



Postcode NEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE AUTUMN Q.4/00 ISSUE 22

High Quality Maps for Business Geography

Welcome to Postcode News

A significant upgrade of the entire AFD Postcode Range is now complete. The 4,500 UK organisations using AFD Software and all new customers will benefit. This edition of Postcode News explains how, and rounds up the latest news in Address Management.

Where is this Postcode?

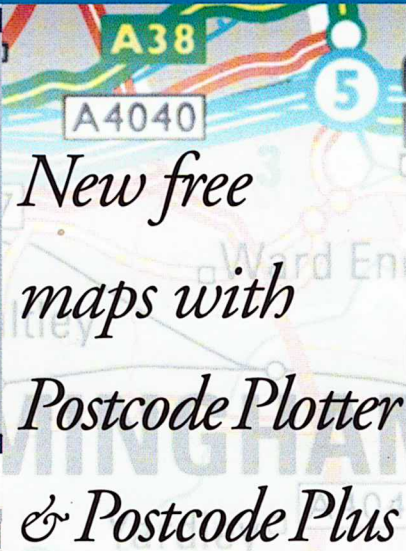
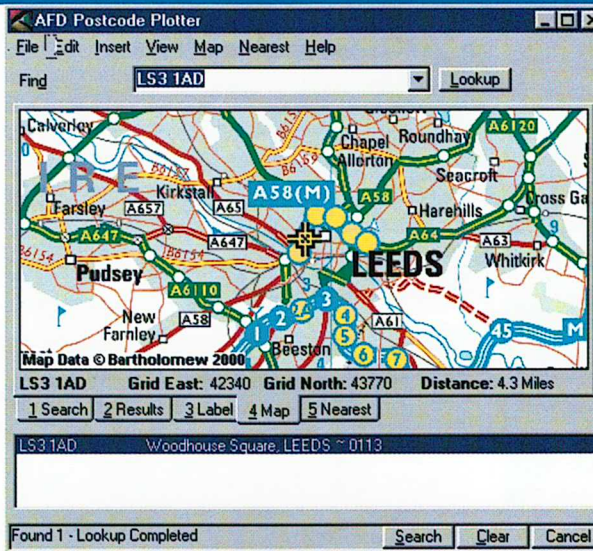
Bartholomew maps are now a standard feature of AFD Plotter and Postcode Plus – and will be part of Names & Numbers from February 2001. What could they do for your business?

Robot™ technology

Address Management with AFD Robot technology is a must for any business serious about accuracy and productivity. After successful inclusion of the revolutionary Robot with AFD Postcode and Names & Numbers AFD have now extended its use to the entire Postcode range.

At a glance.

Key features and data of AFD software in a simple table for easy selection.



New free
maps with
Postcode Plotter
& Postcode Plus

The inclusion of AFD's Robot™ technology and Bartholomew® Maps ensure that already advanced and data rich address management solutions remain at the leading edge.

"As a business we continue to be driven by our commitment to provide excellent, affordable software to small and large users alike. We continue to prove that AFD Postcode 2000 products offer a unique combination of more data, faster searching, greater functionality and lower cost."

David Dorricott, Managing Director.

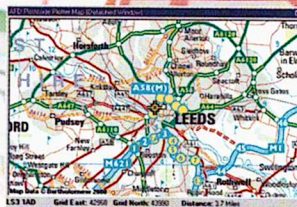


Maps bring visual context and clarity to postal addresses. A clearer picture is always better for business.

WEST BROMWICH

ZOOM IN

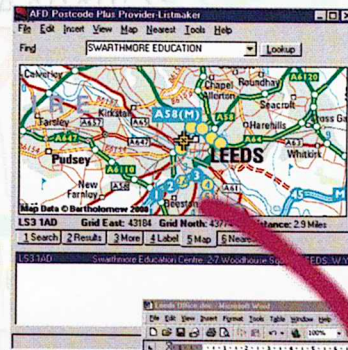
ZOOM OUT



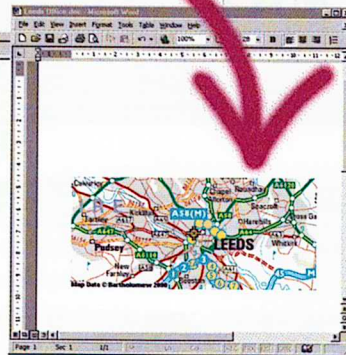
What can you do with our Maps?

- Display the approximate location of an address record.
- Detach the map in a separate resizable window.
- Move around a full size map of the UK using a mouse.
- Find distances between a selected address and any points visible on the map.
- Zoom in and out through 5 different view levels.
- Transfer maps to other programs using drag and drop or clipboard.
- Access map data for a specified grid reference using the AFD Utility DLL.
- Print a local map, area map and postal address onto a single A4 sheet.

For full details visit
www.afd.co.uk/mapdata.htm



DRAG AND DROP



Upgrading to Maps.

Free now with any update of Plotter, Postcode Plus and (from Feb 2001) with Names & Numbers. Postcode users who wish to upgrade receive a generous upgrade allowance against the original purchase price. Call 01624 811711 or visit www.afd.co.uk/mapupgrade.htm for details.

Choosing the Best Maps

"To meet our stringent requirements, Great Britain Map data must be compatible with Postcode Geography; positionally accurate and constantly maintained. The Bartholomew data met these requirements."

John Dolman AFD Technical Director

"The 1:200,000 scale is an ideal business geographic data set. It is comprehensive with a clear, clutter free presentation. More than just a road network the maps make users aware of the environment by identifying urban areas, woodland, water and land use. Millions of road users will be familiar with Collins Road Maps of Great Britain – we use the same data – and it's free to AFD customers."

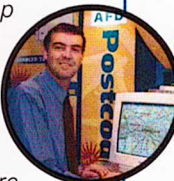


About The Source

"Bartholomew's have been map makers since 1826. All map data is compiled, owned and constantly maintained by Bartholomew's using the latest GIS digital technology – We are not reliant on external sources of map data, so AFD are using maps straight from the source."

Duncan Pickering Data Sales Manager – Bartholomew Maps.

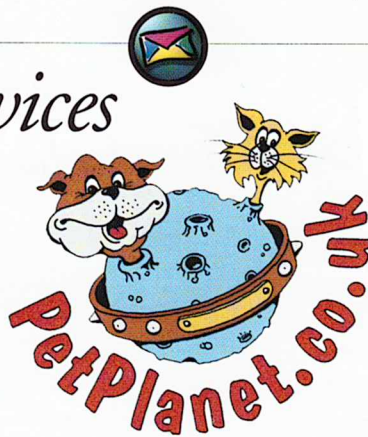
www.bartholomewmaps.com



Friendly to net novices

Research by PetPlanet.co.uk, a leading site for animal lovers showed that most visitors were net novices who felt intimidated by sites that look "difficult" to use. Because the Brits are known as a nation of animal lovers the research is particularly representative of Joe Public. The clear message is – make your site friendly, non-intimidating and easy to use.

"We get a huge number of hits to PetPlanet.co.uk and in making the site more friendly to the novice we looked at a number of companies offering Nearest Locators and Postcode Lookup services. The objective was to accelerate data capture, build in accuracy and verification and make life easy for the visitor. We chose Postcode Internet on the basis that it enables us to do this at a sensible price, we found it straightforward to install and it delivers good functionality." Jim McFarlane – PetPlanet.co.uk.



Once entered, a user's postcode follows them round the site so address data doesn't have to be re-keyed for forms. The Postcode also enables users to select to see relevant information. For example, the user can decide how far they are prepared to travel for vets, kennels, catteries, breeders etc and the Postcode enables service providers within that distance to be identified and listed.

www.PetPlanet.co.uk is a leading, rapidly growing web site for pet owners. It provides a host of sound expert advice about pet ownership, helps in the re-homing of rescued animals and sells pet supplies and equipment online.

Where on earth?

AFD still support more international address formats than any other firm.

Address 2000 encapsulates thousands of pages of address formatting rules and includes unique

postal system research from all over the world. It incorporates direct customer feedback from over 150 countries and applies years of practical experience in handling global addresses.

Address 2000 increases the quality of international mailings. Address fields are presented in the correct sequence for each of 238 countries and structured address data can be displayed in the correct format on envelopes and correspondence.

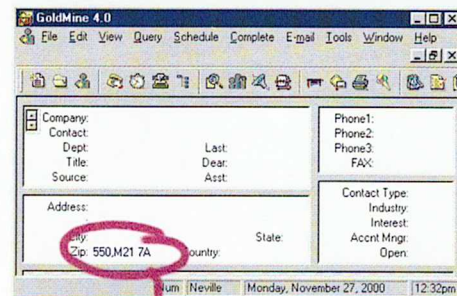
www.afd.co.uk/a2000.htm



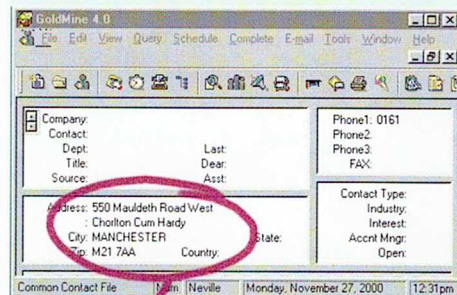
The Robot is passionate about Postcodes

Type a postcode into almost any program... and the address appears

It works like this:



Type This



See This

All AFD programs with Robot technology work straight from the box with over 20 popular programs including Microsoft Word, Outlook, Exel, Access, Goldmine, Maximiser, Act, Sage... for full details: www.afd.co.uk/robot.htm



Goodbye to Postal Counties

After a consultation process, Royal Mail have removed postal counties from the PAF® file. Postal County names had remained static on the PAF file whereas County names & boundaries used in government administration are often changing. This had led to some complaints from the public who in general were not aware that Postal County information was included in PAF to facilitate mail delivery, not to reflect current administrative county names and boundaries.

AFD Say “Hello” to County Choices

Although not postally required, county information continues to have important uses for example in address cleansing or allocating sales areas or in government administration. For this reason Postal Counties are retained in AFD products and a wide range of county options are also included. For example:

Royal Mail
Wrexham Delivery Office
94 Regent Street
WREXHAM
LL11 1AA

Traditional County	Denbighshire
Administrative County	Wrexham
Postal County	Clwyd

In addition to the 3 main options Postcode also offers Abbreviated Postal Counties with and without optional counties – and perhaps easiest of all – the Omit County option.

Data and Functions At a Glance

	Postcode	Plotter	Postcode Plus	Names & Numbers		Postcode	Plotter	Postcode Plus	Names & Numbers
Functions at a glance					Functions at a glance				
Easy Postcode Lookup	✓	✓	✓	✓	Tidy Menu Driven Screens	✓	✓	✓	✓
Robot Technology	✓	✓	✓	✓	Nearest Locator		✓	✓	✓
Online Help	✓	✓	✓	✓	Identifies Changed Postcodes	✓	✓	✓	✓
Automatic Registration	✓	✓	✓	✓	Reverse Searching	✓	✓	✓	✓
Developer Toolkit	✓	✓	✓	✓	Power Searching			✓	✓
Easy Label Printing	✓	✓	✓	✓	Easy Export				✓
UK Maps		✓	✓	✓	Web Equivalent	✓	✓	✓	✓
Data at a glance					Data at a glance				
Organisation Name			✓	✓	STD Code	✓	✓	✓	✓
PO Boxes	✓	✓	✓	✓	Grid references		✓	✓	✓
Building Numbers			✓	✓	UK Maps		✓	✓	✓*
Property			✓	✓	Parliamentary Constituency			✓	✓
Street	✓	✓	✓	✓	Political Ward			✓	✓
Locality	✓	✓	✓	✓	NHS Codes & Region			✓	✓
Town	✓	✓	✓	✓	Telephone Numbers				✓
Postal County	✓	✓	✓	✓	Electoral Roll				✓
Traditional County	✓	✓	✓*	✓	Organisation Telephone			✓	✓
Administrative County	✓	✓	✓*	✓	Organisation Description			✓	✓
Abbreviated County	✓	✓	✓	✓	Organisation SIC code				✓
Delivery Point Suffix			✓	✓	TV Region			✓	✓
Mailsort Codes	✓	✓	✓	✓					

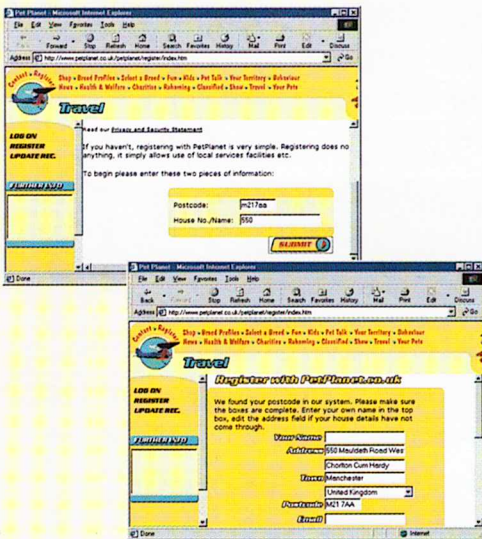
*From Q.1/01



Sticky Web Forms

The AFD Postcode Internet range is now complemented by the first in a range of Online hosted services. Hundreds of web sites now use AFD for rapid, accurate address capture, "nearest" outlet locators and backend residency checks. Ask for details about how to use AFD to make your site "stickier".

www.afd.co.uk/netproducts.htm



Diary Dates

International Direct Marketing Fair.

13 – 15 March 2001 at the brand new ExCel Centre Royal Victoria Docks, London E16 1XL. Stand No. 3500

Travel info from www.excel-london.co.uk other AFD events from www.afd.co.uk/newsDiary.htm

AFD Donation Kick Starts work on Community Project



David Dorricott, AFD Managing Director and Nigel Chaplin, Open Gate Trust

A £25,000 donation from AFD has renewed progress on an innovative community project near the Ramsey Head Office of AFD Software.

A new events hall built on a 6.5 acre site using an environmentally friendly Ancient Egyptian building system will create a venue for youth and church events on the Isle of Man.

The Open Gate Trust administers the site. "The hall will be big enough to stage concerts, community events and sports. It will also provide a venue for developing work amongst older people who are housebound. We are literally bowled over by the generous donation from AFD Software, which has made all this possible" Nigel Chaplin, Trustee and Administrator.

The donation follows on the heels of a £25,000 gift used by charity Sailing for the Disabled to purchase a new Yacht due to be officially launched in Spring 2001.

At a company charity event on 11th December 2000 AFD staff distributed a total of £50,000 to charities nominated by them.

Postcode Plus – free with PCPlus magazine

The cover CD of the February 2001 edition of PCPlus Magazine (available from December 29th) contains the latest release of Postcode Plus. You can try it free for 30 days. It ships with full GB Maps, full UK address data (26.5 million addresses), full power searching... and with Robot™ technology – ready to work. www.afd.co.uk/pcplus.htm

Growth at AFD

In the last financial year AFD turnover more than doubled and its user database grew to over 4,500 organisations. Over 300 dealers now add value to their services by providing AFD Postcode 2000 products.

Quality Data Sources

Did you know that the data in all AFD Software comes from renowned quality data sources? Postcode and Postcode Internet products are built using Royal Mail PAF® data, Electoral Roll, Bartholomew® Maps and other specialist business data sets. All product prices published on the AFD web site include the appropriate data license/s. AFD Software is a leading Royal Mail Value Added Reseller with over 4,500 organisations using its products in the UK alone.



HOT SPOT

Helen Wells

Credit Controller

After 10 years on the Isle of Man Helen likes the laid back lifestyle and hassle free environment. Helen's Media diet includes historical romance, the Daily Express and the BBC Good Food Magazine. A real food favourite is Smoked Salmon.



Age: Old enough to have hand served customers in a Grocery store (quaint).

Career: Having been Co Secretary and Director of a Batley textile firm Helen collects money with ease.

Apart from credit, what do you like to control? "I'm not a controlling type. For example, the decision on where we eat is a joint one with my husband... but I do decide what I eat! "

Staff Changes

Kate Davies, our Administration Director has left AFD for new waters – literally. Kate and Howard have always loved Britain's canal system, so they have decided to build their own boat – and return to the UK to enjoy it. Sadly there are no canals on the Isle of Man!

Kate has made a major contribution to AFD during the last three years, and we are all sad to lose her – whilst envying her new lifestyle!

Judy Mills, until recently AFD's Finance Manager, has been promoted to General Manager – Congratulations Judy!



Contact AFD

By Phone.....01624 811711 (Sales)
01624 811712 (HelpDesk)
0800 083 8424 (Automatic FREEPHONE Registration)

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 Sitewww.afd.co.uk

By Post.....**afd software ltd**,
Old Post Office Lane,
West Quay,
RAMSEY,
IM8 1RF.

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

Data News Q.4/00

We recommend regular updating of your Postcode 2000 program and by ordering the Q.4/00 update you receive substantial program upgrades and data enhancements.

Fresh Data for AFD Postcode, Plotter, Plus, Provider and Listmaker for Q.4/00 is available now. Significant postcode changes include:

BA (Warminster)

affecting BA12

BS (Bristol)

new sector BS77 1

PL (Plymouth)

new localities

S (Sheffield)

affecting S26 5

SO (Southampton)

affecting SO20

TR (Isles of Scilly)

affecting TR21 & TR25

WR (Malvern)

affecting WR14

Order now from our web site at 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 monthly budget payment. Alternatively order and pay for your next two updates, and receive the third one free.

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

Names & Numbers Q.1/01 will be released in February 2001. Updates cost £75 + VAT – or £150 + VAT for three.

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