



FOR IMMEDIATE RELEASE

Joint Success in Financial Innovation: GDS Link and Shawbrook's Collaborative Triumph

[DALLAS, TEXAS / LEEDS, UK] – 7 December 2023 – GDS Link, a global leader in credit risk management solutions, is proud to announce the successful implementation of its advanced, multi-bureau solution at Shawbrook, a prominent specialist bank in the United Kingdom.

The new solution, which went live on Monday, 2nd October, demonstrates the benefits of collaboration in enhancing technology. The ground-breaking solution features a multi-bureau function, setting a new standard in efficiency and standardisation across various bureau interactions, reflecting the combined efforts of both organisations.

Gary Byrne, VP of UK Sales at GDS Link, expressed his enthusiasm about the collaboration, stating, “The partnership between GDS Link and Shawbrook has been a journey of innovation and mutual growth. Our teams worked seamlessly together, combining their industry expertise to create a solution that is not just cutting-edge but also highly adaptable to the evolving needs of Shawbrook’s customers. This project wasn’t just about GDS Link’s solutions; it was about creating something greater together, for the benefit of Shawbrook’s customers and the financial industry at large.”

Lisa Bonalle, CEO of GDS Link, also shared her thoughts on this major accomplishment, “Today marks a significant milestone for GDS Link and Shawbrook Bank, and it’s a testament to the power of collaborative innovation. We’re proud to have jointly reached this milestone and are excited to see how our continued cooperation will shape the future of financial services.”

Paul Went, managing director for Consumer Banking at Shawbrook, said: “Our collaboration with GDS Link exemplifies our ‘best of both’ strategy, seamlessly integrating cutting-edge technology solutions with deep human expertise to deliver an unparalleled experience for our customers. We’ve been pleased with the results and are confident our customers are benefiting positively. GDS has been a great team to work with.”

The partnership between GDS Link and Shawbrook initially focused on revolutionising unsecured loan originations. However, the success of this project has opened the doors to potential future collaborations across a range of business segments within the bank.

The success of this project is a testament to the power of collaboration, innovation, and the relentless pursuit of excellence that both GDS Link and Shawbrook uphold. GDS Link is committed to supporting Shawbrook in navigating the evolving financial landscape and ensuring that they remain at the forefront of banking solutions.



GDS LINK

About GDS Link:

GDS Link stands as a globally recognised authority in credit risk management, providing a suite of innovative and tailored risk decisioning solutions over the last 17 years to financial institutions across the globe. Delivering over a billion decisions annually in over 46 countries, we offer a comprehensive array of services including fraud management, collections, and analytics, all designed to empower smarter lending decisions. Our commitment to strategic partnerships and a bureau-agnostic approach ensures cost-effective, customised solutions for our clients, fostering growth and managing credit risk effectively. Learn more at www.gdslink.com.

About Shawbrook:

Shawbrook is designed to accommodate individuality, diversity, and the dynamics of the modern world. We are driven by our purpose, to power up ingenuity to create opportunity, every single day.

Leveraging strong digital capabilities to complement deep human expertise, our 'best of both' proposition is ideally placed to provide personalised finance solutions to those with immediate and often complex needs. We offer a diversified range of practical lending and savings products across three customer franchises to serve consumers, businesses, and real estate professionals.

Visit www.shawbrook.co.uk and follow us on Twitter @ShawbrookBroker

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