

## NetGeo Third-party Benchmarking Test

Verifia's IP geo-location database is consistently determined to be the most accurate on the market in third-party benchmarking tests. While exact accuracy figures are not publicly available, customer testimony reveals that the company's results are "significantly more accurate" than those of other geo-location providers. Separately, internal testing has produced the accuracy figures that can be provided on the request.

When the evaluator (mostly prospective customer) performs a benchmarking test of IP geo-location product from different solution providers, the evaluator carefully takes a look at two important measurements: accuracy and breadth of data. Verifia (formerly NetGeo) has consistently won the competition by providing most accurate and reliable results covering a wider range of data than any other competitor. The evaluator has given Verifia a higher score than any other major competitors.

### Methodology

- STEP 1** The evaluator sends a random set of IP addresses to the participating IP geo-location vendors. ("the Vendor") The evaluator often uses reasonably accurate data source as the milestone.
- STEP 2** The vendor processes data set, which the evaluator has provided and returns the result of given IP addresses to the evaluator.
- STEP 3** The evaluator assesses all the results from the different vendors based on a certain set of rules. The evaluator either uses its own data source or crosschecks the results from the vendors to find out who has the most accurate data. The evaluator often manually crunches the data set before finalizing the benchmarking test.

### Past Benchmarking Test Results

These are the most recent benchmarking test results. Verifia scored high 90 (out of 100) and ranked the top vendor of IP geo-location solution.

Evaluator	Number of Participant	Result
Fair Issac & Co. (HNC) <sup>1</sup>	5	Three providers are relatively good, but Verifia is the most accurate IP geo-location provider.
Keynote	3	InfoScope is most accurate.
Microsoft bCentral	3	InfoScope is most accurate.
Quest Software	3	InfoScope is most accurate and comprehensive.
Mercury Interactive	3	InfoScope is most accurate and comprehensive. (Tested up to the data field level)
RealMedia	4	InfoScope is most accurate.
DoubleClick	3	InfoScope is most accurate.
Symantec (Riptech) <sup>2</sup>	2	InfoScope is most accurate.

<sup>1,2</sup> Fair Issac & Co. and Symantec are current customers.