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Quova and Guardian Analytics Partner to Protect Financial Firms

Guardian Analytics' FraudMAP Solution Integrates Quova's IP Geolocation Data to Protect Account Assets through Automatic Threat Detection

/24-7PressRelease/ - LONDON, UK, March 22, 2008 - Quova, Inc., the leading worldwide provider of Internet geolocation data and services, today announced a strategic partnership with Guardian Analytics, a provider of fraud prevention solutions for financial institutions, to help protect online financial accounts from fraud and identity theft.

Under the partnership, Guardian Analytics has integrated Quova's IP geolocation data into its FraudMAP solution. Providing online channel risk management, FraudMAP delivers fraud detection, forensics and ongoing risk monitoring based on strong analytics and predictive models of individual behaviour. The unique solution was built from the ground up to automatically detect new online fraud threats in real time without requiring rules development or algorithm training.

"While financial services firms have embraced new technology to prevent fraud, criminals continue to outpace their controls," said Tom Miltonberger, CEO, Guardian Analytics. "By analyzing account holder activity in conjunction with Quova's geolocation and network data, we can more effectively identify suspicious account activity and better protect the assets of their customers."

FraudMAP takes full advantage of the detailed IP data provided by Quova to provide rich, predictive models of online activity that identify unusual and potentially fraudulent activity. For example, the accuracy and breadth of Quova's IP geolocation data allows FraudMAP to instantly identify the account user's location down to the city level, as well as their specific Internet service provider and connection type.

"As financial institutions become increasingly aware of the threat of online fraud, the need for a comprehensive solution has become more urgent," said Bill Varga, vice president of business development, Quova. "We are pleased to partner with Guardian Analytics to address this crucial need. This partnership will allow us to provide firms with a unique, tailored solution to help protect account assets and information."

About Quova, Inc.

Quova gives online businesses the ability to determine the geographic location of their Web site visitors. The company offers the most comprehensive, deeply researched and reliable location data available today — without compromising individual privacy. More than 300 companies of all sizes use Quova's data and services to detect and prevent fraud, ensure regulatory compliance, manage digital content rights distribution, and localize ads and web content. The company's customer base includes Microsoft, Major League Baseball, American Express, the BBC, Ladbrokes and Cisco Systems, and investors include Mobius Venture Partners and IDG. Quova was founded in 2000 and is based in Mountain View, California. www.quova.com.

About Guardian Analytics

Founded in 2005, Guardian Analytics provides a fraud prevention solution that helps financial institutions protect their online channels. The company's real-time risk management approach to fraud detection, forensics and risk monitoring is built on strong analytics and rich, predictive models of individual behavior. Headquartered in Los Altos, Calif., Guardian Analytics is privately held with venture funding from Foundation Capital. For more information, please visit www.guardiananalytics.com.