



Today there are more than 1000 million internet users, a number which increases geometrically, as a direct result of the multiplication of the huge offer of services and products online. It is now much more important to be able to physically locate our customer or visitor to be able to comply with localized legislation, eliminate business risk or maximize profit per client - visit.

IPligence is a geographic solution for the internet which allows high precision localization of visitors, immediately after entering on to a domain, without the need to store and analyze cookies or fill out tedious registration forms.

## IPligence Solutions:

In anticipation of your needs, IPligence offers you solutions in the following areas:

- **Marketing, publicity and analysis:**

With IPligence, you can adapt your business (product or service), the content of the website, language, etc according to the geographic location of the visitor, while at the same time obtaining statistical geographic information which permits you to know your customers and visitors better.

With IPligence, it is much easier to take informed decisions regarding the

direction of our business, segment markets so that language, publicity content, website content etc is provided to the end user in line with his needs, which leads to increased focus and profitability by market segmentation.

- **Conditional Access:**

With IPligence you can limit, block, or condition content, software or services, based on the geographic location of the visitor or user. This includes platform management and administration of digital rights.

With IPligence is easy to exploit data and content, software use, online services, remote access, etc and administer digital rights in high demand areas such as sporting or publicity rights in a manner which maximizes profitability by geographic location of each visitor or customer.

- **Fraud prevention/ Risk control/ Crime control:**

Given the anonymity of your visitors, the incidence of fraud is greater than in normal commerce, to be able to locate the origin of a transaction is key in determining risk to a business and affording control over the situation.



With IPligence, you are able to trace fraudulent trades on your site, and determine and restrict those geographical locations which represent a potential or significant risk to the business.

With IPligence, it is easy to block sales to those regions which are not profitable to the business, develop anti-phishing tools and in general protect your site from the cyber-criminal and pursue suspicious behaviour.

## - **Compliance/ Legal**

With IPligence you will be able to tailor the content of the website to the legal jurisdiction applicable to the visitor.

With IPligence, it is simple to offer goods and services adapted to the regional variations in terms of tax, guarantee period, special offers etc depending on the localization of the visitor.

IPligence affords the possibility to comply with legislation in the location of the visitor as regards copyright, author's rights, product distribution services, publicity and allows restriction of sales to countries with which there may be a commercial restriction from the host country.

## **IPligence Applications:**

- Present content in an appropriate language and currency.
- Administer digital rights.
- Restricted country filter.
- Filter for high risk countries.
- Reduce credit card fraud.
- Audience analysis statistics.
- As a base for IT security.
- Prevents service abuse, theft or ID sharing & passwords.
- Geolocated Publicity to increase web traffic and sales.
- Auto-Form filling tailored to geographical location.
- Legal compliance.

## **IPligence Advantages:**

- High precision data.
- Large coverage locally and globally.
- Easy integration with any development medium.
- Competitive Pricing.
- Immediately available.
- Regular updates.



## IPligence Products:

### - IPligence Lite:

A solution which allows localization of IP blocks, country and continent of the visitor connection.

IPligence Lite database fields example:

Field Number	Field Name	Field Type	Field Description
1	IP_FROM	numerical	First IP address in Netblock.
2	IP_TO	numerical	Last IP address in Netblock.
3	COUNTRY_CODE	text	Two characters country code based on ISO 3166.
4	COUNTRY_NAME	text	Country name based on ISO 3166.
5	CONTINENT_CODE	text	Two characters continent code based on ISO 3166.
6	CONTINENT_NAME	text	Continent name based on ISO 3166.

### - IPligence Basic:

A solution which allows localization of IP blocks, time zone, city region, country and continent of the visitor connection.

IPligence Basic database fields example:

Field Number	Field Name	Field Type	Field Description
1	IP_FROM	numerical	First IP address in Netblock.
2	IP_TO	numerical	Last IP address in Netblock.
3	OWNER	text	Company owner or Internet Service Provider.
4	TIME_ZONE	text	Time Zone.
5	REGION_CODE	text	Two characters region or state code.
6	REGION_NAME	text	Region or State name.
7	COUNTRY_CODE	text	Two characters country code based on ISO 3166.
8	COUNTRY_NAME	text	Country name based on ISO 3166.
9	CONTINENT_CODE	text	Two characters continent code based on ISO 3166.
10	CONTINENT_NAME	text	Continent name based on ISO 3166.

