



postcode news

THE JOURNAL OF AFD POSTCODE SOFTWARE SPRING '98 ISSUE 11

AFD – Now Addressing Rover

After a rigorous competitive evaluation process, our market leading Postcode Plus has been selected by the Rover Group to replace their former address validation system.

Initially installed in the British dealer net-

work, Postcode products will be rolled out during 1998 across the Rover Group's UK and US operations and from there into similar operations in their parent company, BMW.

David Dorricott said, *'Since its acquisition by BMW, the Rover Group has been reviewing its computers, systems and programming with the aim of achieving maximum levels of data and program sharing with BMW's systems.'*

As part of this mammoth project, a review of

address handling and management took place. Postcode Plus was one of the products selected for test.'

Independent competitive evaluation puts Plus on top

'The independent competitive evaluation process used by Rover showed that we had a far superior product in both performance and ease of integration. Postcode Plus response times were up to 70 times faster with users keying less of the address into the system. Our program was also integrated into the Rover test system in under 5 hours, as compared to 5 days for the quickest rival.'

5 figure savings

'AFD has always prided itself on making address management affordable for all organisations. The projected 5 figure cost savings which would be generated by Rover changing to Postcode was the final factor in our favour.'

We are delighted to be supplying such a major user and look forward to building on this success'.





And it's not just Rover who are using Postcode Plus in the motoring world



BMW Financial Services (GB) Ltd is the wholly owned financial services subsidiary of the luxury car manufacturers BMW. They provide a range of vehicle related financial services to private individuals and commercial organisations through the BMW dealer network. Services include individual loans for purchase, contract hire, fleet management and insurance.

With leases, contracts and other legal documents being created by computer, correct addresses are vital. That's where Postcode Plus comes in.

Using Plus ensures that valid, accurate address data is quickly entered into the company's databases. This helps to speed up the processing of applications which the company's customers appreciate.

We'll bring you news of other major motoring users in future issues.

Another household name using AFD Postcode is Ariston

Mention the brand name 'Ariston' to most people and they think 'Laundry'. But like many major brand names there is much more to the Ariston name than meets the eye.

In many British homes, 'Ariston' is the name which keeps the house warm and the water hot, through the range of central heating combination boilers and water heaters sold and serviced by MTS (GB) Ltd, the owners of the brand name.

MTS use Postcode and Postcode Plus to control the huge amounts of name and address data they hold. With several large PC

databases, accessed through the popular database program Access '97, MTS needed a simple and effective method of entering and managing their addresses.

In one database, customer technical support information is held, generated from householders with Ariston heating installations. A second database holds details of service centres and individual service engineers.

Postcodes are the key to identifying individuals within either database, and are used as a simple reference point when customers call in seeking guarantee information, or where to find an approved service centre.

Kevin Ogilvie, MTS's Technical Manager, explained one use of Postcode Plus – to access local service engineers in cases of a breakdown to a customer's heating system, 'If your heating has broken down, you want it repaired urgently, if not sooner. By taking your postcode and matching it to our approved service centre's database, we can quickly locate the nearest approved service engineer and get someone sent to your home'.

The MTS team use Postcode products across a broad range of tasks to speed up and simplify their address handling.

MTS (GB) Ltd can be contacted on
01494 459 711



Why the Blue-Chips choose AFD

What has made organisations like the Rover Group, BMW Financial Services, Ariston, The Daily Telegraph, Panasonic, the Multiple Sclerosis Society, the Army, Comic Relief, Lloyds of London and many, many more install Postcode brand Products from AFD?

They've installed Postcode products because...

...You simply can't buy better address management software.

Here's the proof

Exacting independent tests by Rover showed that Postcode Plus...

...is 70 times faster at returning an address than its nearest competitor

...is 24 times quicker to integrate into an existing system

...can provide substantial cost savings – Rover saved a 5 figure sum!

No wonder the Rover Group and others have switched to AFD.

Why should you invest in Postcode brand software?

If you are wondering why software which reduces input times, improves accuracy and maintains clean addresses has become so important just think about this:

- There are 26 million addresses in the UK. It's easy to get them wrong!
- UK organisations spend an estimated £1.00 on sending each and every letter. That's £1.00 wasted, if the letter cannot be delivered because of a poor address.
- Its estimated that less than 10% of all UK businesses have any kind of software to ensure addresses are checked and corrected against the Royal Mail definitive data.

AFD Software have made addresses faster to find and easier to get into your database. Its never been more affordable to get addresses right. When you invest in AFD's Postcode brand products you'll make gains in efficiency and reduce wastage. Increased accuracy and professionalism outweigh the cost of purchase.

Which Postcode Product would suit my business best?

That's a question we're often asked. There's a rough guide on the next page, but don't forget our website

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

provides a rich source of up to the minute information – and there you can try your own address searches live.

Expert advice to help you select the best product for your application and budget is at hand on 01624 811711.

The AFD Commitment

'AFD Software is committed to providing excellent, affordable rapid addressing software to small and large users alike. Postcode products offers a unique combination of more data, faster searching, greater functionality and lower cost.'

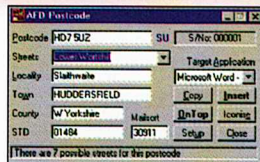
David Dorricott, Managing Director.



postcode

What does it do?

- Just type in a house number and postcode to get a complete address.



- Postcode puts the address straight into your database or document.

What does this mean?

- Less time taking addresses means higher productivity.
- No more wasted time leafing through a stack of Postcode Books.
- Enter an address with as few as 8 keystrokes.
- The right address, the right spelling, the right postcode – and fast.

Who uses it?

Thousands of users – both large and small in almost every type of organisation and industry.

How much is it?

At just **£154 + VAT** for a single user license (annual renewal **£85 + VAT**) it's easy to get up and running. There is even an all-inclusive monthly plan.

postcode plus

How does it differ from Postcode?

- Rapidly finds complete addresses from tiny fragments
- Contains all 26 million UK addresses.
- Valuable extra data included free (OS grid references etc)



- Bar-coded address labels can be printed straight from the program.
- "Nearest" facility included free. Use it to locate nearest outlet to a caller etc.

What does this mean?

The ultimate in addressing software.

- Postcode Plus solves the most challenging addressing problems – lightning fast.
- Addressing headaches are over from day one.

Who uses it?

There are thousands of users – large and small – in every type of organisation and industry.

How much?

At **£475 + VAT** for a single user license (annual renewal **£325 + VAT**)

Extending its availability to other users is easy and means even better savings – check the view of car giant Rover on page one.

postcode provider

What does it do?

Provider uniquely combines powerful address list cleaning and ease of use. This fast automatic tool compares your address list with the Royal Mail PAF.

- It corrects mis-fielding and poor spelling.
- It even adds missing information – including Postcodes.
- Any addresses which cannot be cleaned automatically can be cleaned using Provider's interactive mode.
- Provider can add non-address information such as Ordnance Survey grid references to your database during the cleaning process.

What does this mean?

- Save money from day one with Mailsort Quality mailings.
- Accurate addresses mean a more professional image to your organisation.

- More mail reaches its destination – so costly waste is avoided.
- Consistent fielding means duplicate records are easier to find.
- Productive time is released as staff spend less time finding and entering addresses.

Who uses it?

Almost any organisation with more than 5000 addresses will benefit from Provider.

How much is it?

At **£950 + VAT** (annual renewal **£325 + VAT**) a single user of Provider (which includes Postcode Plus) is a cost-effective way to enjoy both batch and interactive address list cleaning. Existing Postcode Plus users pay just **£475 + VAT** to add Provider.

pop plan

POP! Exclusive monthly plan to AFD Software customers

Careful research has shown that many businesses would prefer to spread the cost of software licenses. That's the reason we introduced the Postcode Ownership Plan (POP) in June 1996. Simply make your first payment by credit card, complete and return the standing order form and POP's your postcode!

Single user

Postcode	£15 / month
Postcode Plus	£49 / month
Provider	£99 / month
Listmaker	£99 / month

Remember the monthly payment is all inclusive – that's VAT, program, data, Royal Mail license fees, technical support, postcode news and any intermediate data updates you require...



Special 3 for 2 Offer

order your
next **3**
quarterly
updates
& we'll only
for **2** charge

We are offering all customers the ability to stay right up to date with data changes and benefit from all the important Postcode program enhancements in the pipeline - yet save up to £88.

Order your next three quarterly intermediate updates* for your postcode product, and you will only be charged for two of them - the third one is completely FREE.

* If your annual renewal falls in the middle of the 3 updates, don't worry - we'll carry it over to the next one due.

Orders from the usual number/web site by credit card or cheque with order only. This offer closes 30th April 1998, and may not be combined with any other discount offer made by AFD.

Diary Dates



Meat the AFD Team at the following exhibition

- 22-23 April, MailPro '98, Courage Conference Centre, Reading.

MailPro '98 - a showcase of the latest equipment to help process your incoming and outgoing mail. A showcase that naturally includes Postcode products.

There are also a series of FREE Breakfast & Lunchtime Briefings to help you make the most of your address data.

Tickets for Mailpro '98 are available by calling 0181 940 0033.

Visit the Mailpro '98 website for more information:

<http://www/afd.co.uk/mailpro>

On The Hotspot



Kate Davies, Administration & Finance Director.

Age - You never ask a lady her age.

Original Career Choice - Like her colleague, Neville Hilton, Kate has worked with various radio stations, both as a presenter and in the admin team.

Sports and Hobbies - Kate's hobby is restoring her rather ramshackle house and, in between work and DIY, her main 'sport' is walking her two dogs on the magnificent local beaches.

Joined AFD - November 1997

Favourite food and drink - Whilst it isn't yet written in AFD's Conditions of Employment that being a curry lover is an essential factor in working with us, its amazing how many of the team enjoy a good curry - Kate is no exception.

Family - Two dogs and the ever patient Howard make up the household.

Contacting AFD

By Phone.....01624 811711 (Sales) 01624 811712 (Help Desk)

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>

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

By Post**afd software ltd**,

International Address Management Centre,
Ramsey, IM8 1RF.



Royal Mail

AFD Software is a Royal Mail
Accredited Reseller.

Data News Q.1/98

Postcode and Postcode Plus data sets for Q.1/98 are now available. The latest data set includes a major re-coding of some York postcodes.

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.

Other changes in Q.1/98 updates are:

Bristol (BS) - Affecting BS32

Craven Arms (SY) - Affecting SY7

Inverurie (AB) - Affecting AB51

Inverness (IV) - Affecting IV1

Londonderry (BT) - Affecting BT8, BT16 & BT 47

London (E & N), Affecting E6, N22

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

Forthcoming changes can be found at <http://www.afd.co.uk/news10.htm>