



GLDS and SubscriberWise Integrate to Provide Powerful Risk Management for Cable Operators

NEW ORLEANS--(BUSINESS WIRE)--Great Lakes Data Systems, Inc. today announced a partnership with SubscriberWise®, Ltd. to offer broadband service providers a powerful risk management solution. Operators will have real-time access to data that will help them better understand subscriber payment behavior and credit risk, all from within the WinCable® subscriber management and billing software.

“Fully integrating our solutions will add significant value and enhance the cable operations experience for our mutual customers,” said David Howe, president of SubscriberWise. “By combining GLDS’ expert knowledge of subscriber management systems with the proven power of SubscriberWise decision analytics and best practices, this alliance will boost our customers’ success through automation, increased efficiency, and cost savings.”

GLDS was the first billing provider to partner with SubscriberWise and has already scheduled beta testing of the fully-integrated solution for an undisclosed customer.

SubscriberWise Risk Management Solutions incorporate TransUnion's® robust consumer credit data with the highly predictive power of FICO® scoring and analytics. Statistical data is combined with proprietary decision factors based on years of cable industry experience. The total approach results in more relevant data for operators.

The integrated solution allows storage of a calculated risk rating to each subscriber’s WinCable billing system account record. Customer service personnel can then apply pre-defined company policies to credit limits, deposit amounts, and other important new customer decisions. Ongoing account activity within WinCable will be used to update subscriber metrics, reduce collections risks and determine customer eligibility for special handling and future product offerings.

“GLDS sought out SubscriberWise as part of a larger commitment to helping WinCable users better understand their customers,” said Garrick Russell, VP Operations at GLDS. “SubscriberWise has a field-proven solution that, when combined with customer information from WinCable, will provide operators with an unparalleled understanding of their customers.”

About Great Lakes Data Systems, Inc.

Great Lakes Data Systems, Inc. provides the cable industry's leading Windows-based billing, subscriber management, and provisioning solutions. Privately held and profitable since 1980, GLDS in-house and ASP/Internet versions of the GLDS software feature Digital Authorization, PPV, DOCSIS-compliant Cable Modem Provisioning, VOD, VoIP, Credit Card/ACH processing and Web-Enabled Customer Self Care. GLDS has installed software for over 300 systems in 49 of the 50 U.S. States and 38 countries. More information is available at (800) 882-7950 and online at www.cablebilling.com.

About SubscriberWise

SubscriberWise (www.subscriberwise.com) is the leader in risk management solutions for the cable industry. SubscriberWise solutions incorporate a comprehensive approach to risk and decision management across the subscriber life cycle from origination and retention to fraud and debt recovery. Based in Massillon, Ohio, SubscriberWise was founded on the premise that an intelligent understanding of subscriber behavior can significantly reduce an operator's risk exposure without compromising growth and selling opportunities. SubscriberWise Risk Management Solutions incorporate TransUnion's® robust consumer credit data with the highly predictive power of FICO® scoring and analytics; combined with years of cable industry data, these solutions help operators make cost-effective decisions before approving a customer's service and installing costly equipment. SubscriberWise is a registered trademark of SubscriberWise, Ltd.

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