay Gateway

30-Second Positioning

FreedomPay Gateway is Woodforest Acceptance Solutions' enterprise payment orchestration layer for complex, multi-location environments.

It sits *above* the POS as a POS- and device-agnostic gateway, standardizing payments across locations, lanes, and channels—while WAS remains the acquirer of record, owning onboarding, underwriting, settlement, funding, and risk. FreedomPay solves payment complexity *without* forcing POS replacement.

✓ Ideal Customer Profile (ICP)

Core Qualifier

- Merchant operates multiple locations, lanes, brands, or POS systems and needs one unified way to manage payments

Best-Fit Segments

- Large & multi-brand retailers
- Hospitality, travel, stadiums, and venues
- Enterprise QSR and food-service chains
- Unattended & alternative commerce (kiosks, vending, transit)
- ISVs and enterprise platforms managing multiple POS integrations

Operational Profile

- 20+ locations or high lane density
- Multiple POS systems or ordering channels
- Hundreds to thousands of devices
- High transaction volume requiring enterprise uptime and resiliency

Not a Good Fit

- Single-location or simple merchants
- SMBs seeking an all-in-one POS
- Merchants standardized on one POS with no growth plans
- Low-volume or early-stage businesses
- Anyone expecting inventory, staff, or store operations tools from the gateway

5 Qualifying Questions

1. Do you run more than one POS or ordering system today?
2. Are payments handled differently by location, lane, or channel?
3. Does adding devices or payment types require deep POS changes?
4. Do you need enterprise uptime and resiliency?
5. Do you want WAS to retain underwriting, settlement, and funding ownership?

5 Disqualifying Red Flags

1. “We just need a terminal.”
2. “We want a POS to run the store.”
3. “We’re one location with one system.”
4. “We’re replacing Square/Clover.”
5. “We need plug-and-play SMB pricing.”

What the Product Is vs Is Not

What FreedomPay Gateway IS

- An enterprise payment gateway + orchestration layer
- POS-agnostic and device-agnostic
- Centralizes routing, tokenization, and payment logic
- Supports in-store, mobile, unattended, and cross-channel payments
- Paired with WAS acquiring for settlement, funding, and risk

What WAS Platform IS NOT

- A POS system
- A lightweight SMB gateway
- An all-in-one merchant operating system
- A self-service or plug-and-play product

Core Messaging Guardrail

FreedomPay sits above the POS; WAS sits below as the acquirer.

FreedomPay orchestrates complexity at the edge—WAS owns underwriting, settlement, funding, and the merchant relationship.

Primary Use-Case Anchors

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

Competitive Framing (Approved)

- Square / Clover: POS-centric, SMB-focused, limited at scale
- Stripe / Adyen / Worldpay: Often bundle gateway + acquiring, reducing flexibility
- FreedomPay + WAS: POS-agnostic orchestration + bank-backed acquiring ownership
- Lead with flexibility, longevity, and control—not checkout features

When to Pull in Product / Enterprise Teams

- Multiple POS systems or brands are in scope
- Unattended or high-lane environments exist
- Device abstraction or store-and-forward matters
- M&A, re-platforming, or growth planning is discussed

Internal Sales Anchor (Use This Line)

“FreedomPay solves payments once for complex enterprise environments—while WAS anchors the acquiring layer.”