



postcode*news*

THE JOURNAL OF AFD POSTCODE SOFTWARE WINTER '98 ISSUE 10

Open for Business – Officially



Minister of the Department of Trade and Industry, the Hon David North MHK officially opens the International Address Management Centre

For most businesses, opening the post is the most important task of the day. As we deal in address management software and our logo is the famous flying envelope, we decided that the ceremonial opening of an envelope was an appropriate way of launching the International Address Management Centre.

On 20th November 1997, guests from a wide variety of National Figures, along with guests from overseas, assembled at the new centre for the official opening by the Minister at the Department of Trade and Industry, the Honourable David North, MHK.

In his speech, David North welcomed AFD to Ramsey and commented that the arrival of such an innovative, international high tech company enhanced the town's status as a

Happy New Year

Welcome to our first Postcode News from the New International Address Management Centre here in Ramsey. After a very successful and smooth move late last year, we are now starting to expand

our new base as our growth continues apace.

In this issue we look at the opening of the IAMC, the new 'Changes' facility in all our Windows programs, ZipAddress' launch and reaffirm our support for DOS products.



The Chairman of the Post Office and the Minister of the Department of Trade and Industry welcome AFD to Ramsey

leader in International Communications technologies. He & David Dorricott then opened the official envelope declaring the IAMC open for business. Alex Downie, Chairman of the Post Office, praised AFD's innovative technology and the huge benefits of its products to the Postal Authorities.

David Dorricott, Managing Director, replied saying, 'The official opening of the International Address Management Centre marks a very exciting stage in the development of AFD. It emphasises our position as leaders in the European address management market and consolidates our customer service, support and development facilities.

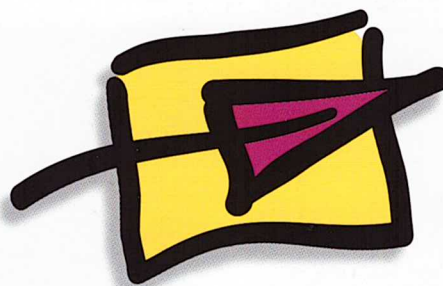
'The move has also provided us with increased capacity for growth. AFD will be providing sophisticated, high quality and affordable Address Management solutions for customers throughout the world from this location. The centre has already become THE focal point for Address Management in Europe, whilst our customers are already enjoying enhanced customer service and technical support, better response times, more innovative feature rich software and a host of other benefits'.



David North MHK with some of the AFD team



New from AFD – Web, Graphic and Multimedia design



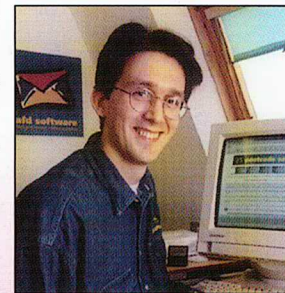
afd design

Following our successful opening of the International Address Management Centre, AFD is pleased to announce a new Graphic Design department – AFD Design, following the successful acquisition of the D-Zign Company who have been our graphic design consultants for the past few years.

AFD has long been recognised for its eye-catching logo and colourful livery – now the creative team behind them are available to all! AFD Design is headed up by Gary Steel – and the department is now open for business!

As well as working in traditional media, Gary's department will also be handling web and multimedia design for many different organisations. AFD design is also available to provide customisation of AFD marketing materials for Postcode Dealers – and can provide assistance with exhibition materials.

AFD Design Direct Line: 01624 811735. View the AFD Design Portfolio on the Web at <http://www.afd.co.uk/design> or Email gary@afd.co.uk



Gary Steel – AFD Design



AFD Fully Committed to Supporting DOS Users

Following the news that other address management companies were withdrawing support for some MS-DOS users, we confirm that our Postcode and Postcode Plus ranges will continue to support DOS systems well into the future.

Sympathising with businesses let down by the withdrawal of support for MS-DOS, AFD have agreed to deduct the Royal Mail licence fee from the price paid for a Postcode product by anyone who has a current non-AFD Address Management product license.

This agreement will assist customers who want to continue developing and using their DOS based systems by allowing them to upgrade easily to an AFD Postcode product.

AFD is committed to offering support and product development for users of DOS systems – in Postcode News 9 we announced the release of the significant new support for DOS systems from Postcode Plus.

Postcode Plus for DOS is a command-line program that provides access to all the features of the Postcode Plus engine, for developers who are working in languages like 'C', Basic, Clipper, Fox – in fact anything which can run an external program then read a text file.

Postcode Plus Speeds Up Enquiries for the British Epilepsy Association

Our user story this issue comes from the British Epilepsy Association, who use Postcode Plus and Postcode Provider to help improve services.

Epilepsy is probably the most misunderstood neurological condition in the UK today. Often surrounded by fear, prejudice and old wives tales, the condition affects one in about every 130 people in the UK. The British Epilepsy Association was founded to help improve the lives of people with epilepsy in an often ignorant wider community.

As needs have grown, the Association's services have grown. With 20,000 members and nearly 40,000 people using the Association's free phone helpline, rapid and accurate address handling is vital.

Postcode products are being used to help the Association provide a better service to members and callers and, in the process, to help it save time and money. Barry Wilson, the IT Support Officer, has used the opportunity of a change of database to introduce address management into the Association's working practices.

One area where time savings using Postcode Plus have generated measurable money savings is the Association's Helpline. The Helpline uses an 0800 number, with the

Association paying for the call. This is to encourage people with epilepsy, whose incomes may be small, to have the confidence to contact the Association for advice and help without financial penalty.

Here, using Postcode Plus allows the Association to reduce the time callers spend giving basic information like their address. This time reduction means that more time can be spent on helping callers with their enquiry or problem.

As Barry Wilson said, *'If we can speed up the simple enquiries, then we can give more time and resource to people with epilepsy, their families and supporters. Using Postcode Plus helps us speed up enquiries, taking an address down by hand could be the longest part of a call. Addresses then had to be keyed after the call which used more time. Now we just key directly to the database. We also use the system in reverse as a look-up to find people who have called us before so we can track their contact with us.'*

Postcode Provider is also used to keep data clean and in a common format. The Association runs a 15 user database package, 'Progress', through a network server.

British Epilepsy Association

0113 243 9393

Helpline Number 0800 309030

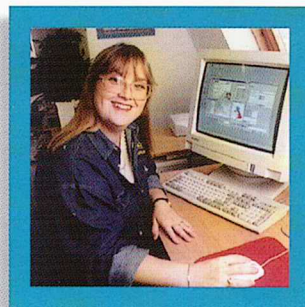


New Faces at AFD

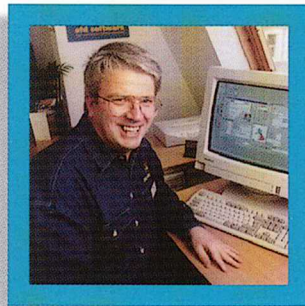
A warm welcome to all the new members of AFD Staff who are based at the International Address Management Centre:



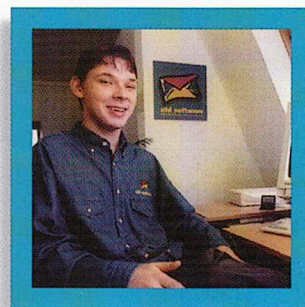
Helen Bolton – Sales Department. The friendly voice welcoming you to the IAMC is Helen's. She ensures your orders for AFD Postcode products are dispatched speedily and efficiently.



Kate Davies – Administration and Finance Director. Kate sets the highest of targets for her team – and manages a smile for everyone – even when a rush of orders makes life demanding.



John Johnson – Dealer and Customer Services Manager. Formerly working within Customer Service at the world's longest established shipping line, John will be acting as co-ordinator for over 100 resellers and dealers, who use AFD's Postcode programs in a wide range of software – covering markets like estate agency, ticketing and the insurance and banking industries.



Matthew Sayle – Technician, Technical Services Team. Matthew is concentrating on assisting customers with registration and activation of AFD Postcode products, and looking forward to an exciting training programme amongst the 'techies'.

Postcode Changes

All products in the Windows version of AFD's Postcode range now detect postcodes which have recently changed – and automatically provide the new postcode. Over the past few years, Royal Mail have recoded several areas – like Bristol and parts of Sheffield recently – but it can take a long time before the replacement postcodes are used, and databases updated.

The ability to identify and replace a postcode from a recoded area is a very major improvement to Postcode products. For example, it further increases the processing speed of Postcode Provider and significantly increases the number of records matched, because a previously correct postcode can be verified and changed rather than searching for the postcode from the address elements.

This significant new change is provided free of charge with the Q.4/94 update and all program shipping after 26 December 1997. Order your update today and take advantage of faster processing speeds and improved yields.

A new API function provides this facility for use by developers – and our programming examples have been updated to show how.

Order from our web site at <http://www.afd.co.uk/order.htm> or by fax, email, telephone or post.



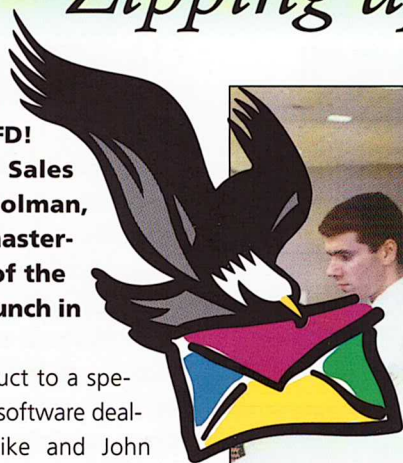
Zippping up the Market

Another successful launch for AFD!

Mike Solomon, Sales Director and John Dolman, Technical Director, masterminded the US end of the recent ZipAddress launch in Reston, Virginia.

Presenting the product to a specially invited audience of software dealers and developers, Mike and John showed just how ZipAddress could improve address handling and management. ZipAddress was highly praised by those in the audience and by that distinguished journal – The Washington Post.

ZipAddress offers users easy access to American zip+4 codes and zipcode based information. For organisations regularly communicating with US customers and contacts, ZipAddress – for only £35 + VAT – can help by improving the everyday management of their American addresses.



Diary Dates



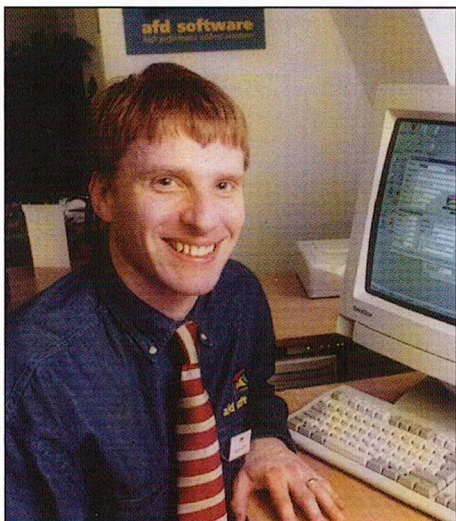
Meet the AFD Team at the following exhibitions:

- 10-13 March, Windows Show, Olympia. See how Postcode products can seamlessly integrate with your Windows application. The AFD team will be demonstrating just how easy it is to keep control of your addresses across a broad spectrum of Windows applications including word processing, databases, contact managers, accounts systems and many more.

- 17-19 March, The Direct Marketing Fair – Stand M4, Wembley Conference Centre. Direct marketing is all about profitable management of names and addresses. At the Direct Marketing Fair, the AFD Team will be showing just how easy it is to improve your name and address list management with Postcode products.

Tickets for either of these events are available by contacting kate@afd.co.uk or through the shows' own web sites.

On The Hotspot



Neville Hilton - Northern Sales Manager
Age - Put it this way, Noel Edmonds was presenting the Radio 1 breakfast show when Neville was a teenager.

Original Career Choice - radio programme production was Neville's original career choice.

Sports and Hobbies - Most of Neville's spare time is taken up with developing his own skills in radio. He holds a number of licences for various types of radio operation.

Joined AFD - April 1997

Favourite food and drink - Neville is another fully paid up member of the AFD Curry Club. Squabbles have been known in the AFD offices over who is going to visit our Bradford Sales Office, which is conveniently located near some of the UK's best curry houses.

Family - Neville and his wife created an instant nuclear family with the birth of their twins, one of each, early last year.

Contacting AFD

By Phone.....01624 811711 (Sales) 01624 811712 (Technical Support)

By Fax01624 817695

By emailpostcode@afd.co.uk

Keep in touch with Postcode developments by visiting the AFD Web Site - where you can try out products, collect free software and obtain technical support.

Web Site<http://www.afd.co.uk>

Tech Forum<http://www.afd.co.uk/support>

The Technical Discussion Forum is at:

<http://www.afd.co.uk/support/discuss.htm>

FTP Sites.....<ftp.afd.co.uk>

By Post.....**afd software ltd,**

International Address Management Centre,
74 Parliament Street, Ramsey, IM8 1RF.



Royal Mail

AFD Software is a Royal Mail
Accredited Reseller.

Data News Q.4/97

Postcode and Postcode Plus data sets for Q.4/97 are now available.

The Windows versions of each program contains the new Changes facility to automatically update changed postcodes announced above.

Order from our web site at <http://www.afd.co.uk/order.htm> or by fax, email, telephone or post. £30 + VAT for Postcode, £75 + VAT for Plotter, Plus and Provider users - or join the POP scheme and cover all costs with one budget payment. Forthcoming changes announced by the Royal Mail for Q.1/98 include:

**Londonderry (BT), affecting BT8, BT16 & BT 47
London (E & N), affecting E6, N22**

York (YO), affecting YO1-YO6, YO8, YO16, YO17, YO25

Newly announced changes can be found at <http://www.afd.co.uk/news.htm>