



# postcodenews

THE JOURNAL OF AFD POSTCODE SOFTWARE AUTUMN '98 ISSUE 13

## Further Expansion at AFD Software

**S**ince establishing the successful International Address Management Centre in Ramsey, AFD Software has been going from strength to strength. Growth in sales of AFD's Postcode range of software has been such that we have purchased a further building just 7 months after taking over our current premises.

The new building will provide space for the expanding management, administration and customer services functions, with the development team remaining in their current premises.

David Dorricott said *'with substantial new accounts regularly*

*coming on stream we have made major investments in staff and premises to allow for our continuing growth.'*

All the AFD office sites in Ramsey come under the common address of:

**International Address  
Management Centre,  
Old Post Office Lane,  
West Quay,  
RAMSEY,  
IM8 1RF**

Phone numbers will remain unchanged at:

Sales & Administration  
**01624 811711**  
HelpDesk  
**01624 811712**

## Welcome back...

**W**elcome to the latest edition of Postcode News.

In this issue find out why the post-code needs a central place in any business seeking a competitive edge, from marketing industry expert Sarah Denner Brown of Talking Direct.

Discover why newly launched Postcode Internet is 'Just what we need'. See how Postcode helps with wedding preparations and hear about further growth at AFD. Get a clear picture on how MailSaver can save your business money through postal discounts.







# AFD Launch Postcode Internet

# The Mighty Postcode

by Sarah Denner Brown

**‘Just what we need’ sums up the reception to Postcode Internet launched at web showcase event Internet 98. Marketers want reliable address data. Web surfers want easier forms fill. Delivery companies want addresses they can deliver to. Web designers want simplified online forms. Visitors to the stand agreed that Postcode Internet represents a new and significant step toward achieving these aims.**

Companies already placing orders for Postcode Internet include those in retail, insurance, car sales and share dealing. AFD Sales Director Mike Solomon said *“Its well known that E-commerce and web generated sales leads are vital to the future of many companies. Successfully drawing surfers to order or register includes making their lives easy.”*

Postcode Internet helps achieve exactly that by reducing an intimidating address form to just 2 boxes. *“Its ideal for home shopping sites, membership schemes – anywhere that postal address capture is important.”* said Mike.

Postcode Internet is part of the AFD Postcode Range. Try it out and find out more at [www.afd.co.uk/internet.htm](http://www.afd.co.uk/internet.htm) or call 01624 811711 for further information.

**Postcode – a short series of letters and numbers denoting a very small area used for sorting mail by machine**

Chambers Twentieth Century Dictionary

**Once just a delivery enabler for its inventors, the Royal Mail, the eight digit alphanumeric code that makes up the postcode has now risen to fame and fortune as a powerful tool for accessing all manner of information. No one should underestimate the power of the postcode.**

The postcode is a mighty enabling tool. In itself it is perhaps humble and unexciting but it comes into its own as a key – a skeleton key that can unlock many doors. It is the key that provides access to information sources, which require some kind of geographical reference. It links to a wealth of data sources. Target marketing systems using geodemographic, lifestyle and other attitudinal data are created around postcode geography, providing marketers with a means of identifying then locating exactly their target markets down to groups of 15 or so households.

Companies like AFD make the postcode accessible for other organisations to use on a more peripheral basis to enable the successful operation of those organisations. Frequent users of the postcode work in the NHS, for the emergency services, in insurance and financial services. They work in data entry businesses, in distribution, in manufacturing. In mail-order, in local government,

in theatres and entertainment venues throughout the land.

In fact there are few business tools which are so comprehensively used by so many people in so many different sectors. Certainly there are very few which are so small and compact, but which can make such an enormous difference to an organisation.

The postcode provides the route to more complex address data, as existing AFD users will know, enabling quick, efficient and inexpensive data capture. It links grid references enabling the mapping of customer or catchment area data down to very low levels of geographic detail. It links to political geographies, NHS codes, sales territories, site catchment areas. It can help with accident and emergency planning, the identification of nearest service locations and a plethora of other applications. Oh yes, it also helps to get the 69 million items of mail handled daily by the Royal Mail safely to their destinations.

Not bad for one small alphanumeric code – the Postcode.

*Sarah Denner Brown is Managing Partner of SDB Talking Direct. Founded in 1995, the company specialises in the supply of accessible training and advice to small and medium sized businesses in relation to direct and database marketing. SDB Talking Direct can be contacted on 01788 823569.*





# Professor Postcode – AFD's own problem solver

**T**he Professor will answer your questions about address management and point you towards a solution. This issue's problem concerns making postage savings using the Royal Mail's discounted postage scheme for periodicals – Presstream.

"We are a small publisher sending out a bi-monthly magazine which weighs about 90gm to around 8,000 subscribers. Our postage bills are large and we think we can reduce them using Presstream. We're worried that the whole system seems complex to operate. We've read about MailSaver and want to know if using it is really going to save us money?"

Edward, Cambridge.

The short answer is yes! **MailSaver** handles the most widely used Royal Mail Mailsort and Presstream options. Presstream and Mailsort are highly complex, which is why we've written MailSaver to do all the hard work of sorting, calculating and reporting for you.

MailSaver reduces this highly complex process to 5 simple steps. This means you get the bottom-line saving without the complexity traditionally associated with the process.

MailSaver calculates your potential savings through applying a special 'straight line pricing' (SLP) formula. It checks addresses... so you know in advance your list meets Royal Mail quality standards. Then MailSaver calculates what further discounts can be obtained from residue and direct selection. Further discounts can be achieved by selecting the more high tech Optical Character Recognition or Customer Barcode options which mailsaver supports.

Mailsaver comes complete with a number of data cleaning tools which will improve the presentation of names addresses 'on the fly'. For example it will ensure consistent use of Upper Case, Capitalise and remove unnecessary spaces between words.

What is not commonly appreciated is the level of savings you could make. The following example shows just how large these



savings can be.

Let's assume that 90% of your subscriber list is good enough for mailsorting and that delivery within 3 working days of posting is acceptable, then you could save about 30%+ on your normal cost of posting every time you mail! Calculated on the example above, it would mean a saving of approximately £780 every time you mailed – well over £4,000 per year. MailSaver is just £35.00 per month through the POP scheme or £475.00 plus VAT for a traditional software licence.

The Royal Mail's Mailsort General Helpline on 0345 950950 will point you in the right direction and, of course, we can help with your address management and cleaning requirements.

## Diary Dates



### **M**eet the AFD Team at the following exhibitions:

- 3-5 November, Windows NT '98, Grand Hall, 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, data-

bases, contact managers, sales ledger systems and many more.

- 3-5 November, World of Despatch, Olympia 2

Getting letters, documents and parcels to the right place first go is the aim of every despatcher. At World of Despatch, the AFD team will be showing you just how easy it is to get the right address – first time. We'll also be demonstrating MailSaver.





# Postcode and Wedding Fayre

**S**o just how does a software product, Postcode, link up with a modern bride & groom? This edition's user story from Wedding Fayre provides the answer.

Before wedding lists, a range of usually practical gifts were given to marrying couples. The bride and groom were expected to smile sweetly and say 'thank you' as they opened a third set of fish knives or were given gifts that simply did not match their personal taste.

As society has changed, weddings have changed. Today's bride often already has her own home, her family and friends are scattered widely and she lacks time for shopping. Wedding lists have changed too. Brides no longer need the necessities to set up home, but use their wedding as an opportunity to be given gifts to enhance their quality of life.

Wedding Fayre is a specialist business that helps brides to compile and manage their wedding list. Using a company like Wedding Fayre ensures that the majority of gifts are in the taste of the bride & groom and are not duplicated.

At their Fulham showroom, Wedding Fayre display china, crystal cookware, silver and a small selection of linens. Operating at the upper end of the market, a typical Wedding Fayre client will be choosing gifts such as picnic sets, Pimms jugs and fine china.

Lucinda Bantoft, the owner, used her background in database management to make Wedding Fayre's address management simple and efficient. *'I'd used similar products before, but hadn't realised that they could be within the price range of a smaller business.'*

*'About 80% of our customers order by phone and Postcode really speeds things up. By the time we've taken the details of the gift, which bride, the credit card number and their name, a customer can be starting to get bored with quoting numbers or spelling names to us. Just asking for their postcode makes life so much easier.'*

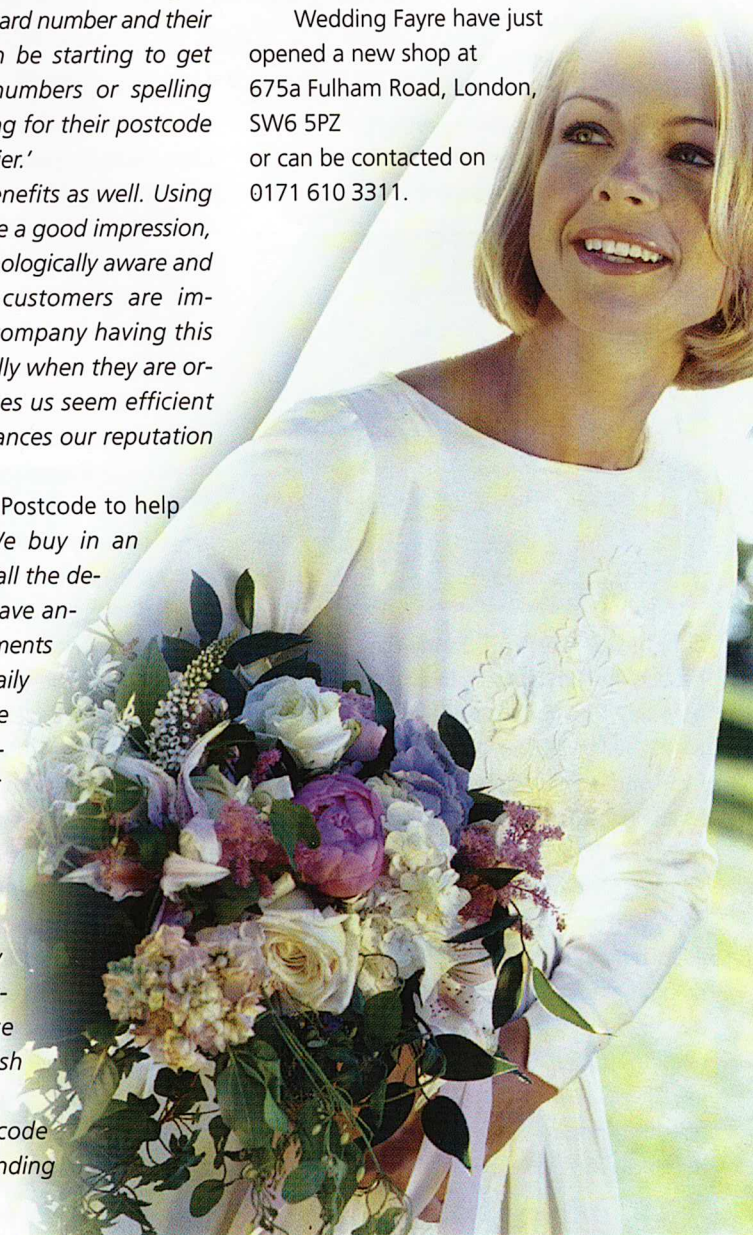
*'There are other benefits as well. Using Postcode helps us make a good impression, it makes us seem technologically aware and very advanced. Our customers are impressed by a smaller company having this type of system especially when they are ordering by mail. It makes us seem efficient and effective and enhances our reputation for quality service.'*

Lucinda also uses Postcode to help in her marketing. *'We buy in an Access database with all the details of couples who have announced their engagements in the Times and the Daily Telegraph. We then use Postcode to get accurate addresses for these couples and write to them introducing our service. It's a very highly targeted and cost effective way of marketing our services to exactly those people whom we wish to reach.'*

*'We use Postcode every day and keep finding*

*new areas in which it comes in handy. We really don't know how we managed without it.'*

Wedding Fayre have just opened a new shop at 675a Fulham Road, London, SW6 5PZ or can be contacted on 0171 610 3311.





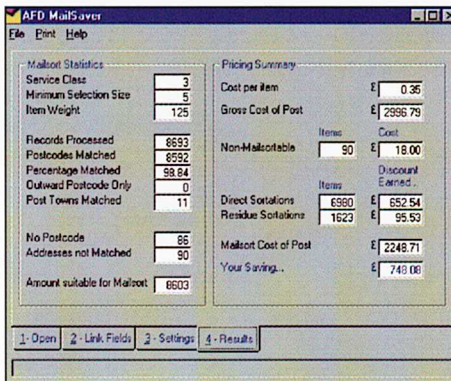


# Product News

## Windows '98

The new Windows '98 Operating System is fully supported by AFD. Users upgrading to the new operating system are assured that they can continue to have the same clean, accurate addresses from Europe's leading range of address management products.

## More on MailSaver



One of our latest programs MailSaver has passed its Royal Mail testing with flying colours. That means that you can be sure MailSaver gives you the most simple, accurate and approved method of achieving Mailsort discounts. Read below to see just how easy MailSaver is.

Not that long ago, if you wanted to save money on postage, there was just Mailsort and its sister periodicals service, Presstream. As technology has improved, Mailsort services have expanded to use new methods of mechanically reading addresses. AFD's latest program, MailSaver, allows you to take advantage of different Mailsort services. You simply choose the level of service that your current mailing requires

and MailSaver does all the hard work for you.

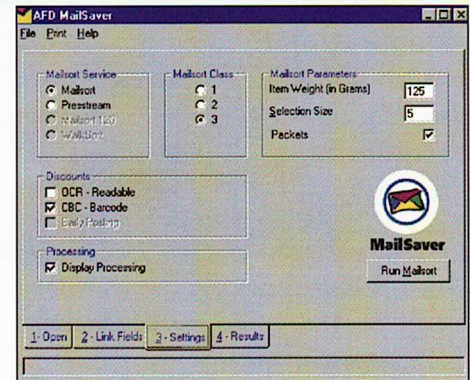
Whether you are mailing 1,000 packets in Mailsort or 100,000 letters in Mailsort 700, AFD's MailSaver makes a complex task simple. Our brief overview looks at where MailSaver can help.

**Mailsort** – the standard service, offering discounts to pre-sorted mail of over 4,000 letters or 1,000 packets. Three levels of service, 1, 2 & 3 are available depending on when delivery is required. 90% of the mailing must carry a full and accurate Postcode. MailSaver produces all the information required to save you ££££'s on your postage bills.

**Mailsort 120 (CBC)\*** and **Mailsort 120 (OCR)** – are Mailsort services where only 120 selections are used rather than the more customary 1500 selections, thus making handling simpler. Broadly similar, they have been designed for mailing a minimum of 4,000 items which are capable of being machine sorted by either Customer Barcode (CBC)\* or Optical Character Recognition (OCR). MailSaver includes the ability to provide customer barcodes – AS STANDARD.

**Mailsort 700 (CBC)\*** – the service for bulk mailings of over 30,000 items where customer barcodes are mandatory to ensure maximum discounts. Again there are three levels of delivery and 78% of the addresses being posted must contain a Delivery Point Suffix within the customer barcode. MailSaver includes the customer barcode AND shows you just how much you are saving.

*\*Note CBC is dependent on the presence of Delivery Point Suffixes – which can, of course, be supplied by Postcode Provider.*



**Presstream** – the service for periodicals with a minimum of 1/6th editorial. Two services are available: Presstream 1 for periodicals published and posted more than 10 times per year and targeted for next day delivery; and Presstream 2 for periodicals published and posted more than twice a year, for delivery within 3 working days after posting. Entry levels are the same as for Mailsort – 1,000 packets or 4,000 letters. Presstream comes as standard in MailSaver.

# MailSaver – “the Mailsort program that pays for it- self...”



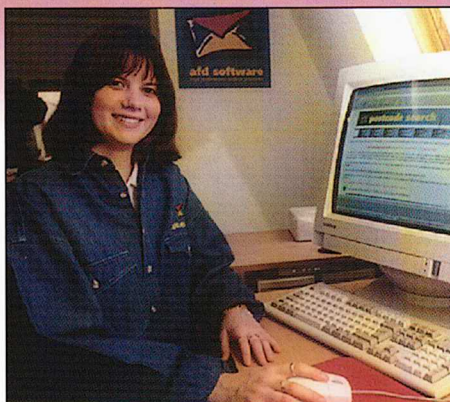
# On The Hotspot

**Helen Bolton**, Accounts/Sales Administrator

**Age** – Helen is the youngest member of the AFD team.

**Original Career Choice** – Helen spent 2 years at college studying business administration, temped for a short while after graduating until deciding that AFD sounded like a great company to work for permanently

**Sports and Hobbies** – ‘Who needs sports and hobbies when you have a 14 month old daughter who is in to absolutely everything?’, commented Helen.



**Joined AFD** – November 1997

**Favourite food and drink** – Helen will admit, just, to being the office chocaholic. She's also a pasta fan and is working on a way of combining her two favourite foods.

**Family** – Helen, Martin and daughter Charlotte make up the household.

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

David Dorricott, Managing Director.

Contact AFD

By Phone.....01624 811711 (Sales)

01624 811712 (Help Desk)

By Fax .....01624 817695

By email .....postcode@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>

Support Site ..<http://www.afd.co.uk/support>

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

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

International Address Management Centre,  
Old Post Office Lane, West Quay,  
RAMSEY, IM8 1RF.



AFD Software is a Royal Mail  
Accredited Reseller.

## Data News Q.3/98

**P**ostcode and Postcode Plus data sets for Q.3/98 are now available. 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.

**Changes announced by the Royal Mail for Q.3/98 include:**

**Axminster (EX) - Affecting EX13, EX24**  
**Cambridge (CB) - Affecting CB1, CB4**  
**Dunfermline (KY) - Affecting KY11**  
**Elgin (IV) - Affecting IV30**  
**Exeter (EX) - Affecting EX13, EX24**  
**Forres (IV) - Affecting IV36**  
**Glasgow (G) - Affecting G65**  
**Inverness (IV) - Affecting IV1, IV2, IV3**  
**Isle of Muck (PH) - Affecting PH42**  
**Kinross (KY) - Affecting KY13**  
**London (SW) - Affecting SW17**  
**Manchester (M) - Affecting M17**  
**Newcastle (NE) - Affecting NE12**  
**Peterborough (PE) - Affecting PE7**  
**Rotherham (S) - Affecting S63**  
**Sudbury (CO) - Affecting CO10**

**Newly announced changes can be found at**

<http://www.afd.co.uk/news10.htm>