



NEWS RELEASE

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GDS Link to Support Cane Bay Partners with Enhanced Scorecard Management Processes

International company to use risk management solution for consumer lending

DALLAS, April 12, 2010 – [GDS Link](#), a global provider of customer-centric risk management and process automation solutions, announced that Cane Bay Partners VI, a St. Croix, V.I.-based consulting and portfolio management company, has selected GDS Link's technology for the enhancement of its scorecard management processes. After an extensive search process, Cane Bay found that GDS Link's flagship product, DataView360™, offered the most functionality to effectively support its consumer lending risk management needs.

"I have owned several software companies, and development is always more costly and takes longer than expected," said Kirk Chewning, partner at Cane Bay. "Partnering with GDS Link allowed us to avoid the risk, time and resources of in-house development and focus on serving our clients. The company provides the most comprehensive, configurable solution that addresses mitigating risk for any of our services."

Focused in the consumer lending industry, Cane Bay works with clients to build customized scoring and risk management solutions to maximize their portfolios, performance and profitability. It selected GDS Link's DataView360 to process scorecards with greater efficiency and flexibility, easily integrate with third party data providers while modifying the software in compliance with its own system.

The DataView360 solution supports internal and external data access, attribute set creation and maintenance, scorecard model implementation, unlimited decisioning and retro scoring processes. Cane Bay has implemented the solution on the majority of their client's portfolios and plans for a complete roll out in the near future.

“We look forward to a long and successful partnership with GDS Link,” Chewing added. “The assistance that this technology provides to knocking down barriers to entry and accessing data sources is extremely valuable.”

“DataView360’s flexibility provides a significant value to companies in a variety of industries, with its ability to ease risk management processes and significantly reduce the time to market,” stated Paul Greenwood, president of GDS Link. “Through the use of DataView360, the company will continue to provide its clients with the best service in the consumer lending industry.”

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.

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