



NEWS RELEASE

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GDS Link Conducts Credit Origination Workshop

Global risk management technology and consulting company provides insights on automated credit underwriting processes and solutions.

DALLAS, March 25, 2014 – [GDS Link](http://www.gdslink.com), a global provider of customer-centric risk management and process automation solutions announced today that it had conducted a Credit Origination Workshop at the Best Western Premier Hotel in Accra, Ghana through its entity GDS Link West Africa.

According to Roberto Giannantoni, Managing Partner of GDS Direct, who led the workshop, the purpose was to provide local financial institutions with insightful information on automated application processing. According to Giannantoni, “in today’s competitive lending environment credit applications must be processed quickly and cost effectively. If the application processing turnaround time is too slow financial institutions risk losing valuable customers to other organizations who are looking for the same customers”. Lenders need the ability to segment new customers and apply acquisition strategies that are consistent with the objectives of the business”, continued Giannantoni.

The workshop was attended by financial institutions including Bank of Ghana, Ghana Home Loans, Fidelity Bank, Chrisline Financial Services, Opportunity International, International Commercial Bank, Midland Savings & Loans, Consumer Finance Company, Access Bank Ghana, IFS Financial Services, Tigo Ghana, Oak Financial Services and Airtel Money.

GDS Link West Africa is a joint venture between GDS Link and CIS Ghana that was formed in June 2013. The joint venture serves a large spectrum of prospective clients in both the banking and non-banking sectors addressing their credit risk management requirements.

To contact GDS Link West Africa

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About GDS Link LLC: GDS Link, LLC is a global provider of Risk Management Solutions and Consulting for multiple verticals within the financial services industry including credit card, auto, alternative financial services, business leasing and specialty lending. Our industry leading solutions can support financial institutions across the entire credit lifecycle of their customer from credit initiation through collections and recovery. Our core offering, DataView360[®] and add on solutions can be used for process automation, application processing, decisioning, portfolio review, optimization, scorecard model development, implementation and monitoring. Our global staff is comprised of individuals with a wide range of credit experience having worked for multiple financial institutions, software companies and data bureaus.

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