



# Postcode News 100

Summer Q.3/20

# Silver Jubilee FOR POSTCODE NEWS

**It has been 25 years since the first edition of Postcode News was sent out as an “occasional newsletter to help you keep in touch with developments of AFD”.**

We wanted to take this opportunity to celebrate the 100th edition by looking back at a timeline of innovation within the organisation, showcase new technologies and highlight our plans to continue developing first-class data validation and cleansing solutions to solve our customers’ challenges well into the future. Our commitment is as strong as ever to continue to serve you.

On the topic of innovation, we have developed a Geolookup solution which allows your customer to enter their current address with one button press. Especially useful for the growing number of transactions completed on mobile devices.

KBIS Insurance was featured as a customer story in the first ever edition of Postcode News. 25 years later they have grown to become the largest independent equine insurance provider in the UK - and still benefit from AFD’s address validation tools.

Read about this and more in this celebratory centesimal summer edition of Postcode News!

# A HISTORY OF INNOVATION

Innovation is key to growth. AFD Software has grown to become the world's leading specialist on UK addressing by understanding the pains our customers face and developing solutions to solve them.

Our highly experienced team has over 450 years of combined experience helping organisations get data right. Although some of our team were not born when PN1 was delivered in 1995, [Ed, eek!], many of the younger professionals in our business have spent their whole working lives with us, attracted by our good working conditions and kept engaged by our innovation, thus becoming experts in their own right.

Below we have highlighted some of the key AFD developments over the years, demonstrating our history of innovation.

1988

**"AFD MailSaver"** launched, helping organisations make major savings sorting mailing data.

**1994 "AFD Postcode"** launched, making rapid address entry affordable to all.

**1995 "AFD Postcode Plus"** brought lightning-fast property-level validation.

**1996 "AFD Postcode Provider"** automated the addition of missing postcodes to databases.

**1997 "AFD ZipAddress"** Zipcode software launched for USA addressing.

Ahead of the crowd, AFD Software anticipated the impending business opportunities that the internet and online shopping would bring. **"AFD Postcode Internet"** was launched, allowing - for the first time - websites accepting orders and capturing customer details to validate the address provided, making orders easier to complete for the customer, and delivery more accurate and reliable.

**1999** International address formatting tool **"AFD Address 2000"** launched.

2000

Postcoding via WAP (an early mobile internet platform) launched.

**2001** Validation of bank, account and sort codes became available with **"AFD BankFinder"**. **"AFD TraceMaster"** allowed organisations to trace individuals with current and historic name, address and phone data.

**2002** Platform independence was achieved through XML server-based solutions.

**2003 "AFD Refiner"** brought Automatic Address Cleansing, Postcode Addition, Data Appending and De-Duplication.

**2004 "AFD Censation"** launched, a powerful geodemographic classification system providing the relative affluence, life-stage and lifestyle at postcode level.

2005

**2005** Electronic Distribution Centre opened to speed up delivery and installation of quarterly data updates.

**2006** Single API access was enabled to all AFD name, address & bank solutions.

**2007** DX (Document eXchange) Integration allowed DX addresses to be automatically identified from a PAF address and vice versa. DX enables secure and swift distribution of documents between its members.



AFD HQ in 1995



AFD moved to the Isle of Man in 1997



AFD HQ 2010

**2008 "AFD World Address"** was launched, containing the best available data sources for 240 nations in a single solution, allowing organisations that trade globally to do so with address accuracy.

**2009** Premium Deceased identification service became available.

**2010** Release of "Channel Spectrum", a Channel Preference Scoring System which allowed you to confidently decide which communication channel to use when communicating with customers and prospects.

**2011 "Postcode Evolution"** - an integrated service delivery platform was launched. The web server, application server, data layer, data update and program update mechanism is delivered in a single package. Postcode Evolution provides access to current and future AFD products and services. It is flexible, reliable and scalable and is designed to allow clients to seamlessly transfer between hosted and installed operation.

**2012 "AFD Postcode Plus" and "AFD BankFinder"** for iOS delivered address and bank validation on iPhone and iPad.

**2013** Android and Salesforce CRM integrations were made available.

**2014** Healthcheck service launched providing a free audit of the quality of address data in a contact database.

**2015**

**2015** New group HQ - at Mountain View Innovation Centre, "MVIC".

Due to sustained growth for the AFD Group we sought and developed a new Head Office location. MVIC is at the heart of key Internet highways allowing continued connectivity of our services. The site has delivered spacious office accommodation, recreational and social facilities - and like the organisation, our physical HQ continues to develop and demonstrate innovation in all its facets, while maximising and using green energy sources wherever possible.



**2016** Eircode validation - provides property level address validation for all 2.2 million addresses in Ireland. "AFD Robot" provided developer-free integration of name, address and bank validation into any application with just two lines of code.

**2017** Installed mobile products allowed name, address and bank validation to be completed on a mobile device with or without a mobile internet connection.

Live email validation introduced; three checks validate syntax, domain and local part.

**2018 Performance Evolution, Typeahead and Fast Find** brought improvements to the speed and accuracy of our validation solutions.

Telephone validation checks whether the number entered is "live".

The largest solar array on the Isle of Man was installed on one of the roofs at MVIC. Since then AFD has been utilising the power of the sun to generate the electricity used on-site, saving over 52 Tonnes in CO2 emissions - the equivalent of planting 1570 trees.

**2019** Data Suppression Service introduced, which flags contacts that have deceased or no longer live at the address held. If a forwarding address is available it is supplied.

**2020**

And the innovations continue! See opposite for our exciting new mapping developments...



Delivery address

First name	Last name	Use my Location
Joel	Miller	
Street		
Town / City		
County		
Postcode		

Delivery address

First name	Last name	Use my Location
Joel	Miller	
Street		
16 Jericho Way		
Town / City		
Huddersfield		
County		
Yorkshire		
Postcode		
HD3 3WZ		

2020

The graphic features a purple circle with the year '2020' in white. To the right, the title 'AFD MAPS, GEOCODE, GEOLOCATE, BOUNDARY DATA AND ENHANCED NEAREST' is written in purple. The background is a stylized map with various colored lines and shapes representing roads and landmarks.

# AFD MAPS, GEOCODE, GEOLOCATE, BOUNDARY DATA AND ENHANCED NEAREST

## Mapping

Drive time and drive distance calculations are increasing in use as organisations look to plan routes with optimal time and route efficiency for deliveries.

**AFD Maps** calculates a route, drive time and drive distance based on the origin and destination address data entered (A-B) or a list of specified addresses (waypoints). Optimal waypoint order can be enabled taking a list of addresses and suggesting the best route with an origin and destination. Maximising efficiency for both fuel and driver time when completing the journey.

## Geolocate

Identifying the closest delivery address to your current location by harnessing the GPS in your computer or mobile device, allows accurate address information to be entered with one-touch or button press.

From the customer's latitude and longitude, we return the correct address, in the correct format, at lightning speed. Manual entry of data is removed, a full PAF matched address is provided at the touch of a button, reducing cart abandonment and delivering many other efficiencies.

## Geocode

Geocoding is the process of appending latitude and longitude to an address to better understand its physical location, helping visualise data and better understand how to reach delivery points. AFD provides latitude and longitude coordinates at the property level, providing a pinpoint location of an address on your chosen mapping tool.

## Geospace

Geospatial data allows organisations to not only understand property boundaries but also the correct address linked to that boundary based on the best available data sources.

## Enhanced Nearest

"Where is my nearest?" is a question often asked on the websites of organisations with multiple locations including; restaurants, cinemas and retail stores. The facility allows a customer to enter their postcode, click a button and be given the branch address closest to the address provided.

Currently included with our property level address validation solution Postcode

Plus, the Nearest facility uses the grid references supplied to calculate the approximate linear distances between postcodes.

Enhanced Nearest allows distance calculations to be returned in three ways: 'As the Crow Flies', drive distance, and drivetime.

## Committed to the future

2020 sees AFD enter its 37th year in business. As an organisation, we remain as committed as ever to continuing to serve our customers and to help them overcome their data challenges.

With such a range and wealth of experience within our team we are equipped to serve organisations of any size with data validation and cleansing solutions, on any platform within any system.

A key objective of the organisation is to "make happy customers". Here at AFD we are determined to meet this objective, retain our identity and culture and continue to serve all our customers well into the future.

## Well Served by AFD for 25 years... ...so far

Major household names in the Insurance sector rely on the accuracy of their customer data. Many have chosen AFD Software to validate the address data essential to their quotation and policy and risk systems.

KBIS Insurance is the largest independent equine insurance provider in the UK and featured in the first edition of Postcode News 25 years ago in 1995! We recently talked with Guy Prest, Managing Director at KBIS, to learn more about the history of KBIS, the relationship with AFD and what the future holds.

KBIS was first established in 1986 as a specialist bloodstock insurance provider under the trading name of Kershaw Bloodstock Insurance Services. In 1991 the company was acquired by current owners Guy and Liz Prest, who expanded the business to include insurance cover for the riding and competition horse.

KBIS continued to grow their portfolio of services to include horsebox insurance, liability insurance and specialist equestrian property insurance. This growth has not detracted from its core focus of providing a service that is both personal and efficient.

As equestrian insurance is a highly specialised field, all of the thirty staff have equine experience or are experts in their areas of insurance, ensuring that all customers can speak with someone who truly understands their requirements (just as we do with postcode software at AFD!). It is this focus on understanding and pleasing the customer that has helped

KBIS become the largest independent equine insurance provider in the UK.

When we asked Guy to cast his mind back to 1995 and his journey with KBIS and AFD he commented; "We built our own customer and claims management system in 1992. Having used the system for a few years, we identified the requirement to quickly and accurately capture the address details of clients and incorporated AFD's address validation in 1995. This has been in place ever since and throughout those 25 years, we have always been well served by AFD.

In 2016 we bought in new software to manage customers and their claims for certain parts of the organisation but found the system average at best. This led to the decision to put all our years of experience into a new, bespoke system that would give us exactly the functionality we needed as a business.

*Paracode* was designed and built from the ground up to continue to best-serve our customers and the organisation well into the future. We succeeded in our aims, and the result is a system that is highly adaptable with deep, customisable options that do not require development resource.

AFD was again chosen to continue to provide the address validation functionality in the new system. This was a very easy decision - there has always been a good relationship between our organisations and we know from years of real life experience that the solution delivers.

We soon realised that the system we had developed would not only benefit KBIS, but all Insurers across the sector struggling with the limitations of currently available systems. We have therefore decided to launch Paracode as an Insurance-specific customer and claims management solution. As part of the system package, AFD will provide the address validation element to all users, delivering fast, accurate data entry."

"Make Happy Customers" is a key focus of all the team at AFD Software, having long-standing relationships with many of our customers is testament to this focus. We look forward to celebrating another 25 years of successful business with KBIS, providing them and all our customers with excellent service and innovation in the years to come.



Between April and June 2020 there were significant updates to data on The Royal Mail Postcode Address File (PAF). These included 7 new localities; 6,038 new postcodes; 60,798 new delivery points and 17,574 delivery point changes

Postcode	Double Dependant Locality	Dependant Locality	Post Town
CB22 3	UNITY CAMPUS	PAMPISFORD	CAMBRIDGE
NE61 6	WOODSIDE	PEGSWOOD	MORPETH
PE14 7	CHURCH END	WEST WALTON	WISBECH
PE33 0	RUNCTON BOTTOM	SHOULDHAM THORPE	KING'S LYNN
S12 3	BIRLEY HAY	RIDGEWAY	SHEFFIELD
S44 6		OXCROFT	CHESTERFIELD
S80 4		OXCROFT	WORKSOP

The most up-to-date PAF data is available now in our latest Q.3/20 update. You can order updates for any AFD Software solution by calling 01624 811711 or email [postcode@afd.co.uk](mailto:postcode@afd.co.uk)

## Hotspot - Postcode News!



First launched in 1995 as a newsletter to help AFD customers stay up to date with PAF based addressing solutions, Postcode News has been influenced by different designers, writers and customers over the past 25 years. We hope PN's (as it is known to its friends) quirky square format and physical delivery make it stand out from the crowd - as we trust our solutions do too!

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'AFD', 'AFD BANKFINDER', 'CENSATION', 'DATA EVOLUTION', 'AFD MAILSAVER', 'AFD NAMES & NUMBERS', 'AFD POSTCODE', 'POSTCODE-EVERYWHERE', 'POSTCODE EVOLUTION', 'AFD REFINER', 'ROBOT', 'SIMPLY BEAUTIFUL', 'TRACEMASTER', 'AFD WORLD ADDRESS', 'ZIPADDRESS', the AFD WorldAddress and the Flying Envelope devices are Registered Trade Marks of ZipAddress Ltd. 'ROBOT' Technology is protected by Patent No GB2369699, other patents applied for. All other trade marks acknowledged.

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