



SuperSonic Pay Introduces PayFac-as-a-Service for Software Platforms and ISVs

New offering embeds payments into SuperSonic CRM while SuperSonic manages merchant onboarding and underwriting for software platforms and ISVs.

TAMPA, FL, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- SuperSonic Pay today

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With PayFac-as-a-Service, we're bringing payments directly into SuperSonic CRM while taking on merchant onboarding and underwriting through SuperSonic Pay.”

Mahdi Hussein, CEO and Co-Founder of SuperSonic

announced the introduction of PayFac-as-a-Service, a new offering designed for software platforms and independent software vendors seeking to integrate payment acceptance into their broader software experience.

The offering brings embedded payment capabilities into SuperSonic CRM, while SuperSonic handles merchant onboarding and underwriting through its existing payment facilitator infrastructure.

SuperSonic Pay is a product of MSYM Investments LLC, a registered Payment Facilitator of Visa U.S.A. Inc. and

Mastercard International Incorporated. Mastercard currently lists MSYM Investments LLC under the SuperSonic Pay name among registered payment facilitators in the United States.

“Software companies increasingly need payments to be part of the product experience, not another disconnected system their customers have to manage,” said Mahdi Hussein, CEO and Co-Founder of SuperSonic. “With PayFac-as-a-Service, we're bringing payments directly into SuperSonic CRM while taking on merchant onboarding and underwriting through SuperSonic Pay.”

The launch extends SuperSonic Pay's existing payments infrastructure beyond SuperSonic's traditional retail point-of-sale ecosystem and creates a new path for software platforms and ISVs that want to incorporate payment acceptance into the technology they provide to merchants.

Under the payment facilitator model, a registered payment facilitator operates within an acquiring relationship to provide payment services to sponsored merchants. Visa describes payment facilitators as third-party agents that can establish merchant acceptance relationships on behalf of an acquirer and receive and distribute transaction settlement proceeds on behalf of sponsored merchants.

For software platforms, adding payments can require more than connecting a transaction-processing function. Merchants must be onboarded, evaluated and approved before they can begin processing payments. Through SuperSonic PayFac-as-a-Service, SuperSonic manages the merchant onboarding and underwriting process, reducing the need for the software provider to build those functions independently.

The payment experience is integrated with SuperSonic CRM, creating a connected environment for the software and payments relationship while SuperSonic Pay provides the underlying payment facilitator infrastructure.

“Payments are a significant operational undertaking behind the scenes,” Hussein said. “We want software companies to be able to focus on building great products for their customers while we handle the merchant onboarding and underwriting required to support the payments side.”

SuperSonic PayFac-as-a-Service builds on infrastructure the company has already developed to support integrated payments across its own technology ecosystem. SuperSonic’s payment environment includes PCI DSS Level 1 Service Provider validation, encrypted payment processing and tokenization. SuperSonic also identifies its environment as SOC 2 Type II audited and currently listed on the 2026 Visa Global Registry of Service Providers.

The launch represents an expansion of SuperSonic Pay’s role from the payment layer within SuperSonic’s own retail technology platform to payments infrastructure designed to support eligible software platforms and independent software vendors.

PayFac-as-a-Service is available to eligible software platforms and ISVs. Merchant acceptance remains subject to SuperSonic Pay underwriting, applicable payment-network requirements, program requirements and partner agreements.

About SuperSonic Pay

SuperSonic Pay is the payments platform of MSYM Investments LLC. MSYM Investments LLC is a registered Payment Facilitator of Visa U.S.A. Inc. and Mastercard International Incorporated, sponsored by U.S. Bank National Association, Minneapolis, Minnesota, and Fifth Third Bank, N.A., Cincinnati, Ohio. MSYM Investments LLC also maintains MSP/ISO registrations disclosed by the company.

SuperSonic Pay provides integrated payment capabilities across the SuperSonic technology ecosystem and PayFac-as-a-Service for eligible software platforms and independent software vendors.

About SuperSonic

SuperSonic is a unified POS, payments and cloud back-office technology platform built for high-volume and independent retailers. Based in Tampa, Florida, SuperSonic combines modern hardware, cloud software, payments and AI-powered tools to help retailers streamline operations, reduce shrink and gain greater visibility into their businesses.

SuperSonic Pay and SuperSonic POS are products of MSYM Investments LLC.

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