



## NEWS RELEASE

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### **GDS Link, ScoreSharp Form Strategic Alliance to Maximize the Value of Bureau Data and Other Data Sources**

*Relationship enables rapid implementation of both custom credit scoring models and complex credit policy*

**DALLAS, Nov. 15, 2010** – [GDS Link](#), a global provider of customer-centric risk management and process automation solutions, announced a partnership with South African-based ScoreSharp, a scoring and analytical consulting company. The relationship enables ScoreSharp to rapidly implement customized credit scoring models, credit policy and credit bureau connectivity on behalf of clients using GDS Link's flagship product, [DataView360™](#).

"Prior to enlisting the support of GDS Link, the opportunities for our clients to maximize the value of South Africa's extremely sophisticated credit bureau data were very limited," explained Paul Andrews, director of ScoreSharp. "Aligning with GDS Link has allowed our clients to experience improved speed to market from the quick delivery and deployment of custom-built models with enhanced scoring capabilities."

In addition to large financial institutions, ScoreSharp provides its services to the micro-lending industry, furniture and clothing retailers, vehicle finance companies and the cellular industry. GDS Link's DataView360 provides the flexibility the company needed to perform across these multiple verticals, as the technology's toolkit design is parameterized from the ground-up. DataView360's user-friendly, intuitive structure also allows business users to implement effective risk management strategies internally, eliminating some of the fees typically generated by the credit bureaus.

DataView360 simplifies the process for integrating with both external and internal customer data sources and generating summarized information required to embed customized scoring models and credit policy. The advanced functionality of the software provides the environment necessary to support dynamic risk management requirements and react to increasing regulatory

compliance. DataView360 is available through license agreements, or hosted via Software as a Service (SaaS) models to meet unique business needs.

“DataView360 offers a cost-effective risk management solution, and its ability to rapidly deploy custom credit models greatly accelerates speed to market to ensure reaction to market trends,” said Paul Greenwood, president of GDS Link. “Through the partnership with ScoreSharp, its clients can gain a better handle on risk management by employing reliable technology that is able to interface with existing bureau data and other data sources to create a truly comprehensive analysis of any situation.”

### **About GDS Link LLC**

GDS Link is a global provider of customer-centric risk management and process automation solutions. The company specializes in advanced software designed to support the access and aggregation of disparate data sources and the rapid implementation of custom credit scorecard models and risk management policies. Its technology acts as the enabler for organizations to effectively manage the risk of their customer throughout its lifecycle. Familiar with the large investments made by institutions in their legacy applications, GDS Link’s flagship solution, DataView360™, was architected to derive continued value from these systems while delivering enhanced function and flexibility to the risk management community.

For more information, visit [www.gdslink.com](http://www.gdslink.com).

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