Postcode NEWS

Postcode Plus V5 Now Launching!

Welcome...

To the launch of Postcode Plus V5.0, the launch of our new corporate image and the launch of AFD Names & Numbers V2.0. So many launches that we'll soon be competing with NASA. We're also out on the web with CompuServe and look at Postcode with the Prof.

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 made a five figure saving."

But we will not rest on our laurels.

AFD Software Ltd is a licensed reseller of the Royal Mail Postcode Address File

Newly launched Postcode Plus V5 includes:

- **New Interface – tidier, more compact and "menu" driven.**
- **Even easier Searching – including partial postcodes.**
- **"Click to Insert" addresses in different formats to different Windows applications running simultaneously, AUTOMATICALLY.**
- **Even More Data – Local/Unitary Authorities, Parliamentary Constituency and TV Region.**
- **"Nearest" locater – still free, but massively enhanced.**
- **New "Hot Key" launching.**

If your organisation is looking to buy fast, accurate, affordable, data rich, feature rich, easy to use address management software, then Postcode Plus is for you. To order Postcode Plus V5 now call 01624 811711 or email postcode@afd.co.uk

'AFD Software is committed to providing excellent, affordable addressing software to small and large users alike. Postcode 2000™ products offer a unique combination of more data, faster searching, greater functionality and lower cost.'
DAVID DORRICOTT, MANAGING DIRECTOR.

Used but not seen

This issue's user story shows how seamlessly Postcode 2000 products can be integrated to be at the heart of membership systems. So let's go 'On Line with CompuServe'.

CompuServe is probably the best known paid-for Internet Service Provider in Europe. As well as the normal email and web access, members receive a comprehensive range of value added on-line services. These services are exclusive and often have a proprietary content which is only available via CompuServe.

As Internet use explodes, CompuServe is signing up hundreds of new members daily. Members sign up by post or on-line. With sign ups taking place at this rate, it's no surprise to hear that CompuServe use fully integrated address management technology to validate their addresses.

Postcode Plus has been seamlessly integrated into the host services section of CompuServe's sign-up systems. Whatever route a new member uses, whether post or via the on-line automated sign-up, their address is automatically verified using sub-routines which link to Postcode Plus.

Rich Browne, IT Manager, explains, *'We validate the addresses of all UK customers paying by direct debit using Postcode Plus, before adding them to our member databases.*

Our automated on-line application system automatically links back to our host services section, where Plus is held, and checks address files against those in

Plus. Neither members nor our operators see the address check up routine taking place.

The on-line member sign-up is a pretty sophisticated piece of programming which allows rapid processing of new member applications. By integrating a range of support programs like Postcode Plus in the sign-up system, we can make joining CompuServe quick and easy for the customer, whilst giving us valid and accurate address and other data.'

CompuServe can be contacted through their web site at :

http://www.compuserve.co.uk

Fresh Names Data

It may be autumn, but our Names data is fresh as a daisy! We've been making good data even better. Names & Numbers Q3/99 due for release in October, has a completely updated Electoral Roll. During the year we'll continue to provide updates which suppress a high percentage of "gone aways" and maintain the validity of address data.

More Business Data

Adding an employee band category to Names & Numbers business data means users can now select by size (number of employees) and type of business. For example Car Hire, Employee Band C returns car hire companies with between 20 and 49 employees.

More Extra Data

Last quarter we added Parliamentary Constituency and TV Region (not company) data to Names & Numbers. This quarter we have extended this data into Postcode Plus... and added local authority / unitary authority names – used in cross charging, statistical analysis and allocating funds and grants.

Where's my 'nearest'......?

Do you need to quickly direct callers to the location of their nearest branch? Need to allocate the nearest specialist – or even the nearest pizza outlet? Well, the Nearest function, always included in Postcode Plus, has just been significantly enhanced... and is now delivered as part of Names & Numbers V2 and Postcode Plus V5.

To build a "Nearest" list from scratch or select or query an existing database is easy. Multiple databases and user defined formats are supported. Each database field can be labelled and a field can be filtered. For example, a field may identify burger bars as either 'drive through', 'licensed' or 'large party bookings'. This field could be filtered to select only (say) 'drive through'

Powerful, easy to use Nearest comes free with Postcode Plus and Names & Numbers.

HOT SP●T

Graeme Howie, Systems Manager
Joined AFD: March 1997
Age: One of the younger members of the team.
Original Career Choice: Graeme's original career choice was aerospace engineering, but, after realising that he'd never get to be an astronaut, he says that the only other way to be a real high flier was to to join AFD.
Sports and Hobbies: Computers and cars. He swears that there's no truth in the rumour that he's building a motorised computer in a shed at the bottom of the garden, but the leather bound steering wheel on the CPU is a bit of a give away.
Favourite food and drink: *"Generally, if it isn't really that healthy, then I'll probably like it . . ."*

"I CAN'T REMEMBER ALL OF MY POSTCODE"

That's OK! You don't need to. With Postcode Plus V5 just enter part of the address, say street or even property, add the first part of the postcode and, hey presto!, the exact address or a list of possible matches appears

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Professor Postcode – AFD's own problem solver

The Prof answers your questions on address management.

'I work for a small company. I'm totally fed up with having to check addresses manually and then type them into our computer system. A friend's firm uses Postcode and she says its great. I've asked my boss for a copy, but he can't see the point. How could I show him Postcode would be worth our while?'

How do you convince your boss that Postcode is about efficiency? Well, try appealing to his pocket.

On average, a person in your type of job earns about £6.50 an hour. We've calculated that by using Postcode, your efficiency can be increased by a minimum of 10%. That gives a saving of 65 pence per hour. If you work for 20 hours a week on address related tasks then, by your increased efficiency, the business will be saving £13.00 per week/£52.00 per month. You'll also be saving up to 80% of keystrokes as well.

Now let's look at duplicates. You're probably the person who has to deal with customers who have received 5 copies of the same item – all with tiny differences in the address.

By referring to Postcode's accurate addresses, it is much easier to pick out these incorrectly addressed duplicates for removal from your mailing list. And every duplicate that you remove saves cash. An average

mailing pack costs about £1.67, so in a mailing list of 10,000 even just 1% duplicated addresses wastes £167.00.

Nothing upsets customers more than having their address wrongly spelt – especially if they have spent ages spelling it all out. With Postcode, all you have to do is take their postcode, name and house number. Postcode automatically generates postally accurate addresses, saving time and money and giving your company an efficient and helpful image.

And if you're using a freephone or low cost line to take enquiries, you'll soon make significant savings on call costs. It all adds up doesn't it? I'm sure that once you have shown your boss just how effective address management can be, he'll be ordering Postcode for you, especially as the program only costs £15 (inc. vat) per month under the AFD POP scheme.

Postcode 2000

Postcode 2000 is the newest look and name for AFD address list management products. The AFD range has grown to the point that we decided to collect them all together under one family name – Postcode 2000. That was an opportunity for a new look, so our graphic designer got busy and this edition of Postcode News is the first version in our new livery.

ADDRESS LIST MANAGEMENT – AFFORDABLE FOR ALL

Sometimes small organisations get a raw deal with software. A light, cut down version of a program is introduced at an attractive price point. Then, once users are committed, the product is withdrawn and users are forced to trade up or lose the benefit of the software.

That happens elsewhere, but not at AFD. AFD believe in making quality, software available to everyone regardless of size or budget – that's why we have the POP scheme where, for a regular payment, smaller users can have all the benefits of the FULL range of AFD products.

Through the Roof, a small disability charity, are a Postcode POP user.

They find the program invaluable in maintaining their supporter lists. Paul Dicken, a Director commented, *'We use Postcode through the POP scheme for several reasons:- It's easy to use; with minimal training, our administration volunteers are using Postcode. It's affordable; as a charity we have to make savings where possible and, under the POP scheme, it's not a large financial outlay. Its updated regularly; keeping our lists clean.'*

www.throughtheroof.org   01932 866333

Diary Dates

www.afd.co.uk/diary.htm

Come along and see just what AFD products could do for your business at the following shows.

14-16 September 1999
e-business 99, NEC, Birmingham.
www.redman.co.uk/ebushome.htm

AFD Software is a leader in providing address management solutions for the e-commerce world. See our products live in action – and learn how little work is involved in making your web site's address capture massively faster and more reliable.

26-28 October 1999.
Windows NT 99, Olympia, London.
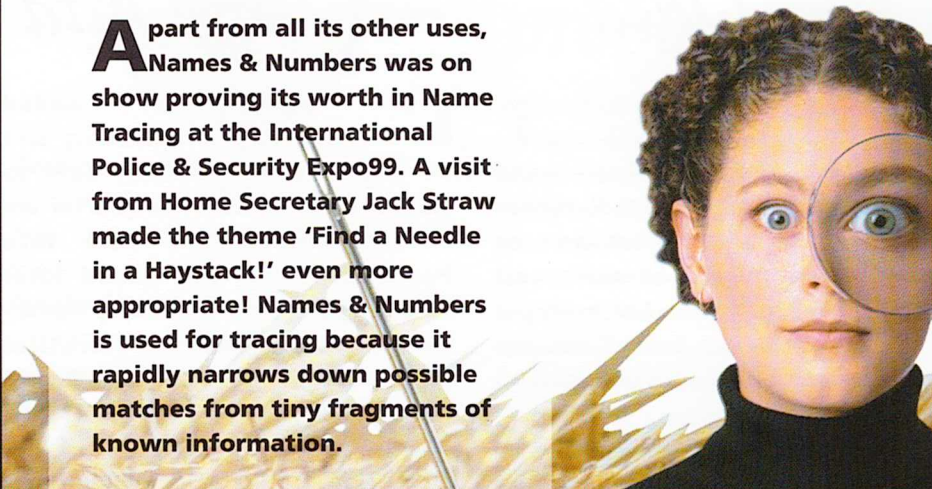**www.itevents.co.uk/nt99**

AFD's Postcode 2000 range has become the software of choice on the PC platform – and on NT especially. See the stunning performance of rapid addressing, list cleaning and Electoral Roll name & number lookup – along with the latest software releases.

Tickets for these exhibitions can be requested from the organisers' websites.

NAMES AND NUMBERS

Apart from all its other uses, Names & Numbers was on show proving its worth in Name Tracing at the International Police & Security Expo99. A visit from Home Secretary Jack Straw made the theme 'Find a Needle in a Haystack!' even more appropriate! Names & Numbers is used for tracing because it rapidly narrows down possible matches from tiny fragments of known information.

www.afd.co.uk/pcnn.htm

Contact AFD

By Phone........01624 811711 (Sales)
                01624 811712 (HelpDesk)
By Fax 01624 817695
By Email ....postcode@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
By Post ....**afd software ltd,**
                Old Post Office Lane,
                West Quay,
                RAMSEY, IM8 1RF.

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Data News Q.3/99

Data set changes for Postcode and Postcode Plus for Q3/99 are available NOW. Q3/99 Names & Numbers, which includes the latest electoral roll, is due for release in October.

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, Provider and Names & Numbers users – or join the POP scheme and cover all costs with one budget payment.

Changes announced by the Royal Mail for Q.3/99 include:

CB (Cambourne) affecting CB3
CV (Southam) affecting CV23, CV33, CV47
E (London) affecting E1, E1W
EX (Honiton) affecting EX14
IP (Felixstowe) affecting IP11
IP (Diss) affecting IP22
KT (Epsom) affecting KT19
SE (London) affecting SE16
WA (Frodsham) affecting WA6

Royal Mail Postcode Address File statistics and newly announced changes to postcodes can be found at http://www.afd.co.uk/datanews.htm