SPRING CLEAN YOUR DATA

As the season starts to hit its stride and life edges closer to "normal", many households are having a different spring clean this year. Dining rooms and spare bedrooms are being cleaned and prepared to restore them to their intended use, back from their temporary use as makeshift classrooms and offices, whilst gardens are being spruced up for long-awaited visitors. Of course, household cleaning should not only be limited to spring - and the same applies to cleaning data.

Lonsdale Direct Solutions have utilised AFD's address cleansing solution Refiner for 17 years to clean, reformat and identify duplicates in their clients' address lists. We find out how countless man-hours and resources have been saved, millions of letters have been sent accurately and Lonsdale's high standards have been maintained.

Continuing with the clean theme, more of AFD's green energy initiatives are highlighted. Read how the new array of solar panels and Tesla Powerpacks allow the AFD Group HQ to be completely self-sufficient in energy for six months of the year from April to September and provide 33% of the required energy for the rest of the year. In addition to reducing our carbon footprint, read how our green policies led to another unexpected benefit.

A Centenary of Excellence

Lonsdale Direct Solutions have a rich history as a renowned provider of quality printed products. 2017 marked their centenary year, confirmed with a certificate from Companies House.

To celebrate reaching the landmark, Lonsdale began the '100 things for 100 years' campaign. This included providing 100 meals for those less fortunate, donating 100 reams of paper to a school and completing a collective 100 miles at an endurance event which helped raise funds for a local charity.

Through continued investment in technology, business processes and people, Lonsdale operates 24 hours a day with over 100 staff offering a full print, direct mail, storage, fulfilment and distribution service to over 480 clients.

Clean Data

We caught up with Simon Swan, Head of Data and Mailing, to understand the importance data integrity plays for the organisation and its clients: "When I joined Lonsdale 17 years ago, we had just started providing mailing services

- enclosing, sorting and sending mail on behalf of our clients.

Two years later, to maintain the high expectations associated with the organisation, a data cleansing

solution was required to help ensure each letter had a correct address. We selected AFD Refiner to cleanse and reformat the address data supplied by our clients prior to mailing, and have continued to rely on its functionality ever since."

Glaring Error or Impossible to Spot?

When a letter is received at a household containing an error in the address or format, it immediately stands out to the occupier. When viewing address data that isn't familiar to you, some errors which are glaring to the occupier can be invisible to the sender.

Simon continues: "We receive client-supplied data for a mailing and their request is typically to use the data as it is. Refiner allows us to quickly identify errors and highlight to our clients (with examples) why cleansing the addresses is essential.

Common address data issues that we are able to identify include: postcode casing being incorrect with no space (hd33wz should be HD3 3WZ), and address spacing (Daisylea lane which should be Daisy Lea Lane). Using AFD Refiner we are also able to easily identify

duplicate addresses in the data as well as flag and remove international addresses."

Refiner reduces time, waste and costs

The standout cost-saving of an automated address cleansing and reformatting solution is time; manually checking millions of addresses each year would be impossible for one person to complete.

Simon explains other benefits of AFD Refiner:

"Accurate data also cuts wasted mailings which have a material and opportunity cost to our clients. We are able to reduce the impact on the environment by not sending mail to an undeliverable or incorrect address and our clients have far fewer returns to manually process and discard."

... and adds options

Downstream Access (DSA) providers are companies that have recently joined the postal market to offer alternative mailing services (in addition to Royal Mail)

Original Record

Organisation:	
Property:	Orchard
Street:	Daisylea lane
Locality:	
Town:	HUDDERSFIELD
Postcode:	HD33LL

Cleansed Record

Organisation:	
Property:	Orchard House
Street:	Daisy Lea Lane
New Locality:	
New Town:	HUDDERSFIELD
Postcode:	HD3 3LL

for the collection of sorted mail, and plug into the Royal Mail network for final processing and 'last-mile delivery'.

AFD Refiner allows further cost savings by preparing data for processing by the DSA providers, which Simon explains:

"We work with all the DSA providers, giving our clients the widest range of postage options available. This allows them to choose between cost-effectiveness and speed of delivery, depending on the provider. Some of the DSA providers require the data to be appended with a Delivery Point Suffix (DPS), a two-character code that uniquely identifies each delivery point within a postcode. Refiner allows us to append a DPS to all the mailings that require it.

Accuracy in the Millions

As household brands across almost every sector trust Lonsdale to deliver, their commitment to high quality, accurate data has allowed them to maintain their reputation. Simon continues:

"Last year we sent 12 million pieces of mail with complete confidence. AFD Refiner delivers exactly what we expect it to - we put poor data in and get good data out. I would recommend the postcode people at AFD Software as the best possible address and data quality partners for any organisation wanting to improve their address validation and cleansing processes."

How confident are you in the accuracy of your organisation's contact database or bought-in mailing lists?

AFD Software helps thousands of organisations spring clean their data all year round.

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Contact Joel Miller
on **01624 811 709** or email **joel.miller@afd.co.uk**
to explore a partnership in data quality today.
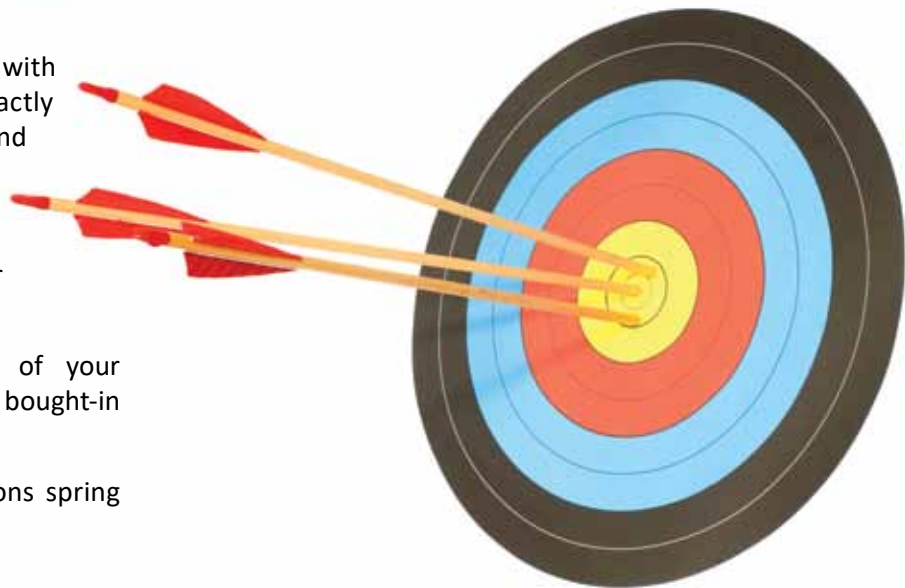
HARNESSING CLEAN, GREEN ENERGY

In summer 2020 we doubled the capacity of our solar installation at the AFD Group HQ, Mountain View Innovation Centre (MVIC). By additionally investing in three Tesla Powerpacks later in the year (making this the Isle of Man's biggest battery storage installation), to store the energy we generate, we expect to become completely self-sufficient in clean, green energy for twenty-four hours a day for around six months of the year.

Between April and September each year, we anticipate that the solar panels will be running MVIC by day, at the same time as charging our Tesla Powerpacks so that we can still utilise the energy when the sun goes down. From October through to March, on average 33% of the required power should still be carbon emission-free (more in a sunnier winter and spring!).

Since the panels went live, AFD has saved over 78 tonnes of CO_2, which is the equivalent of 2,314 trees planted. (This is in addition to the more than 4000 physical trees that have already been planted around Mountain View!)

As well as having the largest solar electricity generator and energy storage system on the Isle of Man, AFD's staff electric car scheme brings green motoring to over a third of the Isle of Man team. An average petrol or diesel car will produce 411 grams of CO_2 per mile, so AFD's electric fleet is saving 39 tonnes of CO_2 per year!

An unexpected benefit

AFD's green initiatives are driven from an awareness and motivation to reduce our carbon footprint and do what we can to protect the planet. However, this has given AFD an added benefit in recognition from customers who want to partner with suppliers who share the same environmental goals.

Speaking to David Smith, Data Operations Manager at WWF-UK (formerly known as the World Wildlife Fund), he had this to say: "Being an environmental charity, a part in our decision-making process of using AFD was how we viewed the company from a green perspective. The efforts AFD have gone to with solar panels, electric cars and other green initiatives at their head office was a factor in choosing AFD. Knowing that they had an awareness and similar goals as ourselves we knew that AFD was a company we are happy to do business with."

If you share our care for the environment, that's just one more good reason to prefer AFD as your address and data quality partners.

Contact Joel Miller on 01624 811 709 or email joel.miller@afd.co.uk today to discuss your data quality needs and learn what AFD can do for you.

www.mvic.im/facilities/

In February, The Royal Mail Postcode Address File (PAF) reached 31 million unique addresses. This shows an average yearly increase of 250,000 addresses over the last 5 years, and highlights the vital importance of applying the latest available updates.

Between January and March 2021 there were significant updates to data on PAF (including the milestone above). These included 12 new localities; 8,627 new postcodes; 95,718 new delivery points and 16,099 delivery point changes.

Postcode	Double Dependent Locality	Dependent Locality	Post Town
B76 1	MINWORTH TRADE PARK	MINWORTH	SUTTON COLDFIELD
DA10 1	WESTERN CROSS	EBBSFLEET VALLEY	SWANSCOMBE
DE6 5		HAREHILL	ASHBOURNE
EX39 5		WHITEHALL	BIDEFORD
FK8 1		KILDEAN BUSINESS PARK	STIRLING
LN1 6		STURTON BY STOW	LINCOLN
NE61 5	BAINBRIDGE MEADOWS	WIDDRINGTON	MORPETH
NE63 9		MEADOW VALE	ASHINGTON
NE65 0	NORTH SEA MANOR	AMBLE	MORPETH
SA1 3		BAE COPR BAY	SWANSEA
SA43 1		ABERPORTH	CARDIGAN
TF7 9		TOWN CENTRE	TELFORD

The most up-to-date PAF data is available now in our latest Q.2/21 update. You can order updates for any AFD Software solution by calling 01624 811711 or email postcode@afd.co.uk

Lee Langridge
IT Support Technician

Since November 2015, Lee has been "making happy customers" as a key member of AFD's Support function. No two days are the same for Lee and the rest of the team who are involved in a number of vital jobs including: customer support, cleansing customer data, maintaining and updating our hosted services, building the data files that sit within AFD's solutions and much more!

When asked what he most enjoys about his role Lee answered: "I enjoy working at AFD because we are a great team, there are always new things to learn and fresh challenges that makes work exciting and engaging."

Born on the Isle of Man, Lee enjoys spending time with his friends, watching films and TV (football whenever Chelsea is playing), and playing videogames (his favourite game currently is Call of Duty: Warzone). A keen traveller, Barcelona has been his favourite destination. Touring the Camp Nou football stadium, seeing the Magic Fountain of Montjuïc, and of course a lot of sunbathing.

Lee also benefits from AFD's electric car scheme and enjoys both the green motoring and clean energy that powers it when he recharges the batteries at work.