

## Trade

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### QuestaWeb Supports Homeland Security Initiative

WESTFIELD, NJ, February 19, 2003, [QuestaWeb Corporation](#), a provider of web-based management solutions to the global trade and logistics community, today announced the availability of its Home-Land Security (HLSQW) Internet application engine. HLSQW automates verification of geo-locations and security risks of business relations. The engine ensures that exporters, merchants, bankers, carriers, and other supply chain participants are in compliance with U.S. Government regulations, monitoring acceptance of business parties against an ever-changing list of denied countries, businesses, or persons.

On the borderless Internet, controlling distribution of products and services in order to comply with security risk regulations, agreements or marketing policies presents significant challenges. The engine enables compliance verification in real-time – assisting in the conformity with government regulations, saving time, money, reducing fraudulent activities, and improving our homeland security and, thus, business customers satisfaction. The verifications can be made by accessing the engine with the Internet browser or “behind-the-scene”, via QuestaWeb’s Application Programming Interface (API).

The engine uses two prongs approach:

1. Using industry-proven and proprietary algorithms, including “fuzzy logic” methods, to account for slightly misspelled or abbreviated street, city and name variations; submitted data is screened against the U.S. Government as well as customers’ private databases. The Risk Reduction databases are updated daily to keep up with the continual changes.
2. Using a combination of geo-location technology and artificial intelligence, the engine, at the time of the transaction, translates the IP address into the worldwide location, line speed, domain, and other characteristics of online business partners. It validates ongoing compliance with regional regulations and private distribution agreements. The data can then be applied to regulatory compliance support and fraud reduction efforts.

QuestaWeb’s President, Leon Turetsky, said, “We are pleased to be able to support the United States Homeland Security Initiative at this crucial time. HLSQW has multi-lingual capabilities and helps protect supply chain participants from fraud and possible security violations, which can result in loss of revenues, heavy fines, jail sentences and limitation or revocation of export, import, and banking privileges.”  
About QuestaWeb Corporation

QuestaWeb is the provider of a full cycle multi-national cross-border solutions to pro-actively manage and monitor global trade, logistics, and clearance operations. QuestaWeb’s TradeMasterQW is a modular web-native suite of integrated software applications with multi-lingual capabilities and up-to-date import/export compliance content. TradeMasterQW promotes collaboration among all stakeholders, accelerates the flow of goods through the global supply chain, reduces operational costs, and ensures compliance with cross-border regulations.

For more information, please call (908) 233-2300 or visit [QuestaWeb, Inc.](#)

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