WM Technology Launches Payments in Ontario

May 31, 2022



By WM Product Marketing Team

WM Technology has expanded its product offering in Ontario with an integrated digital payment process that will help small businesses compete with the growing demand for delivery, curbside pick up, and cashless transactions.

Customers at participating Ontario retailers will be able to not only browse for cannabis products through Weedmaps' industry-leading listings platform but also make payments directly to participating retailers in-app through Visa or MasterCard credit cards. Additionally, for improved customer experience and to help facilitate compliance with Canada's personal possession limits, customers will be directly notified when an item in their cart is out of stock or if their order exceeds the legal purchasing limits.

"The Canadian cannabis market has a first-mover advantage as a diverse mix of cultivators and retailers continue to grow in size and scale. We have always believed that technology will be the third pillar of the industry's success, but Ontario's recent decision to permanently legalize delivery services for cannabis retailers has accelerated this trend," said **Chris Beals**, CEO and Chairman of WM Technology. "With more delivery and click-and-collect transactions, safe, convenient and secure technology solutions will be central to the industry's future and will enable more small businesses to serve customer demand."

WM Technology has also launched WM Store for Ontario retailers. WM Store brings a client's Weedmaps listing directly to a retailer's branded website, empowering business owners to customize menus, upload logos, and choose a color scheme that reflects their brand, creating a consistent ordering experience. In addition, WM Store syncs seamlessly with online orders, empowering customers to browse an orderable website menu and enter payment information from the retailers' websites.

To ensure a seamless customer experience, WM Technology has partnered with **COVA**, a full-featured and innovative cannabis point-of-sale software provider. Covering the Ontario market, this partnership with COVA allows WM Technology to offer retailers accurate inventory with live menu integrations and an excellent customer experience. WM Technology will also be working with **Merrco**, which will provide payment processing services to participating retailers.

Check out **WM Store** or **WM Orders** for more information.