

Cynergy Data Chooses ROAM to Power Its Custom-Branded Mobile POS Solution

Written by Australian Business

Cynergy's Vwalaa! Mobile Pay gives merchants, ISOs and financial institutions a complete solution to plug into the mobile payment revolution

BOSTON--([BUSINESS WIRE](#))--ROAM (www.roamdata.com), an Ingenico company and the leading mobile commerce platform provider, today announced that Cynergy Data, a leading payment services provider, has chosen ROAM's white-label solution to power its new Vwalaa! Mobile Pay offering. Now, merchants, Independent Sales Organizations (ISOs) and Financial Institutions (FIs) can take advantage of the massive mobile payment revolution with an all-in-one mobile point of sale (mPOS) solution from Cynergy Data.

"We're thrilled that Cynergy Data chose ROAM to be its trusted technology provider in order to deliver innovative, flexible and user-friendly mPOS solutions to its customers."

[Cynergy Data](#) leveraged ROAM's core platform components - the G4X secure mobile card reader, the ROAMpay™ X4 application and the myROAM management portal – to launch the Vwalaa! Mobile Pay brand in less than four months. Because Cynergy Data is first to the U.S. market with the new version of ROAMpay X4, it is currently the only U.S. acquirer to offer game-changing features such as offline processing, configurable inventory management, previous purchase recognition and personalized receipts.

"We continue to strive to deliver the best possible product to our partners, and Vwalaa! Mobile Pay, powered by ROAM, rises to the top. Through [Vwalaa! Mobile Pay](#), we offer a seamless, custom-branded experience throughout the mobile application, management portal and customer service," said Alvin Mayers, senior vice president of product at Cynergy Data.

ROAM's white-labeling capabilities enable businesses to extend their brand across the entire platform while leveraging ROAM's field tested design, built-in security features, and cross-device support. ROAM's unique "powered by" model delivers the best of a build/buy mobile commerce solution, helping businesses get to market faster with the latest mPOS offerings that are used for line busting, self-checkout and onsite payment acceptance.

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“ROAM is uniquely positioned to partner with acquirers like Cynergy Data to help them quickly, easily and cost-effectively enter the mobile payments market with a custom-branded mPOS solution,” said Eric Hoffman, senior vice president of U.S. sales at ROAM. “We’re thrilled that Cynergy Data chose ROAM to be its trusted technology provider in order to deliver innovative, flexible and user-friendly mPOS solutions to its customers.”

About ROAM™

ROAM, an Ingenico company, helps merchants get to market quickly with secure, cost effective and powerful mobile point of sale solutions, regardless of the technology environment. ROAM’s “powered by” mCommerce platform provides the hardware peripherals, applications, tools and services enabling companies worldwide to realize the benefits of using mobile to reinvent their interactions with their customers and to create new business efficiencies. Founded in 2005, ROAM is a pioneer in the mobile POS space, having produced and distributed the industry’s first secure mobile card reader and today powers mobile point of sale solutions for many of the leading companies in this market, globally. For more information, visit www.roamdata.com

About Cynergy Data

Cynergy Data is one of the country’s foremost payment services providers, processing in excess of \$10 billion annually by serving Independent Service Operators, Financial Institutions, and Merchants. Cynergy Data was listed twice by Inc. Magazine as one of the fastest growing companies. Cynergy Data’s CEO is President of the Electronic Transaction Association – the payment industry heavyweight, and was recently nominated as one of the Top 20 Most Influential Women in Payments. For more information visit www.cynergydata.com