

Partner Program

Being an AFD Software Partner is about offering your customers rapid, accurate postal addressing – affordably. In the UK, hundreds of AFD Partners are served through focused high quality technical, administration and marketing support services – making it easy to integrate, administrate and sell AFD Postcode

Why do AFD have such an extensive Partner network?

The best way in which end-users will benefit from AFD Postcode products is as part of a system provided by a computer professional. The Partner scheme allows AFD to work with System Integrators, Developers, Programmers and Computer Specialists to provide better addressing solutions for every organisation.

This information sheet introduces you to what it means to be an AFD Partner. We hope you like what you read and are encouraged to join a diverse network with one thing in common – Better Addressing!

What are the benefits of joining the AFD Dealer Scheme?

Dedicated Technical Support

AFD programs are easy to integrate and are supplied with documentation and developer examples. In addition to this, we help you make the most of AFD solutions by providing technical advice during integration with your applications. Our ongoing assistance includes the Dealer Support Centre located on the AFD website, which provides advanced product information, technical tips and important updates on administration and marketing support. Also, the AFD Partner website delivers comprehensive product information and evaluations.

Professional Administration

Our systems are Quality Assured to ISO 9002 and handle the complexities of Royal Mail data license administration and audit trail provision. We have developed an advanced Automatic Internet Registration available 24/7 to minimise administration time. In addition, our highly trained staff are available to you during normal working hours. This makes life easier for you... and your customers.

Experienced Marketing Resource

As a Dealer Partner you can tap in to a wealth of sales and marketing expertise including specially created literature, use of AFD affinity logos and training for Dealer sales staff.



Marketing Resources

Special Literature

We have a variety of eye catching literature available. Most is free and some is provided at cost. Larger quantities can easily be customised for you. We can even provide full colour flyers targeted at your customers / prospects with your branding dominant.

Demonstration Software

Applications can be made for full data demonstration-only licenses so that your sales staff can demonstrate the full benefits of AFD Products to potential customers.

Staff Training

An understanding of the complexities of UK addresses, the productivity, quality and data management issues makes selling Postcode solutions easy. We can pass this know-how onto your staff.

User Groups

We have experienced staff able to explain address management issues in an entertaining manner... and answer questions at your user group meetings.

Exhibition Support

We have vast experience in exhibition work and are able to assist you by supplying a member of our technical or sales staff to work with you at an exhibition and give any specialist support required. We have professional display equipment, which may be made available for shows and your own road shows etc if required.

Leveraging the AFD Brand



A Powerful Logo

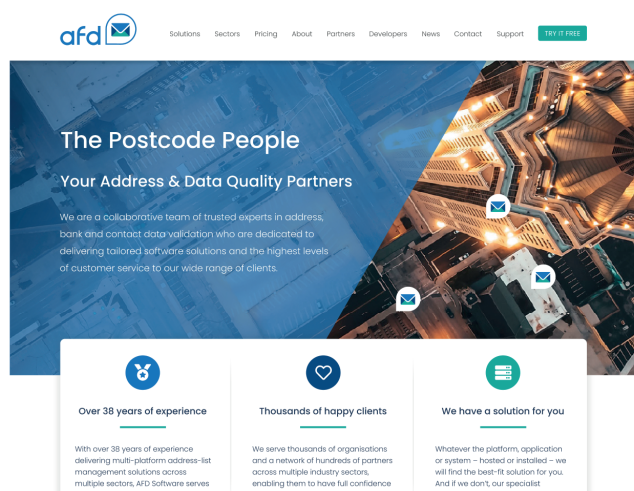
AFD has an established leading brand identity associated directly with high quality address management systems. As a Dealer Partner you can take advantage of intensive marketing investment in this brand by using special AFD affinity logos within your own marketing, promotional and product literature. Conditions of use can be viewed at www.afd.co.uk/partners/support.

A Popular Web Site

Each day the AFD web site receives thousands of unique visitors searching for information on address management. The Partner section of the AFD web site contains a carefully indexed listing of partners. As a Dealer Partner you simply provide us with your company logo, web site URL and 20-30 word description of products and services. We provide you with your own web page and a hotlink to your site. Visitors looking for a supplier serving the industry, locality or platform you work in can then quickly locate you.

How do I join the AFD Dealer Partner Program?

Simply complete a dealer application and return it to AFD Software. Payment for this initial transaction will be collected by Direct Debit approx ten days after the completed form is received. All other transactions are notified in advance and collected 30 days from invoice date.



AFD PARTNER PROGRAM – DEALER APPLICATION FORM

Please complete both pages and return the original by post to:

AFD Software Ltd, Mountain View Innovation Centre, Jurby Road, Lezayre, Ramsey, ISLE OF MAN, IM7 2DZ
Please retain a copy for your own records. For assistance in completing this form please call 01624 811711.

Main Contact	<input type="text"/>	Job title	<input type="text"/>
Organisation	<input type="text"/>	Main Phone	<input type="text"/>
Property	<input type="text"/>	Fax	<input type="text"/>
Street	<input type="text"/>	Email	<input type="text"/>
Locality	<input type="text"/>	WWW	<input type="text"/>
Town	<input type="text"/>		
Postcode	<input type="text"/>		
Technical Contact	<input type="text"/>		
Email	<input type="text"/>	Direct Line	<input type="text"/>
Accounts Contact	<input type="text"/>		
Email	<input type="text"/>	Direct Line	<input type="text"/>
Sales Contact	<input type="text"/>		
Email	<input type="text"/>	Direct Line	<input type="text"/>

Type of Dealership (please select one)

- ☐ Postcode (£171.20) ☐ Names & Numbers (£880.00)
☐ Postcode Plus (£500.00) ☐ Bankfinder (£171.20)

Amounts shown exclude VAT and include a license for the relevant program and 3 x quarterly data updates less 20% dealer discount

Administration (please select one)

☐ **Sell and Forget**

AFD process all renewals directly with end user. In such cases AFD will process all administration and collect all monies. No commission or discount is then due to the dealer.

☐ **Sell and Retain**

AFD process all renewals through the dealer. In such cases AFD will issue renewal invoices to the dealer who is responsible for payment. This option requires completion of the Direct Debit Mandate and the dealer receives 20 percent discount on full product published list prices.

Electronic Administration – Our admin systems allow us to supply you with sales invoices, license certificates, account statements and renewal reminders – entirely electronically, cutting waste. The documents are delivered by email as PDF Files. You can then choose to print them for storage as paper copies or file them electronically. If you are unable to operate through Electronic Administration, place a cross in this box. ☐

General Terms

Discount: The 20% dealer discount off list price is due to the dealer only if payment is made to AFD within the agreed terms. Carriage is charged at £5 per consignment.

Corporate Pricing: AFD Corporate Sales Staff will quote special prices for business opportunities not covered by the price list.

Technical Support: Dealers provide first line technical support to clients. AFD's technical resources will provide partners with the support needed to care for end user customers.

Affinity Logos: AFD Affinity Logos may only be used by current AFD Dealer Partners and are bound by the Terms & Conditions of use at www.afd.co.uk/partners/support.

I understand that the AFD Dealer Partner scheme consists of the terms set out above and the details described in the leaflet "AFD Partner Program" and are subject to the AFD End User License Agreement displayed at www.afd.co.uk/eula, and the Royal Mail Terms which can be viewed at www.afd.co.uk/rmterms.

Company	<input type="text"/>	
Signature	<input type="text"/>	
Name	<input type="text"/>	
Job Title	<input type="text"/>	Date <input type="text"/>

AFD PARTNER PROGRAM – DEALER APPLICATION FORM

Please complete details for your free web page:

Hotlink URL to your web site (if required): https://

20-30 words of text describing the products and services your organisation offers:

Industry Type (tick all that apply)

- | | | |
|--|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Electronic Point of Sales (EPOS) | <input type="checkbox"/> Mail Order |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Estate Agents | <input type="checkbox"/> Marketing Databases |
| <input type="checkbox"/> Bespoke Software | <input type="checkbox"/> Financial | <input type="checkbox"/> Opticians |
| <input type="checkbox"/> Call Centre Services | <input type="checkbox"/> Fuel Distribution | <input type="checkbox"/> Programming Tools Suppliers |
| <input type="checkbox"/> Charities | <input type="checkbox"/> General Software | <input type="checkbox"/> Property Management |
| <input type="checkbox"/> Client Server Solutions | <input type="checkbox"/> GIS & Mapping | <input type="checkbox"/> Public Services |
| <input type="checkbox"/> Component Supplier | <input type="checkbox"/> Health | <input type="checkbox"/> Recruitment Agency |
| <input type="checkbox"/> Conference & Exhibitions | <input type="checkbox"/> Help Desk | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Contact Management | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Contingency Planning | <input type="checkbox"/> Insurance | <input type="checkbox"/> Ticketing Software |
| <input type="checkbox"/> Customer Interaction Software | <input type="checkbox"/> Internet Services | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Direct Sales Software | <input type="checkbox"/> Legal | <input type="checkbox"/> Universities |
| <input type="checkbox"/> Distribution | <input type="checkbox"/> Leisure & Tourism | <input type="checkbox"/> Other Category: |
| <input type="checkbox"/> Education | <input type="checkbox"/> Mail Handling & Processing | |

Skills Offered (tick all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> Access | <input type="checkbox"/> Lotus Notes / Domino | <input type="checkbox"/> Superbase |
| <input type="checkbox"/> Advanced Revelation | <input type="checkbox"/> .NET | <input type="checkbox"/> Unix |
| <input type="checkbox"/> C / C++ | <input type="checkbox"/> Oracle | <input type="checkbox"/> Visual basic |
| <input type="checkbox"/> Clarion | <input type="checkbox"/> Power Builder | <input type="checkbox"/> Visual C++ |
| <input type="checkbox"/> Clipper / dBase / FoxPro | <input type="checkbox"/> Revelation G | <input type="checkbox"/> Windows CE / Pocket PC |
| <input type="checkbox"/> Delphi | <input type="checkbox"/> Sage | <input type="checkbox"/> Terminal Server |
| <input type="checkbox"/> Equinox | <input type="checkbox"/> Siebel | <input type="checkbox"/> Other Category: |
| <input type="checkbox"/> Internet Technologies | <input type="checkbox"/> SQL | |

Instruction to your Bank or Building Society to pay by Direct Debit



Name and full postal address of your Bank or Building Society

To: The Manager	Bank/Building Society
Address	
Postcode	

Name(s) of Account holder(s)

Bank or Building Society Account Number.

Branch Sort Code

Reference Number

Bank or Building Society Account number.

4	0	2	6	1	5
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AFD Software Ltd Reference.

(for office use only)

Instruction to your Bank or Building Society
Please pay AFD Software Ltd direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with AFD Software Ltd and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Banks and Building Societies may not accept Direct debit Instructions for some types of account

This guarantee should be copied and retained by the Payer

The Direct debit Guarantee

- * This Guarantee is offered by all Banks and Building Societies that accept instructions to pay Direct Debits
- * If there are any changes to the amount, date or frequency of your Direct Debit AFD Software Ltd will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request AFD Software Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- * If an error is made in the payment of your Direct Debit, by AFD Software Ltd or your Bank or Building Society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
- * If you receive a refund you are not entitled to, you must pay it back when AFD Software Ltd asks you to
- * You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

