



postcodenews

THE JOURNAL OF AFD POSTCODE SOFTWARE AUTUMN '95 ISSUE 2

Postcode Plus is here!

It's here! The greatest thing to happen to addressing since the typewriter was invented. It's **POSTCODE PLUS**.

All the features of Postcode... Plus... Plus... Plus.

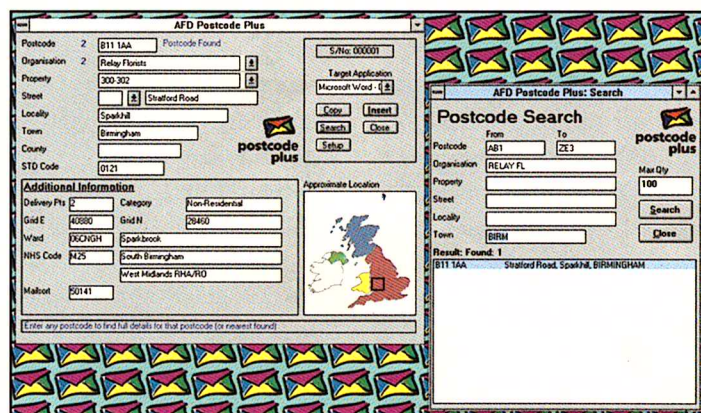
POSTCODE PLUS, the new tool for developers and users for helping clean up those grotty databases and grubby mailing lists by giving you the facility to match postcodes across a much wider range of fields.

What makes POSTCODE PLUS so different?

Postcode Plus has so much more than Postcode. Here we give only give a brief overview of the new features incorporated into Postcode Plus. A demonstration copy can be obtained from our BBS or by calling Margaret on 01294 823221.

Our first issue of Postcode News back in June 95 was so well recieved by our users and developers that we decided to make this a regular feature. Each expanded edition will feature news of developments within our software, new applications for AFD Postcode and user stories. In this issue we go up, up and away with the Red Arrows and down to earth with Exces Baggage.

Page two sees the launch of Postcode Plus – the enhanced version of Postcode, with all the features of software costing much, much more.



Postcode plus screen shot

The demo lets you see exactly what Postcode Plus could do to help you in your daily work.

Postcode Plus features

Property Data – for both residential and industrial buildings so you can obtain the exact postal address when inputting a Postcode. You get the residential building name when it is part of the postal address eg White House Farm. If you're look-

ing for an industrial building which might be a single large site or split into many smaller units, then this feature will help you.

Street Range Data – Essential for getting an exact match to postcodes. Vital if you are trying to clean up a 'grubby' mailing list. With up to 40 or more delivery points on the same postcode, how do you know which one is the delivery point you want? This feature of Postcode Plus helps you get the exact delivery point you need whether its Flat 2 or Number 67.

Organisation Information – There are approximately 200,000 organisations in Postcode Plus. Large companies, businesses within residential areas and businesses with their own unique postcodes are all included in this section. This allows you to indentify residential and non-residential areas within postcodes.

Delivery Points for Each Postcode – Simply the number of delivery points within each postcode area. Ideal if your company wants to set up a door drop marketing

Read on for full details. We'll also be profiling the staff who make AFD Software so successful, so you can put a face to the name you regularly speak to. Naturally, pour encourager les autres, the boss goes first. David Dorricott reveals all on page 4.

We hope you like Postcode News. So that we can make Postcode News meet your needs, we need your help. If you have any comments, stories, technical tips etc that you want to pass on, then let us know. We can be contacted by phone, fax, Royal Mail or e-mail (numbers etc on page 4). Send your news to Jo Lloyd, Editor, Postcode News.

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It's amazing where users of Postcode are. We are constantly being surprised by the people and organisations who are finding Postcode an invaluable asset to their businesses. In this issue we fly away with the Red Arrows and Excess Baggage.

Up, Up & Away!

The Red Arrows – 9 scarlet Hawk T 1A jets streaking through the summer skies, thrilling us all with the daring acrobatics and stunts which have made them the premier air force air display team in the world. Drawing crowds wherever they fly, the Red Arrows have an enormous following of dedicated fans and supporters in both the UK and overseas.

Here in the UK, they

have a superb public relations and marketing section based, for the moment, at RAF Scampton and led by Squadron Leader Tony Cunnane. Tony is a new and highly enthusiastic user of

Postcode, which he runs with an Alpha Five database program and WordPerfect for Windows.

Tony primarily uses Postcode to speed up enquiry handling. Every day, supporters of the Red Arrows call for information about the team, about future displays and about the Red Arrows Trust. In the summer, the prime display period for the team, calls for information can swamp the



© Red Arrows

office.

'When things get busy, we need all the help we can get. Some of us are not trained typists and addresses are not the easiest things to type accurately into a database. Postcode helps us get things right first go and with a minimum of effort. The program saves us a lot of time and we are finding it invaluable,' said Tony.

'With the station (RAF Scampton) due to close in

September, our volume of enquiries has risen considerably as supporters want more information on the relocation of the Red Arrows. So Postcode is being used more and more to speed up our information handling,' he added.

Tony went on to say, 'Personally, I find the program itself fascinating and can't resist playing with it on occasions, just to see what postcode is where.'

Meanwhile Back on the Ground...

... have you ever looked at something very large or bulky when you were abroad and thought 'I'd love to buy that, but how on earth am I going to get it home'.

That's where Heathrow based company Excess



Baggage steps in for people holidaying or living in the UK. They are the largest un-accompanied baggage shipper in the UK, sending all sorts of parcels and baggage all over the world. Tea chests to Australia, golf clubs to Portugal, wind-surfers to Lanzarote, school trunks to parents, the list is almost endless.

Joe Gill of Sytech (01737 211602) has developed a very sophisticated quota-



tion and tracking package for Excess Baggage, part of which allows them to send same-day quotes to enquirers. Written using a SQL with a Powerbuilder Front End, the system uses AFD Postcode to provide an easy to use quotation screen. Linkage to Word allows users to efficiently create quotation documents.

Callers to the company simply give their postcode and the screen interfaces allow quick and



easy administration of the quote system. Over 90% of quotes are now sent the same day and the diary linkages in the system allow customer service operators to send reminder letters after a week and again 2-3 weeks later to offer a discounted quote to secure the business.

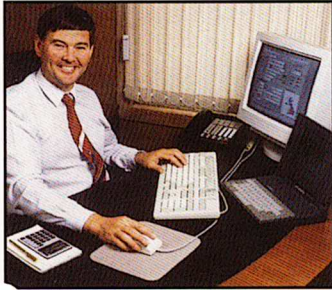
Excess Baggage are finding the system saves them time and money as well as allowing them to monitor their performance against rival shippers.





In the Hotseat

David Doricott, Senior Programmer.



Age – The best hidden secret in the Company. Despite watching all the spy films out and reading John le Carre and Ian Fleming to get technical hints, nobody has found out – yet!

Original career choice – Forestry. David left the forestry industry for computer programming when he realised that computers didn't drip rain down your neck, computers lived indoors in the warm and computers didn't involve lethal machinery that had a mind of its own, specifically chain saws and ancient Land Rovers.

Sport and Hobbies – sailing on the West Coast of Scotland. David now sits and admires other foresters work from the (relative) comfort of a yacht.

Joined AFD in – David and his wife Ann founded AFD in 1983.

Favourite food and drink – A good curry after a long, exhilarating and wet sail. The normal weather in this part of the world means that David eats a lot of curry.

Family – Stephen and Philip. Two of the nicest boys you could ever want to meet.

What the Press have said about Postcode.

Postcode has been featured in some of the industry's key magazines. Here we bring you extracts from some of the articles written about Postcode. The full articles are posted on our Bulletin Board and can be downloaded if you want to read them at your leisure (AFD BBS on 01294 829327 and Download SHOPPER.ZIP). Alternatively contact us and we'll send you a paper copy.

From 'Delphi' in April 1995 – *'a neat DLL-based package which all developers creating applications which capture addresses in the United Kingdom will find useful'.*

'what makes it unique is the sensible pricing'.

From Steve Baxter writing in 'Computer Shopper' in August 1995 – *'It gives me great pleasure (honest) to introduce a product and a company that deserve an extra helping of praise. The product is AFD Postcode. The idea is simple.'*

'That's why it's flexible attitude is so refreshing. If you use a system that it hasn't come across, AFD will write a new interface. Sure, it may cost but the rates are reasonable.'

'But the one piece of information I wasn't provided with was the price. "Aha!", I thought to myself, "here's the catch." . . . while it's true to say that AFD Postcode's price is heavy in comparison to a packet of Extra Strong Mints, £154 for this program is a bargain by anyone's standards. In fact, it's the bargain of the year.'

'What's the advantage to you? There are four: speed, accuracy, presentation and consistency.'

'I'm sure that this program will be shortlisted as one of the programs of the year.'

We think Steve was rather impressed by Postcode. We're looking forward to the review of Postcode Plus.

Contacting AFD

We can be contacted in many ways. Phone on 01294 82322 or fax on 01294 822905.

The AFD Bulletin Board is a two way service – it gives you all the applications that Postcode works with and is a forum for Postcode users to exchange views and information about the Postcode. The Bulletin Board can be accessed by dialling 01294 829327.

Our e.mail address is **(which staff member you wish to contact to)@afd.co.uk** If you want to reach David, then type **David@afd.co.uk**

And finally the Royal Mail approved postal address is – 51 Meadowfoot Road, West Kilbride, KA23 9BU.

Stop Press...

Super News – POST-CODE is now available for UNIX.

UNIX users can get all the details from Adrian Mardlin on 01442 891331

The new data set for (2/95) is available NOW from us. A vital data set for those in Wales. Cardiff postcodes have been amended in post-code areas CF7 and CF8. Moving to NW England, Widnes has had some changes especially in WA8. Other areas have had minor tidy up's to remove inconsistencies. The update also includes improved support for XBase in DOS.

Existing Postcode users can get their copy of this data update at the nominal cost of £30.00 + VAT (Total £35.25). To order your update, simply call Margaret on 01294 823221 or fax her on 01294 822905 with your Postcode serial number and your credit card details. Alternatively you can order by post/e.mail to the address on page 4.

Please note that the update pack runs from Windows and installs both DOS and Windows versions. It will only operate with a properly installed version of Postcode! If you cannot install an update from Windows, please order the DOS only update pack. This costs £50.00 + VAT (£58.75).



exercise and needs to know how many leaflets to print.

Grid Reference – Both Northings and Eastings are given in Postcode Plus so you can map your customers through their postcodes using a mapping program. Perfect for clustering exercises, socio-demographic overlays, deciding where to site a retail outlet; where to put a delivery depot; the list of uses you can make of this facility is

extensive. With the on-screen map you also get a visual indication of where your chosen location is within the UK.

Indicated by a location box on screen this facility is also quite exciting to experiment with.

National Health Service Area Code – You might wonder why this facility has been included? With the internal market in the NHS;

hospitals, GP's practices and other medical and care professionals now have to invoice each other for services provided. Postcode Plus can give the NHS area number for any UK address making it an easy, convenient reference tool for a huge number of users. Postcode Plus gives you the area code, area name and RHA name eg NHS code



M25 is South Birmingham, West Midlands RHA/RO

Electoral Ward Code – Shows the political division of the properties for a specific postcode. The 6 digit alpha/numeric gives the local council ward reference and name. eg 06CNGH is

Sparkbrook. From this all other local, national and international Government, including the Westminster and European parliamentary areas, can be deduced. With the General Election approaching in '97 now is the time to be preparing mailing lists to reach voters.

Mailsort Code – With Postcode Plus its possible to add the Mailsort code into an address. With the Royal Mail's discount postage scheme you could save the cost of Postcode Plus on your first mailing. A great benefit to those users who are working with large numbers of names and addresses.

If that's whetted your appetite for Postcode Plus, then call us now for full details. The price will be £475.00 + VAT. This price includes the first year's data licence and the annual renewal/update of the data licence will be £325 + VAT.

*Update
3...
2...
1...
Go!*

For a short period until **October 31st 1995**, existing users of Postcode Plus can upgrade to Postcode Plus for the difference in cost between Postcode and Postcode Plus. That's just **£321 +VAT**. Hurry to order now and don't forget to quote your Postcode serial number when you order.

Obtain your own personal demo copy via our BBS. Containing sample data for the Birmingham area, file PCPE-VAL.EXE can be downloaded now from the AFD BBS 01294 829327 (300-19200baud). Non-modem users should call or fax Margaret and she'll snail mail you a copy.

Postcode Plus is officially

launched on September 29th 1995. but we're already taking a large number of forward credit card/cheque orders for the program. So to ensure that you're one of the first to have Postcode Plus, place your order now. In line with our Customer First policy, credit cards will not be debited until the product is dispatched, neither will cheques be banked.

Using Postcode Plus requires a total of 125Mb, but it's so fast that running from the CD needs less than 10Mb of hard disk space Postcode Plus is available on CD, or by request, on QIC80 or DAT tape.

Postcode Plus – another innovative, reliable, competitively priced, user friendly business tool from AFD Software Ltd.



Royal Mail

AFD & The Royal Mail

AFD is a member of the Royal Mail's Value Added Reseller (VAR) scheme. The scheme is designed to recognise the close relationship between the Royal Mail's Address Management Centre and innovative software houses like AFD, who provide access to the data in the PAF.

This means that you can buy software from AFD knowing it is as current as possible.

AFD's Diary

Make a date to see the AFD Team at 'Address 95' at the National Exhibition Centre in Birmingham on 31 October – 2 November 1995. We'll be there with all the latest news about Postcode and Postcode Plus. You'll have no trouble finding us. We're located on stand H2, just inside the entrance. Calling Margaret on 01294 823221 will get you your tickets for the show.