



Email Template

WAS Cloud

Use Cases

Intro / First Touch (ISV / Platform / Software Companies)

Subject: Embed Payments Into Your Platform

Hi {{First Name}},

I wanted to introduce WAS Cloud, Woodforest's embedded payments platform designed for ISVs and software companies that want to build payments directly into their applications — without becoming a payments provider.

WAS Cloud is ideal for platforms that want to:

- Embed card-present and digital payments directly into their software
- Maintain full control of the user experience and workflows
- Offload acquiring, risk, compliance, and settlement
- Monetize payments without building internal infrastructure

Best,
{{Name}}

Discovery Follow-Up (After Initial Call)

Subject: Next Steps

Hi {{First Name}},

Thanks again for walking through your platform and current setup.

Based on what you shared, WAS Cloud could be a strong fit because it:

- (notes from the call)

WAS Cloud is designed to let you own the software experience, while Woodforest handles the entire payments lifecycle behind the scenes — from onboarding and underwriting to settlement and risk.

If helpful, the next step would be a quick technical and business fit discussion with our team.

Best,
{{Name}}

ISV / SaaS Platform Outreach

Subject: Keep Payments Inside Your Platform

Hi {{First Name}},

Many platforms we speak with still rely on external gateways or multiple integrations to support payments — which creates friction for users and limits control over the experience.

WAS Cloud allows you to embed payments directly into your platform through a single API and SDK layer.

This works well for platforms that:

- Want a native, in-app payment experience
- Need support for recurring billing, invoicing, and stored credentials
- Prefer to scale without managing multiple providers

Happy to walk through how this looks in practice.

Best,
{{Name}}

Integration / Architecture Modernization Outreach

Subject: Simplify Your Payment Architecture

Hi {{First Name}},

As platforms grow, payments often become fragmented across multiple gateways, tools, and integrations — which adds complexity and operational overhead.

WAS Cloud replaces that with a single, scalable integration layer that supports multiple payment types and workflows through one connection.

This helps teams:

- Reduce integration complexity
- Avoid reworking payments as they scale
- Standardize payments across merchants and use cases

If this is something you're running into, happy to discuss further.

Best,
{{Name}}

Monetization / Embedded Payments Use Case

Subject: Turn Payments Into Revenue

Hi {{First Name}},

For many software platforms, payments are becoming a key revenue opportunity — but building and managing a payments operation internally adds risk and complexity.

With WAS Cloud, you can:

- Monetize payments directly within your platform
- Keep control of pricing and user experience
- Rely on Woodforest to manage underwriting, settlement, and compliance

This allows you to grow revenue without becoming a payments company.

If that's part of your roadmap, this could be worth exploring.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: WAS Cloud recap and next steps

Hi {{First Name}},

Thanks again for your time today.

Quick recap:

- (notes from the call)

Recommended next steps:

- (what was aligned on the call)

Let me know how you'd like to proceed.

Best,

{{Name}}

Objection Handling – “We don’t want to manage payments”

Subject: You don’t have to manage payments

Hi {{First Name}},

That’s actually the exact problem WAS Cloud is designed to solve.

You can embed payments directly into your platform while Woodforest remains the acquirer of record — handling onboarding, underwriting, settlement, and risk.

This lets you offer payments without taking on the operational or compliance burden of running a payments business.

Happy to walk through how this works in your environment.

Best,

{{Name}}

Partner Enablement / Deployment Setup

Subject: WAS Cloud Enablement

Hi {{First Name}},

To ensure a successful rollout, we recommend a focused enablement session covering:

- WAS Cloud API and SDK integration approach
- Embedded payments architecture and workflows
- Tokenization, recurring billing, and omnichannel capabilities
- Roles and responsibilities (ISV vs WAS)
- Positioning WAS Cloud vs gateways and POS solutions

This helps ensure WAS Cloud is positioned correctly as an embedded acquiring layer — not a gateway or standalone payment tool.

Let me know your availability and we'll get this scheduled.

Best regards,

{{Name}}