



# PostcodeNEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE SUMMER Q.2/01 ISSUE 24

## Independent Acclaim for AFD... x 3

**In three separate announcements Postcode and ZipAddress Internet, Names & Numbers and the newly released BankFinder have been independently acclaimed.**

### Welcome

**Considering postcode technology for your organisation?** Read three independent announcements which demonstrate the lead held by AFD in providing the most productive, accurate, technically advanced data entry and management tools. You'll read how they have impacted the City, the Internet... and the world of Investigation.

**Are you an existing AFD user?** Look out for important data announcements, see how other products in the AFD range could transform your business processes – and celebrate with us the fact that over 5,000 UK organisations have chosen AFD Postcode products!

**ONE** Royal Mail Media Centre Director Tim Rivett presented the coveted Technology Smart Award to AFD in a public acknowledgement of the impact of its address management software in an intensive Internet promotion for the UK and USA which generated 120,000 postal addresses.

The award, organised by the marketing industry journal, Direct Response, was presented at the Grosvenor House Hotel, Park Lane, London on Friday 6th April 2001 and meant a double celebration for John Dolman who stepped up to receive the glass trophy within days of collecting an award for 10 years service with AFD.

The award judges looked specifically for innovation, groundbreaking methods,

excellence, technical know-how and creative expertise which have made a difference to the outcome of a campaign.

Postcode Internet and ZipAddress Internet enabled consumers to input their addresses on to web forms by simple insertion of the UK Postcode or a partial USA address. The software then validated the address against the latest UK and USA postal data – ensuring swift fulfilment of a sample pack and the creation of a reliable marketing database.

*AFD Marketing Director Neville Hilton:*

*"AFD has pioneered postal address management for the Internet. We are delighted to be recognised as leaders on this new frontier. AFD proved during an extensive campaign that not only is our software easy to use and robust, but that our prices fall far below those of equivalent products available elsewhere".*

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

*continues...*



*Left to Right Natasha Kaplinski (Sky News) Tim Rivett (Royal Mail) John Dolman (AFD Software)*







## TWO Names & Numbers Endorsed for Tracing

For the first time ever – The Association of British Investigators has endorsed a product which they believe has enabled members to track down debtors more efficiently. Tony Imossi, President of the ABI made the surprise announcement at the ABI AGM on April 21st 2001. *“Our members need reliable tools for tracing – right now Names & Numbers is the best there is – and we felt it right to acknowledge the technical excellence which AFD have achieved.”* In addition to rapid and powerful searching, users value the easy interface, clear help menu, the wealth of data and the seamless transfer of information to documents and databases. [www.afd.co.uk/pcnn.htm](http://www.afd.co.uk/pcnn.htm)

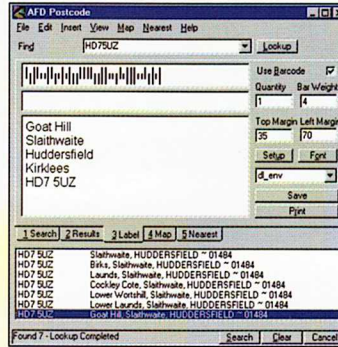
## THREE BankFinder Highly Commended

“No product in the whole list was scored higher by an individual judge than AFD’s BankFinder” reported dmBusiness magazine April 2001. Printronics Managing Director – Peter Kempsey who sat on the judges panel of the International Direct Marketing Fair / dmBusiness awards said, “Anything which helps accurate transmission of money has to be good.” With automated banking rapidly increasing BankFinder prevents errors, highlights fraud and speeds up entry of the data required for all types of automated transactions. BankFinder is easily implemented on web sites, in retail stores and call centres, for utilities, local government and charities. Any organisation processing credit cards, Standing Orders, Direct Debits or other automated payments will benefit. With an entry point of £154 – it’s affordable to all.

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

# Postcode

the Pure & Simple “Must Have”



**AFD Postcode maintains its clout in the productivity and accuracy stakes. It is still the only low cost rapid addressing software to provide the ultimate productivity of Robot® technology and the accuracy of Royal Mail PAF® data.**

From just £15 per month including VAT it is the fastest way to put accurate data into databases, documents, contact managers and applications – right across an organisation.

## What's Robot?

Unique to AFD address management solutions, Robot technology means you can type a postcode into virtually any windows application – and the full, accurate street address appears. No annoying pop-up windows. No flicking between programs. Robot is included with Postcode, Plotter, Postcode Plus, Names & Numbers and BankFinder – improving accuracy and productivity for thousands of organisations.

# Neighbours from Heaven

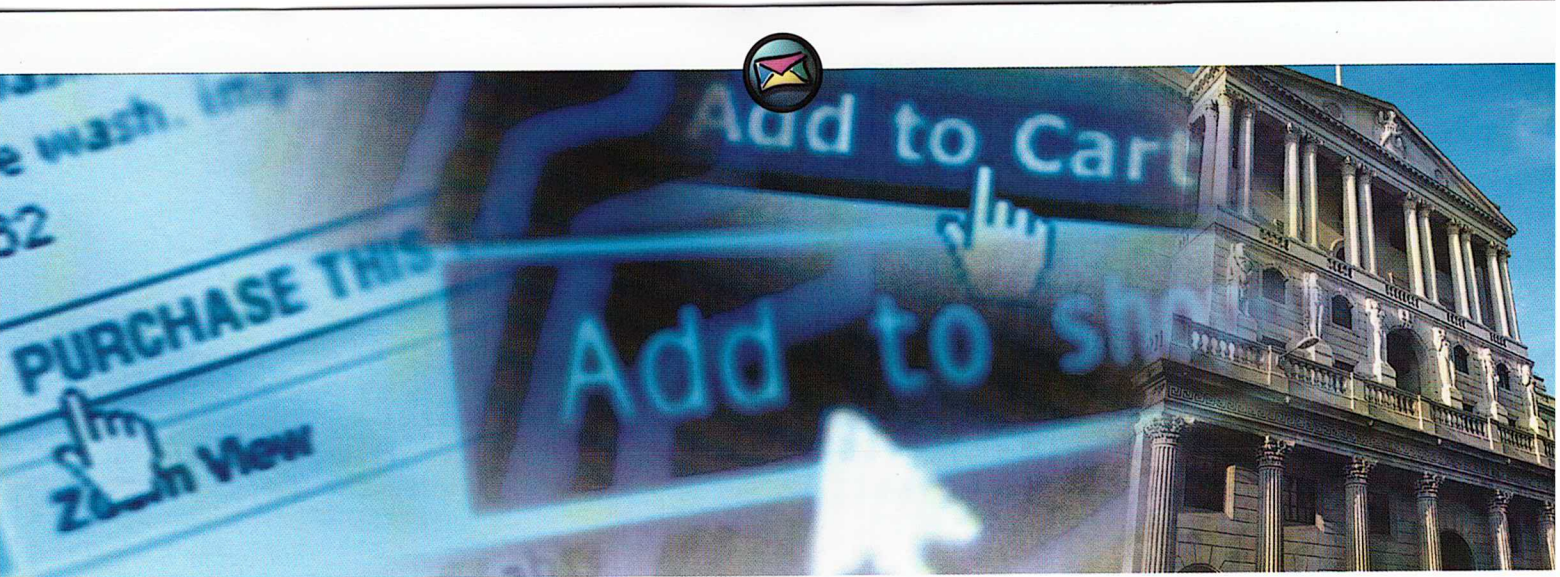
**As authors of Britain's best Reference software – covering over 46 million residents in every neighbourhood in the country – AFD Software are delighted to sponsor Care for the Family's major national campaign to recognise “good neighbours”.**

Nominations are being invited for ten national ‘Neighbour from Heaven’ Awards to recognise the largely un-noticed practical support of good neighbours in times of crisis... and the befriending of otherwise isolated or lonely people. To nominate a person visit [www.neighbour.org.uk](http://www.neighbour.org.uk) or call 029 2081 0800



in association with Rebuild





## BankFinder Internet set to Reduce Net Fraud

Official  
Launch at  
Internet World  
7 June,  
Parliament  
Palace Court

**T**alk about Internet Commerce is often mixed with concerns about fraud... well, AFD are continuing to back efforts to reduce fraud and the common errors which cause rejected online transactions.

The latest component checks bank, account and card details entered to online forms. By carrying out "live" checks, an error message can be generated enabling online customers to make immediate changes and

detering those seeking to defraud. The details collected for "Paperless" Direct Debit forms, Standing Orders and credit card payments are validated prior to submission to automated banking systems like BACS.

BankFinder Internet can be used in conjunction with other AFD solutions designed for web use such as Names & Numbers Internet, which carries out background residency status checks for 46 million UK adults. Try it live at:

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

## First for Data Compression

A pocket version of AFD Names & Numbers is now available on the Compaq iPAQ making AFD Software the first to make rapid searching of a database containing the entire UK electoral roll, phone numbers, businesses and Royal Mail PAF® available on a palm PC. "Putting the contact details of 46 million individuals and 1.8

million organisations on such a small device is proof of the lead held by AFD in data compression. This advance has enormous potential for anyone who needs to validate residency details on the move." Neville Hilton AFD Marketing Director.







# Vital news for Mailsort users

**Royal Mail replaces the Mailsort database approximately every 18 months and this years Database 2001 will come into effect on 25th June 2001.**

All users of Mailsort services must upgrade to the new database to continue access to Mailsort discounts. This is an ideal time to change to, or purchase AFD MailSaver. This easy windows system applies Mailsort rules – so you don't have to. A clear results screen shows how much you've spent and how much you save. Straightforward label printing and the ability to link with virtually any database have made this program popular. Price £35 inc VAT per month or £475 exc.VAT.

For full details of MailSaver and the Mailsort database upgrade visit [www.afd.co.uk/maillsaver.htm](http://www.afd.co.uk/maillsaver.htm) and [www.afd.co.uk/prodnewsmailsaver.htm](http://www.afd.co.uk/prodnewsmailsaver.htm)

Mailsort Statistics		Costing Summary	
Mailsort	3	Non-Mailsort Cost per Item	31.0 P
Minimum Selection Size	25	Non-Mailsort Cost of Mailing	£ 6696.00
Item Wt	65 Bag Qty	Alter Mailsort/Presort	
Records Processed	21600	Straight-Line Price	20.9 p £ 4493.71
Changed Postcodes	800	Non-Mailsortable	99 £ 30.69
Postcodes Matched	21009	Discounts	
Percentage Full Postcodes	94.1	Direct 25%	9051 £ -472.91
Outward Postcode Only	775	Residue 15%	12450 £ -390.31
Post Towns Matched	492	Early Posting 2%	£ -52.04
Amount suitable for Mailsort	21501	OCR 2%	£ -52.04
No Postcode	237	Mailsort Cost of Post	£ 3609.14
Addresses not Matched	98	Your Saving...	46.1% £ 3086.86

1-Open 2-Attach 3-Settings 4-Results

Percentage saving under Mailsort

# Important Data Improvement

The December Q.4/01 data release will be renamed Q.1/02 and will be issued at the beginning of January 2002.

## Why change the release dates?

Royal Mail release major recode changes in late June and December. Combined with investment to provide in-house CD manufacture, the new update release schedule will make data available to AFD customers within days... sometimes three months earlier than before.

## What will happen?

The re-alignment takes place in December this year. The Q.4/01 data update CD will be released at the beginning of January as Q.1/02 – just 2 weeks later than usual. The change over occurs in the lull between Christmas and New Year causing minimal disruption and maximum benefit.

The result is the fastest data turnaround in the industry – and the freshest data for you.

## What do I need to do?

Ensure your database/systems manager is aware that:

- Q.4/01 will be re-named Q.1/02
- Q.1/02 will be released early January 2002
- The data will be fresher than ever.

# Diary Dates



**Internet World** 5-7 June 2001  
Earls Court, London. Stand No 1174

AFD are the award-winning leaders in postal addressing, nearest locators, back-end residency checks, and verification of bank, account and card details for the internet. See how the Postcode Internet range helps get more visitors to buy online, ensures addresses are deliverable and cuts down on fraud. Discover why AFD Internet solutions are described as "Affordable, Friendly and Dependable" and preview the latest additions to our risk free "Online" services. Senior AFD team members will be ready to greet you.

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

## What about this years Q.2/01 and Q.3/01 Data Updates?

Q.2/01 has just been released (see article Data Update Q.2/01) and Q.3/01 is due for release early September 2001. Q.3/01 will be the last release under the existing schedule. The new schedule begins with the Q.1/02 release in early January 2002. All data updates from Q.1/02 onwards will be re-numbered accordingly - so there is no need to change your pre-ordered updates.

Please email any queries to [support@afd.co.uk](mailto:support@afd.co.uk)



**Fresh Fact** – AFD ship fresh data each quarter just 4 days after receiving it from Royal Mail.





# Five Thousand AFD Customers!

**A**FD's 5000th Customer changed to AFD after discovering they could halve the cost of a major business process.

**Georgeson Shareholder Communications are a global organisation with a staff of 200 in their City of London offices. The world of mergers, takeovers and floatations can often seem complex to individuals who may benefit by being assigned "Windfall" shares. Georgeson bridge this gap by offering clear communication services to individual shareholders on behalf of major companies – often in the financial services sector.**

AFD Names & Numbers sits at the heart of a vital service which helps to ensure unclaimed shares are claimed by their owners – before the right to claim expires,

*"We switched to AFD from another Names package after finding that we could halve the time taken to track missing share holders."*

Ian Booth manages a team of 25 dedicated to making unsuspecting shareholders richer.

*"Large financial organisations recognise that they have a responsibility to ensure the best possible steps are taken to track down the beneficiaries of de-mutualisation – this can involve finding up to 60,000 people".*

In exacting tests by a top researcher Names & Numbers came out on top and Ian gave four major reasons for the change to AFD:

1. The presence of telephone numbers as well as Electoral Roll data
2. Clear presentation of information
3. Easy transfer of data into company databases and documents
4. Straight forward, fast and efficient operation

David Dorricott AFD Managing Director *"Reaching 5,000 customers is quite a milestone and we wanted to find a way of marking the occasion with something more than a bottle of champagne... so we invited Georgeson Shareholder Chairman Mike Dudley to nominate a charity and we are delighted to be able to donate £1,000 to McMillan Cancer Relief."*





# HOT SPOT



## Andrew Sherwin

Andrew works alongside Dealer Manager John Johnson providing additional support to nearly 400 Dealers in the AFD Network

**Age:** Entering his third decade and drives a beat up Fiesta

**Favourite Web Site:** Spends too much time on the net chasing the latest in sport, film, music, news and gossip.

**Favourite Food:** Prefers Chinese to a burger – while “chilling” with friends. Andrew is just back from a “holiday” maintenance mission to a Romanian Orphanage which cares for 100 children.

*“AFD Software is committed to providing excellent, affordable addressing software to small and large users alike. AFD Postcode 2000 products offer a unique combination of more data, faster searching, greater functionality and lower cost.”*

DAVID DORRICO, MANAGING DIRECTOR.

Contact AFD

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

**By Fax** .....01624 817695

**By Email** .....[postcode@afd.co.uk](mailto:postcode@afd.co.uk) [support@afd.co.uk](mailto: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** .....[www.afd.co.uk](http://www.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.2/01

**Why use ageing address data when you can have fresh now! Order the latest data and you receive program upgrades and enhancements absolutely free.**

Fresh Data for AFD Postcode, Plotter, Plus, Provider and Listmaker for Q.2/01 is available now.

### What gets updated?

Keeping a database of 26.8 million records to a high standard is no easy task. Royal Mail constantly gather information about new construction work, demolished buildings and changes to properties (such as a conversion into flats). This information, received from diligent postal delivery staff, local authorities and the general public, is used to update the central database known as the Postcode Address File (PAF)

Order now from our secure web site at [www.afd.co.uk/order.htm](http://www.afd.co.uk/order.htm) or by fax, email, telephone or post.

Updates cost just £30 + VAT for Postcode, £75 + VAT for Plotter, Plus, Names & Numbers 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](http://www.afd.co.uk/datanews.htm)

Names & Numbers Q.3/01 is scheduled for release in July.