



# PostcodeNEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE WINTER Q4/99 ISSUE 18

## Web Action

*If you capture postal address data on the web, it pays to get it right*

*Welcome...*

to the first edition of Postcode News in the year 2000. In this issue we look at how:

- ActiveX Address Management can enhance your website
- Newly launched Address 2000 makes international address formatting easy
- AFD Postcode is helping Primus Telecommunications deliver better service and keep prices down.

**T**he consequences of getting it wrong are enormous – you lose respect, you lose the ability to deliver, you might even lose the customer you sought to serve.

You also undermine future marketing activity through poor data quality and formatting, make credit card verification difficult and create a future of database nightmares that grows quickly out of control!

We've seen it happen. That's why we've created a range of browser independent, web based solutions specifically for professionals who see the web as a tool, not a toy.

Among those using AFD ActiveX solutions on the web are well known organisations like CompuServe, Reed Personnel Services PLC and Woolworth PLC.

AFD Postcode 2000 Internet solutions enable you to put advanced address management technology to work on your web site – easily and affordably. Almost instantly, life is made faster and easier for the user and the quality of captured address data is improved.

ActiveX Controls enable rapid implementation – helping you to achieve the desired result quickly. NT Server-side control eliminates download of data or controls to the client – and is browser independent. The user sees speed and simplicity.

Selecting the right solution means asking the question...

*continues...*





## “What do I want to do?”

### **Make International Address Formatting Easy!**

Address 2000 is a new and unique ActiveX component designed to ease the nightmare of wildly different national address formats – over 200 countries are supported. Capture addresses you can use... and successfully and swiftly deliver mail and goods. Store and manage international addresses in a single universal format for professional label and envelope printing. Deliver web forms ready to complete in the chosen country format.

[www.afd.co.uk/address2000.htm](http://www.afd.co.uk/address2000.htm)

### **Instantly Display An Accurate UK Street Address From A Postcode**

Postcode Internet makes the entry of addresses into web pages – like order forms – easy, accurate and fast – so your site will get more orders – and enable you to deliver them! Buyers simply enter the postcode and the street address appears.

[www.afd.co.uk/internet.htm](http://www.afd.co.uk/internet.htm)

### **Find The Right Address Where A Postcode Isn't Known**

With Postcode Plus Internet, a small part of an address delivers a pick list of possible matches. Web forms are fully or partially completed automatically. Ideal for sites taking orders for delivery to third party addresses – like gifts of flowers etc. Postcode Plus Internet includes a host of extra data free – grid references, TV Region, Parliamentary Constituency, NHS Region and Local Authority...

[www.afd.co.uk/plusnet.htm](http://www.afd.co.uk/plusnet.htm)

### **Implement A UK Web “Nearest” Locator – Fast**

Net Nearest comes as part of Postcode Plus Internet. Use it to quickly retrieve and display location of nearest stores, offices, public buildings etc. to the postcode or town entered. Multiple databases and user-defined formats are supported and a field can be labelled and filtered. This means relevant information, based on user choices can be quickly displayed.

[www.afd.co.uk/nearnet.htm](http://www.afd.co.uk/nearnet.htm)

### **Capture Accurate United States Postal Addressees**

ZipAddress Internet will lookup a Zip+4 code or search for an address – instantly. Refers to complete 110 million United States Postal Service addresses database. Reverse search by partial address to get full Zip+4 address. Helps you build quality USA postal addressing into web forms – fast.

[www.afd.co.uk/zipnet.htm](http://www.afd.co.uk/zipnet.htm)

### **ActiveX Beyond the Web**

It's recognised that building desktop applications using software components saves developer time and means projects are completed faster. In this way our range of ActiveX Postcode 2000 products go beyond the web... to the desktop.

*Connect to  
Clean...  
Connect to  
Sort...*

**D**atabases with an ODBC driver can now be connected to AFD Provider and AFD MailSaver. This additional feature means that, where you have an ODBC driver in place, address data from mainframes and minis can now, in most cases, be connected directly to Provider or MailSaver.

In addition to allowing ODBC connectivity, both programs continue to support a wide range of common formats such as Microsoft Access, FoxPro and ASCII text.





# Address 2000 – the last piece in the jigsaw?

**F**or many involved in overseas trade and communications International Postal Addressing is a nightmare. With over 200 nations using wildly different business and residential formats, it's hardly surprising that confusion reigns.



International address databases are valuable assets. Yet many owners of

international databases find it difficult to produce a correct address label. What's worse is that sensible analysis or querying of the data is almost impossible.

For example, how would you analyse by postcode? – a UK address has the postcode on the last address line, a Japanese address on the first line and in Greece, the postcode is in the middle. Multiply this across 200 countries and the scale of the problem soon becomes apparent.

Address 2000 is AFD's new unique, new solution that lets database owners input, use and print international addresses.

*'Working with Dr Tim Drye, an acknowledged expert in international addressing, AFD has been looking at the possibility of a truly global address formatting component for some time. By combining his years of academic research and practical experience with our proven address management skills, AFD have created Address 2000. Put briefly, you no longer need to understand international address formats to*



*input and print correctly formatted addresses. Nor do you need to be a database guru to store and query such addresses, Address 2000 does the work for you', explained Neville Hilton.*

Address 2000 is an ActiveX component. This means it can be quickly put to work on PC, Network, Internet and Intranet applications with minimum fuss. It could be the end to your international address data nightmare at just £475 + VAT for a single web site or desktop license.

[www.afd.co.uk/address2000.htm](http://www.afd.co.uk/address2000.htm)

# The Big Give Away

**A**FD reiterated its commitment to the community, both locally, nationally and internationally, by making a major donation to charity. £50,000 was shared between charities chosen by the staff and directors. In December, the AFD Team

**gathered to meet representatives from the charities nominated and to hand over the cheques.**

Kate Davies – Administration Director.

*"Nominations are often personal. For example if you've a relative who has benefited from a Macmillan nurse then you are more aware of the vital nature of the job they do. Perhaps it's the impact of knowing a deaf person or a blind person – or seeing first hand the lasting impact of the Chernobyl disaster on a child's life. Each charity*



*present at this event is taking initiatives and making a positive difference. We all have the opportunity to play a small part and hopefully make a big difference."*





*Big Number...  
Big Easy*



***“The number called has been changed to...”***

That annoying message from BT needn't be heard by AFD customers when the telephone number changes come into effect in April 2000. Many numbers including Cardiff, Coventry, London, Portsmouth, Southampton and Northern Ireland are changing. That means major updates to databases. But a bit of forward thinking by the tech team at AFD means that ALL Postcode 2000 products that use telephone numbers or STD codes are able to detect and automatically update changed codes. These products come complete with a documented API which means that the telephone changes routine can be run against your own databases.

## *Professor Postcode AFD's own problem solver*

**T**he Prof. answers your questions on address management. Here, he solves that perennial problem of finding just where is the nearest outlet for a retailer – quickly.

As a manufacturer, selling our goods through retailers, we operate a central customer care line. Working out which retailer to recommend can be fraught as there are always two questions “Which one is the nearest?” and “Do they actually stock the item I need?”. Our Sales Manager has seen a system on the Internet where, by using the postcode, the nearest retailer can be automatically generated. Does anything like this exist for non-web use?

Yes, it does exist for non-web use and it's called Nearest. Delivered as part of Postcode Plus and Names & Numbers, Nearest allows you to create and maintain lists of shops, branch offices, regional centres or contacts, then quickly determine which contact point is nearest to the postcode you enter. So you can tell callers where their nearest outlet is at the touch of a button.

One great advantage of Nearest is that you can connect the locator function to other information from your own databases – for

example, the name of the local store manager or the telephone number.



Postcode Plus and Names & Numbers have a filter field so that you can display only the records which match that filter. For example, 'drive through' and 'sit in' may be appropriate filters for a fast food chain: '4 star', '3 star' and '2 star' may be appropriate for a hotel chain. You simply create a filter field which meets your needs.

These Nearest features can also be used to enhance web sites to give a completely integrated sales support system.

Because you are operating a central customer care line – Nearest allows your operators to sound knowledgeable and to give relevant, useful information to callers. Nearest records can be easily maintained as outlets are added or removed or information changes.

The good news is, once you've set up “Nearest” for use on your desktop or network, it is ready to go live on your web site using AFD's Net Nearest program. Trying it for yourself will show you just how it works.

[www.afd.co.uk/nearest.htm](http://www.afd.co.uk/nearest.htm)





# PRIMUS

## Pro-Customer – Anti-Fraud

**F**raud affects everyone. It puts prices up for end users and causes problems for companies who invariably bear the cost. Being pro-customer often means putting in place anti-fraud measures. Fast, accurate and easy to use, Postcode plays no small part in helping Primus Telecommunications be pro-customer, anti-fraud. Read on . . . .

Primus Telecommunications route long distance telephone calls across the world and offer substantial cost savings when compared with other mainstream operators. Primus subscribers simply dial a 4 figure PIN code in front of the number being called. This routes calls through Primus's own cabling and satellites. It's free to subscribe to Primus's

services, but users have to register first through the firm's large in-house call centre.

Like all utilities, Primus suffers from fraudsters and so runs a series of anti-fraud measures in its call centre – part of those measures include Postcode. Running these measures help to ensure that honest customers are protected and fraudsters are exposed.

In the call centre, Postcode is in action on most terminals and is used by the sales, data entry and fraud prevention teams.

Diana Yeboah manages the section of the call centre which deals with fraud. "If an address and the STD code\* don't fit together, we reject the applicant, whether they have applied by phone or by post. Postcode helps us in this process by providing an accurate address," said Diana.

She continued, "With Postcode, the information you need is there when you want

## Telecommunications

it. It's fast – the sales team use it whilst they are taking calls from potential customers. If they find that the address details being given by the caller don't match up with Postcode, then the sales team know to suspect fraud."

"We also like the fact that Postcode data transfers easily from screen to screen and that the front end screen is neat and compact when in use."

"Over time we've found that our monthly exposure to fraud has been almost halved because of the tools we use to reduce and prevent fraud. Postcode forms part of that toolbox."

(\*Ed's Note: Postcode includes an STD codes changes file that exchanges old codes with new ones. It should be noted that there is not a precise link between STD codes and Postcodes.)

**Primus Telecommunications: 020 7669 6000**



## Diary Dates

**C**ome along and see just how AFD products could improve your organisation's address handling operations at the International Direct Marketing Fair, Wembley Conference Centre, London. 14-16 March 2000.

The  
**international**  
**DIRECT MARKETING FAIR**

14 15 16 March 2000 • Wembley London

With the explosive growth in e-marketing, businesses need to deliver, nationally and internationally. AFD will be showing national and international solutions to delivering – from simple postcode look-up to sophisticated international addressing solutions.

Tickets for this exhibition can be requested from its website which can be reached from

[www.afd.co.uk/diary.htm](http://www.afd.co.uk/diary.htm)

*"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 DORRICO, MANAGING DIRECTOR.





# Clean- Up with Provider



**Postcode Provider is a batch and interactive address list cleaner. Its main purpose is to help you clean and maintain address data.**

Now there are significant changes to Postcode Provider which make it even easier to use.

The screen (interface) has been re-designed and now presents four clearly marked tabs enabling the user to **Open** the database, **Attach** the database to Provider then **Set** conditioning options and finally, **Process** the file.

Conditioning is a NEW feature. Users

have options to condition address fields before seeking to match them to Royal Mail address data.

New conditioning options include the ability to expand abbreviations like "rd" and "ave", remove directives such as "c/o" and "via" or repeated address lines. Incorrect field placement where say, a street line appears in the town field, can also be corrected. Using conditioning means that even if an address cannot be matched successfully to a Royal Mail address, it can often be significantly improved from both a database and presentation perspective.

When trying to correct an address by matching it to Royal Mail data, it is easier to achieve a Thoroughfare (street level) Postcode Match than a Delivery Point Suffix (letter box) match. Street level postcode cleaning increases the possibility of achieving a match – but will leave property-related data unchanged. Letterbox level cleaning will decrease the possibility of achieving a match but increase the quality of the cleaning operation.

UK addresses are complicated – there are over 26 million of them and organisations store those addresses in a myriad of formats and database types. We continue to strongly advise extreme caution in any data cleaning exercise with careful quality checks made at every stage.

[www.afd.co.uk/provider.htm](http://www.afd.co.uk/provider.htm)

## Data News Q.4/99

**To keep your address data in tip-top condition we recommend you take regular data updates to your Postcode 2000 program. This quarter (Q.4/99) there have been many changes to postcodes from Scotland down to the West Country... and many areas in between. By taking the updates for Postcode, Postcode Plus or Provider, you benefit from the very latest available address data.**

Order now from our web site at [www.afd.co.uk/order.htm](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 and newly announced changes to postcodes can be found at [www.afd.co.uk/datanews.htm](http://www.afd.co.uk/datanews.htm)

Contact AFD

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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 .....[www.afd.co.uk](http://www.afd.co.uk)

Support Site ..[www.afd.co.uk/support](http://www.afd.co.uk/support)

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