



postcode news

THE JOURNAL OF AFD POSTCODE SOFTWARE WINTER '99 ISSUE 14

A Revolution in Address Management

AFD Postcode: Names & Numbers

File Edit Insert View Help

Find

Postcode

Surname First Names

Organisation SIC

Property Business

Street Telephone

Locality Grid East North

Town Distance Km Miles

County

AB31 5TJ Post Office Counters Ltd, 37 High Street, BANCHORY, Kincardineshire

Found 1 - Search Completed Sector 1 of 1

Examples

- TN22 1QL
- Autoshape, TN22 1QL
- 37, EN2 6LA
- Pizza, EN26LA
- hul, en2-6la
- Dipak Patel
- John+Janet Smith
- Pizza Hut
- Tolson's Mill
- 157 Holdenhurst Road
- 01330 822640
- Dipak Patel, Bradford

Show at Startup

Within 15 minutes of the launch of Postcode Names & Numbers at Windows NT'98 and World of Despatch - visitors were placing orders. Comments included "I can't think of an organisation that wouldn't benefit from Names & Numbers".

Why is AFD Names & Numbers causing such a stir?

Names & Numbers takes address management beyond addresses to verify the business or people behind the letterbox.

Address management... with 'phone numbers! Names & Numbers delivers 1.5 million business names and over 1.35 million of their 'phone numbers, along with 44 million people's names (electoral roll) - over 16.5 million of these with 'phone numbers. That's in addition to 26 million addresses (complete with postcodes). It also identifies business type and Standard Industry Classification (SIC) code. **A powerful combination of important data - this software is ready to make a difference in almost any organisation:**

- Save well over 80% of keystrokes entering address and contact details using just the postcode and name or number.

Welcome back...

Welcome to the latest edition of Postcode News.

In this issue see how our newly launched program Names & Numbers has turned address

management on its head; discover how to increase registrations on your web site with Postcode Internet and find out why London Zoo's animals are adopted with AFD Postcode.



- Attach it to your phone system and harness Caller Line Identity to find and enter addresses from a phone number.
- Reduce fraud by verifying people and places against the Electoral Roll.
- Build professional, consistent and reliable databases.

And there's more. For example, select and export mailing lists by business type, distance from a location – and a host of other criteria – then print labels or export ready for mail merge.

A generous number of records can be exported during the annual license period with no further costs and there is no quantity limit when using Names & Numbers for list cleaning, address verification, rapid address entry or any other address management purpose.

The full power of Names & Numbers can be used easily straight from the box with everyday programs. Data is automatically inserted in the right format to a database, spreadsheet, document or other application being used.

Whizz-kids can put the full power of Names & Numbers at the heart of existing systems using the examples and developer tools provided.

Easy look-up from a single entry field

By name	John Dolman
By name & address	John Dolman, Bury Superdrug, Bury John, BL8 1JA 13 Birks Drive
By phone number	0161 763 5004

Easy to use advanced searching

Phonetic	sounds like 'Smythe' but not spelled 'Smith'
Family	find Ian and Janet Smith at the same address
Business Type	find 'Solicitors' or 'Insurance Brokers'
Radius	find Solicitors within a 3 mile radius of E14 5JD
Spelled like	finds words even when spelled incorrectly
Wild Cards	starts with, ends with, contains

A Wealth of Data

Names & Numbers combines extended public and commercial databases to deliver:

- 44 million people – First Name, Initial & Surname.
- 16.5 million have 'phone numbers.
- 1.5 million businesses.
- Over 1.35 million business 'phone numbers.
- Standard Industry Classification (SIC) Codes.
- Business descriptions – like 'Solicitors'.
- 26 million UK addresses.
- Grid References – and distances.
- Mailsort Code.
- NHS Codes and names of areas and regions.
- Local Authority Ward codes & names.

Affordable

All the data and the power of Names & Numbers is available at just **£950** + vat for a single user license, with annual renewals at only **£750** + VAT. Names & Numbers can be licensed under the Postcode Ownership Plan (POP) at **£99** per month including VAT, data and program licenses, data updates and full technical support.

Upgrades

Generous AFD upgrade rates are available for all existing users of Postcode or Postcode Plus and those wishing to upgrade from other non AFD address management software. Contact postcode@afd.co.uk or call 01624 811711.

New Faces



Judy Mills, Finance Manager. Judy is responsible for the organisation and control of day to day financial matters. judy@afd.co.uk



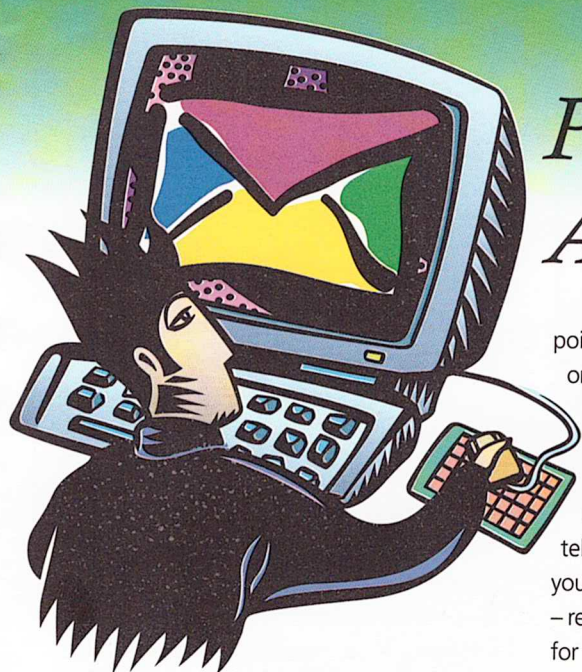
Stephen Dorricott, Technician. Of whom it can be truly said that he has half a lifetime's experience with AFD programs. Stephen's experience will stand him in good stead in the expanding Help Desk team stephen@afd.co.uk

Data Protection

AFD Software is a responsible Data Supplier fully registered under the Data Protection Act in the United Kingdom and the Isle of Man. All data within our programs are publically available, obtained and disclosed lawfully, surpassing all legislative requirements.



Professor Postcode – AFD's own problem solver



point i.e. Dentists within 50 miles of Watford, or Jewellers within 10 miles of Leeds. Secondly, you can use Names & Numbers to print envelopes or labels. Thirdly, the contact details can be exported ready for mail merge. Fourthly, the records (including the telephone numbers) can be simply added to your database or contact management system – ready to record responses to your mailing and for follow-up by telephone.

Of course marketing is an on going process and you will probably want to carry out this kind of activity on a regular basis – to suit your business. Names and Numbers allows you to select, print and export up to 1,000 business records. The program contains business names along with most phone numbers, a business description and the Standard Industry Classification (SIC) code.

It would also help you with other important tasks. For example, Names & Numbers is also a

rapid, accurate address entry system able to find and check contact details quickly from the 26 million addresses, 1.5 million businesses and 44 million people's names contained in the program's data files.

"We deal in scrap precious metals so we're looking for Jewellers and Dentists to target within selected areas. We want to write to them introducing our services and then follow-up the letter with a phone call. How can address management help?"

I think Names & Numbers could help you achieve this easily, efficiently and affordably....

Firstly, you can use it to select contacts by business type within a distance from a certain

Customer Service

We aim to provide a consistently high standard of support to both AFD users and software developers integrating AFD products.

Recently Trevor Rowley of Postoptics wrote to say *"support like this is hard to find. Your service has been truly outstanding"*

The AFD technical team had delivered some special enhancements to MailSaver over a 24-hour period.

Postoptics supply contact lens solutions by mail order and mail large numbers (often in excess of 100,000 items) in one go.

Postoptics: 0800 038 3333
or website <http://www.postoptics.co.uk>

AFD Software helps Post Office

Faced with the nightmare of formatting data for publication in the Postcode Directory, the Isle of Man Post Office turned to AFD Software for help. AFD were able to output data direct from Postcode Plus so that only minimal re-formatting had to be done for printing.

The directory is an essential printed reference for residents and businesses, and helps enable the faster more efficient delivery of letters and parcels.



Increase Web Site Registration

Getting a web site to a point where it attracts the right kind of visitors is a good start – effective follow-up usually requires contact details. However, it's estimated that less than 2% of visitors fill out on-line registration forms. Why could this be?

A major reason visitors don't leave details is that they can't be bothered to fill in long forms – or feel intimidated by them. Faced by a big form, they go elsewhere. Postcode Internet makes the decision to register easier – even fun! Visitors simply key their postcode and house number and AFD Postcode Internet instantly returns the correct address.

Another major benefit is that correct address details are captured at the outset. This means post or goods can be delivered first time, credit checks are easy and data collected is accurate, formatted and useable.

The Mail on Sunday recently featured the benefits of using AFD Postcode Internet "To overcome visitor reluctance and.... automatically completes a form when an Internet visitor types in a postcode and house number." Postcode Internet is already being used to enhance corporate web sites and the process can be tried live at:

<http://www.afd.co.uk/asptests/1st.htm>

Full details from:

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



Parrots Pottos and Postcodes



Ensuring that rare and endangered species can be enjoyed by future

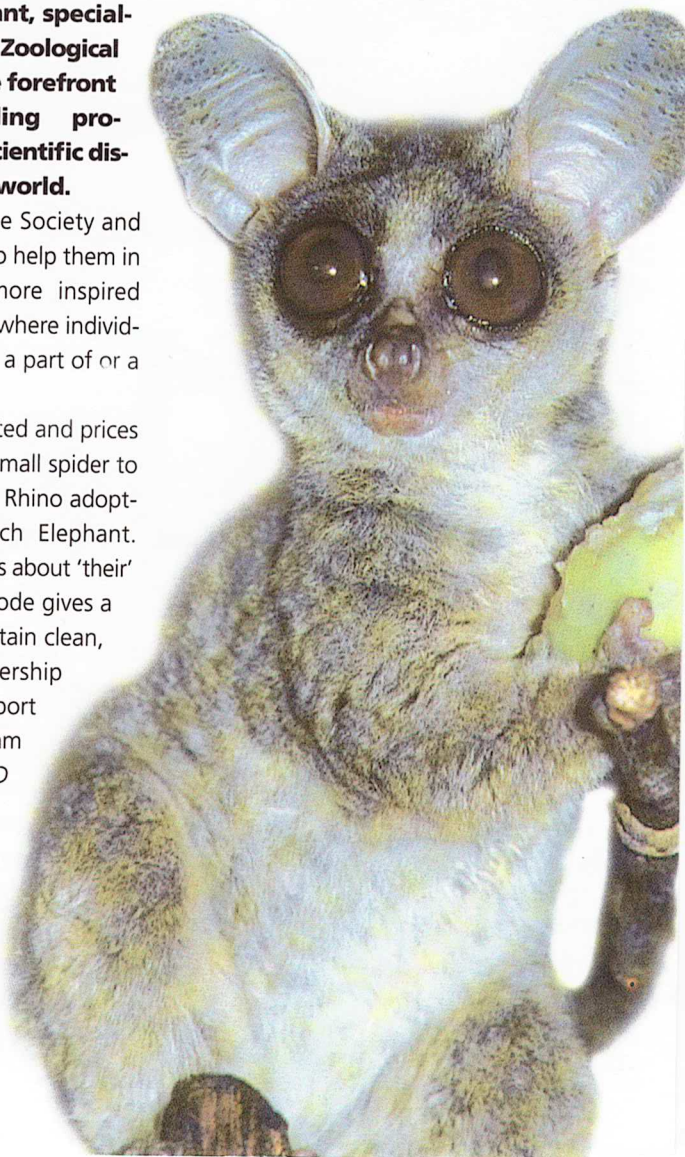
generations is an important, specialist and expensive task. The Zoological Society of London is at the forefront – co-ordinating breeding programmes and furthering scientific discoveries in the zoological world.

Like all major charities the Society and the Zoo need to raise money to help them in their work. One of their more inspired schemes is 'Adopt an Animal' where individuals and organisations 'adopt' a part of or a whole animal.

Any creature can be adopted and prices start from £25.00 to adopt a small spider to £3,000 for each Tiger or Black Rhino adopted, rising to £6,000 for each Elephant. Adopters are regularly sent news about 'their' animal and that's where Postcode gives a hand, helping the Zoo to maintain clean, accurate Adopter and Membership lists. Rob Jinman, of the IT Support Team, explained how the program is used. 'Essentially we use AFD Postcode in conjunction with our main membership and adoption databases. It saves time and money and ensures accuracy when dealing with enquiries. Telephone enquiries can be taken more quickly and efficiently. Also garbled

answerphone messages and difficult to decipher hand-written addresses are more easily extracted.'

To contact London Zoo or adopt an animal telephone 0171 722 3333





£20,000 Charity Bonanza



Donations totalling £20,000 were celebrated by AFD Software during a special presentation in Ramsey in December 1998.

Members of staff nominated a charity to receive a donation from AFD. The wide range of local, national and international charities reflected the cares and concerns of the AFD team. Among them were well known charities like Cancer Care, Age Concern and Relate. Also supported were Christian charities with activities ranging

from family support (Care for the Family) to aviation (Missionary Aviation Fellowship) and media (HCJB World Radio). Other charities to benefit included the Drop Inn, providing holidays for kids from Chernobyl and TEAR Fund.

Managing Director David Dorricott said *"It's thrilling to be in a position to give so generously. The team enjoyed being able to nominate and subsequently present donations to their favourite charities. Those who benefit from the work of these excellent organisations are the real winners."*

Diary Dates



Met the AFD Team at the following exhibitions:

- 16-18 March 1999, International Direct Marketing Fair, Wembley Conference Centre, London.

Clean addresses are the cornerstone of excellent direct marketing and the basis of reliable marketing analysis. AFD Software helps achieve the basic need for clean addresses and the more sophisticated need for names and telephone numbers. Visit us on stand P56.

- 16-19 March 1999, Windows '99, Olympia.

The showcase for AFD's Windows products. Come and see just how your organisation could benefit from using address management in the Windows environment.

Tickets for these shows can be obtained through the show's own web sites. Links have been set to these sites via the AFD web site at:

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



On The Hotspot

Wendy Nixon, Sales Team Co-ordinator
Age – Wendy's not the oldest nor the youngest member of the team.

Original Career Choice – Originally from Toronto, Wendy has always worked in Sales and Marketing, primarily in the Financial Services sector.

Sports and Hobbies – Cooking is a favourite hobby of Wendy's. Extremely fit, Wendy power walks, sails and skis – 'so I can enjoy more of my cooking.'



Joined AFD – May 1998

Favourite food and drink – Wendy enjoys all types of food. Rather than pick favourites, she prefers to give her absolute hates – rice pudding and tripe.

Data News Q.4/98

Postcode and Postcode Plus data sets for Q.4/98 are available now. 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.

Royal Mail Postcode Address File Statistics for Quarter 4 98 are:

Postcode Areas	e.g. 'AB', 'G'	124
Postcode Districts	e.g. 'AB10'	2,880
Postcode Sectors	e.g. 'AB10 1'	9,541
Small User Postcodes	e.g. 'AB10 1AL'	1,488,144
Large User Postcodes	e.g. 'AB10 1AD'	195,750
Postcodes		1,683,894
Actual Delivery Points		26,388,738
Thorougfares		803,202
Double Dependent Localities		3,888
Dependent Localities		26,295
Post Towns		1,674

Newly announced changes to postcodes can be found at
<http://www.afd.co.uk/news10.htm>

'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 Fax01624 817695

By Emailpostcode@afd.co.uk support@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>

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