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GDS Link, a leader in credit risk management solutions, announces the successful implementation of its Decisioning solution at Wonga, a distinguished online lender in South Africa

01March2024 – [Johannesburg, South Africa / Dallas, Texas] – Brett Van Aswegen, CEO of Wonga, emphasized “Partnering with GDS Link marks a significant step in evolving and modernizing our platform, enabling enhanced credit evaluation processes for our clients. This partnership is more than just an implementation, it's a step towards a redefining credit scoring in South Africa.”

The implementation was a complex task, involving the migration of intricate logic from a legacy decision engine and demonstrating GDS Link's expertise and flexibility. Antonio Garcia Rouco, EMEA General Manager of GDS Link, reflects on the project's success, “The collaboration with Wonga is a milestone in GDS's expansion in South Africa. Our combined efforts have created a solution that's not only state-of-the-art but also highly responsive to the needs of Wonga's customers. This achievement is a testament to our commitment to innovation and customer-centric solutions.”

The partnership initially focused on revamping Wonga's credit risk assessment process, but the success of this project has paved the way for potential future endeavors in various operational areas within Wonga. The successful implementation at Wonga reinforces the strength of collaborative innovation and GDS Link's dedication to advancing financial technology solutions. GDS Link remains committed to supporting Wonga in the evolving financial landscape, ensuring they remain leaders in digital lending solutions.

For more information, visit www.gdslink.com.

About [Wonga](#): Founded in late 2011 as part of the international Wonga Group, Wonga South Africa became an independent entity in late 2018. Now locally managed and owned, Wonga South Africa has redefined its approach to consumer credit, driven by a mission to "Help people own their possibilities". As a FinTech innovator, it focuses on offering flexible, short-term cashflow solutions, emphasizing responsible lending and positive customer outcomes.

About [GDS Link](#): GDS Link is a global leader in credit risk and decisioning solutions, boasting over 18 years of experience. Specializing in data aggregation, advanced analytics, and responsive decisioning, GDS Link's comprehensive solutions currently deliver over a billion decisions annually, enhancing the customer journey and making a significant impact for clients across 46 countries. The company's expertise is bolstered by strong strategic partnerships in financial services and technology, enhancing credit risk management and business growth.

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