

Locance

Geolocation Compliance as a Catalyst for Growth

The marketplace for many critical regulated industries is global, yet the rules are local. Some regions permit access, others restrict it, and many require strict licensing. Industries such as gaming, lotteries, and supply chains must comply without losing user trust or speed. End users want seamless experiences, while regulators demand accuracy and accountability. Now, with countries tightening laws, businesses need to view compliance through a different lens.

“Geolocation compliance, when done right, transforms into a business imperative. Knowing where users are lets companies navigate shifting markets without losing momentum,” says Mario Proietti, founder and CEO. “We make it simple for businesses to expand, stay compliant and keep operations flowing.”

Locance offers a cloud-based geolocation compliance and location enforcement platform that acts as an unseen map, guiding businesses to operate, transact, and remain secure across diverse jurisdictions. It protects against fraud, ensures regulatory compliance and defends against cyber threats, ensuring end-users can access services only where legally permitted. This creates a vital layer of trust and legal assurance for businesses operating across jurisdictions.

Its clients span a wide range of industries, including online gaming, fantasy sports, social gaming, and lottery services, as well as sectors like financial services and supply chain monitoring. These organizations often operate across multiple jurisdictions, each with its own unique set of rules and regulations.

To address this, the company enables organizations to configure compliance by jurisdiction and automatically adapt as regulations evolve. Acting as both a compass and a shock absorber, the

platform ensures seamless market entry without costly delays. Its combination of best-practice rule sets and highly configurable compliance tools allows clients to start with recommended checks tailored to their use cases, which they can quickly test, adjust and deploy.



Mario Proietti,
Founder and CEO

The technology itself is multilayered. Locance’s compliance rules engine cross-verifies IP data, browser-based signals, GPS, Wi-Fi and cell tower triangulation, adding device profiling to detect anomalies such as spoofing attempts or unusual device settings or behaviors. Combined with geofencing, session identifiers, and ongoing refresh intervals, the geolocation compliance platform ensures accuracy in real time.

At the same time, the company provides detailed reporting and analytics through a web-based customer portal, giving businesses full visibility into compliance events. Clients can investigate user activity and historical trends, review rule enforcement, generate reports for internal analysis, or submit required documentation to regulators. Locance achieves this without requiring the collection of personally

identifiable information. Data is tokenized, event-based and always under the customer’s control, a safeguard that keeps pace with shifting privacy laws.

Integration on the customer side is lightweight, relying on web services APIs, with easy-to-use yet powerful JavaScript toolkits and mobile app SDKs for the front end. With no downloads required, end users experience seamless access while customers deploy services effortlessly.

For some clients, Locance has enabled the leap from unregulated to regulated markets without missing a day of operations. Others have shaved months off launch timelines, cutting integration from quarters to weeks. This approach saves time, reduces development costs and accelerates time to market, even for customers facing last-minute compliance requirements.

Startups benefit from low barriers to entry, while larger operators gain the scalability to handle millions of transactions. The result is a dual promise of operational speed and customer satisfaction—two currencies that carry equal weight in today’s digital economy.

Beyond technology, Locance prioritizes customer success, providing dedicated managers, clear documentation, and a strong support team to guide clients from integration to ongoing operations.

“When our customers succeed, we succeed. That’s why we’re committed to guiding them every step of the way,” says William Matzenger, head of customer success.

While growth objectives may outpace regulations, Locance helps businesses stay on the right side of the law without slowing them down. By empowering businesses safely across jurisdictions, the company ensures compliance, reduces regulatory friction, and transforms uncertainty into growth. 



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