



# PostcodeNEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE AUTUMN Q.3/01 ISSUE 25

*Take a step closer to online*

## EXCELLENCE

**A**ny organisation with a web site focused on achieving extra business from the pre Christmas rush – will want to ensure goods ordered can be delivered. The base line is to collect an accurate, deliverable address. That's where the AFD Postcode Internet Online service comes in. The service ensures rapid, accurate address capture and will now also check bank, account and card details as they are entered into online forms. At just £99 per month and with a minimum commitment of only 30 days, users range from large established web sites to web designers and emerging Internet stores. This is what they say:

*"We know from research that customers dislike completing online forms, so we use AFD's hosted service on our new web site to reduce form fill. That way more visitors register – and we collect accurate address data."*

Naomi Snape. Naomi is Production Executive at Meadowhall Centre, Sheffield which has

over 270 stores under one roof.  
[www.meadowhall.co.uk](http://www.meadowhall.co.uk)

*"AFD say their hosted address lookup service is painless, reliable and affordable. It is."*

Nigel Wilson Technical Director – PoulterNet designers of the Meadowhall website.

[www.poulternet.com](http://www.poulternet.com)

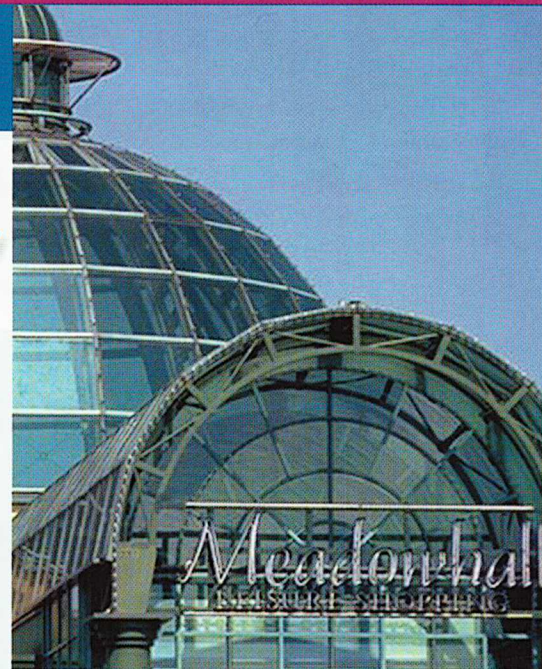
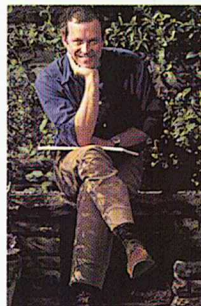
*"With AFD's online service we now get the right information – no more typing errors, no more wrong postcodes... and users find it convenient. Adding credit card number validation is a great idea."*

Nicholas Roeber Operations Director of 'Habitat' style gardening plants and products site  
[www.dig-it.co.uk](http://www.dig-it.co.uk)

### Postcode Internet Online

For further information, a live trial and an application form visit  
[www.afd.co.uk/online.htm](http://www.afd.co.uk/online.htm)

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## Welcome...

### Inside this issue of Postcode News:

What does your mail say about you? Find out how poorly addressed mail can damage your wealth and see how to achieve off-line excellence with AFD's affordable, reliable solutions.

Discover why accountants love AFD's monthly license payment option

See how new TraceMaster is set to boost successful searches in financial services and credit management industries.

Fare dodgers and criminals beware! See how the latest software from AFD strengthens the power of mobile enforcement officers.



## What you get with Postcode Internet Online

Enter a postcode & house number for a valid, accurate address

Enter a partial address for a valid address and postcode – instantly

**NEW** – Check credit / debit card numbers online

**NEW** – Check Bank and account details

## Why it matters

- More visitors register or buy – not put off by lengthy forms
- Fraud and admin costs reduced – accurate card and address details collected & validated 'live'
- Customer service improved – more post and parcels arrive... faster

There is no additional charge for the new Online bank, account and card number checks. Each check simply uses one of the 10,000 lookups included in the £99 monthly payment.

## Postcode Internet Online – Key Facts

- Set-up in minutes
- No server space is needed because AFD host the data
- Service is seamless so the user doesn't know it's a hosted service.
- Data is fresh Royal Mail PAF® & BACS®
- Postcode Lookups are fast and data transfer efficient
- With 99% + accuracy the service is reliable
- Value for money £99 / month

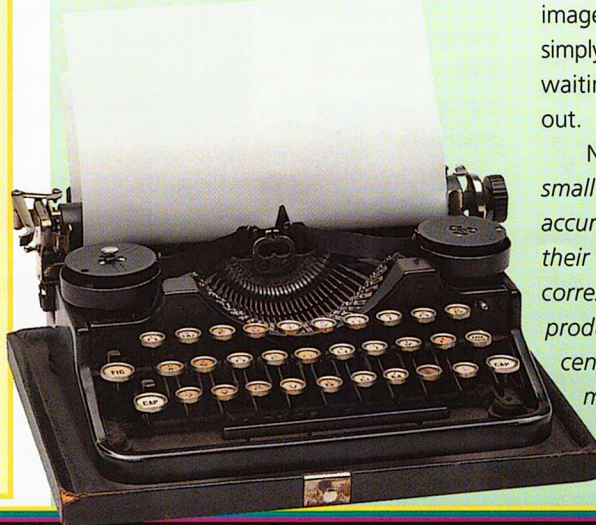
[www.afd.co.uk/online.htm](http://www.afd.co.uk/online.htm)

# What does your mail say about you?

**S**mall firms have been criticised for presenting an unprofessional image in the way they address their mail – much of the correspondence they send out shouts “small business” and yet addressing software to solve this costs as little as £15 per month.

Recent analysis of mail sent from small firms shows that they: handwrite envelopes, get postcodes wrong or don't include them at all. Further investigation shows that many spend hours typing addresses from old lists, and fail to maintain accurate mailing lists even for their own customers.

With the vast majority of UK companies being classified as “small firms”, their attitude is contributing to the reported one million items of postage that Royal Mail cannot deliver every week, and the millions that get delayed.



*“As specialists in address management solutions we can easily forget that thousands of organisations are simply unaware of the self-inflicted damage caused by neglecting important details.”* Neville Hilton AFD Marketing Director.

*“Our software will automatically insert correct addresses into correspondence, orders and invoices just by typing a postcode, and take the pain out of printing labels or envelopes. It's worth repeating that by entering just a postcode, users save up to 80 percent of the keystrokes usually needed for a full address, and produce an accurate result.”*

The starting price for AFD Postcode software is £15 per month and it is available for any PC user, with no special equipment needed. Other AFD solutions enable addresses to be located from a fraction of the address, or a person's name.

These affordable solutions help small organisations to present a “large company” image when responding to customers' calls – simply asking them for a postcode rather than waiting for the entire address to be spelled out.

Neville concludes *“For a modest outlay, small businesses can save time, improve accuracy, and give a first-rate impression of their business with every piece of correspondence. They will also enjoy productivity improvements of up to 80 per cent. If small firms are going to compete more effectively against bigger organisations, they have to start presenting themselves differently”.*



# Accountants & Cash Flow A love story



**The AFD Postcode Ownership Plan (POP) makes software available for a single regular monthly payment. Designed to encourage small and medium size organisations to take up the benefits of address management software – the scheme has found appeal with even the largest of firms. POP spreads software-licensing costs evenly throughout the year – starting at just £15 per month inc. VAT.**

Further details, joining instructions and application form are available from [www.afd.co.uk/pop.htm](http://www.afd.co.uk/pop.htm)

## Why choose the AFD monthly POP option for software licensing?

*“Suits us down to the ground”*

Liverpool based Accountant, AFD Postcode POP Member

*“I’d rather pay monthly than annually – it’s good for cash flow”*

Surrey based courier, AFD Postcode Plus POP Member

*“The monthly scheme simply gives us better money management”*

Oxfordshire based Marketing Company, AFD Names & Numbers POP Member

You want to...	You need...	Monthly inc VAT	See latest details at <a href="http://www.afd.co.uk/">www.afd.co.uk/</a>
Enter addresses quickly	AFD Postcode	£15	<a href="#">postcode.htm</a>
Add grid references to addresses	AFD Plotter	£25	<a href="#">plotter.htm</a>
Find missing postcodes	AFD Postcode Plus	£49	<a href="#">pcplus.htm</a>
Make low cost mailing labels	AFD ListMaker*	£99	<a href="#">listmaker.htm</a>
Clean up address lists	AFD Provider*	£99	<a href="#">provider.htm</a>
Find people, places, numbers	AFD Names & Numbers	£99	<a href="#">pcnn.htm</a>
Maximise mail discount	AFD MailSaver	£35	<a href="#">mailsaver.htm</a>
Lookup USA Zip+4 addresses	ZipAddress	£15	<a href="#">zipaddress.htm</a>
Check bank, account & card details	AFD BankFinder	£15	<a href="#">bankfinder.htm</a>
<b>Internet Solutions</b>			
Address formatting for 230+ nations	AFD Address 2000	£49	<a href="#">a2000.htm</a>
Valid USA Addresses	ZipAddress Internet	£99	<a href="#">zipnet.htm</a>
Bank, account & card no. checking	AFD BankFinder Internet	£160	<a href="#">banknet.htm</a>
Postcode lookup/nearest locator	AFD Postcode Internet	£160	<a href="#">internet.htm</a>

**Notes:** Amounts shown are for single user licenses. Monthly POP payment scheme is for a minimum 12-month period.

All AFD software is supplied with a license for one computer renewable annually.

Renewal rates and license terms and conditions can be viewed from [www.afd.co.uk](http://www.afd.co.uk)

\* includes a copy of Postcode Plus



# NEW TraceMaster set to aid the Finance Industry

**A**FD have built on the success of its Names & Numbers software which is used extensively in the financial services, credit management, tracing and debt recovery industries. TraceMaster makes it easy to access historic electoral roll data by making it possible to track the movement of individuals over time. Using data collected from 1997 right up to



the present time, TraceMaster searches through each selected year.

*"We have cut costs and improved productivity with faster tracing and increased success rates. TraceMaster takes this a step further making it easy to check historic data... and the results are more successful tracing – faster."*

David Dorricott,  
AFD Managing Director.

TraceMaster is available from October 2001

## Our Assurance to You

**O**ver 5,000 UK organisations use AFD Software's range of address management solutions. All our software is licensed with the following assurances:

- 1** They are thoroughly tested and proven
- 2** They install with a comprehensive help system
- 3** They come with free technical support by email & phone
- 4** Product registration is painless and automated.

## Mobile Enforcement

Enforcement agencies have a new weapon in the fight against fare dodgers and criminals. John Dolman AFD Technical Director *"Last year Connex alone lost £7.5 million and London Underground loses an estimated £25 million a year due to fare avoidance. Multiply this across other UK public transport networks and it's clear the problem is enormous."*

The new weapon against fraud is a pocket version of AFD's powerful Names & Numbers program, which enables enforcement officers to instantly check the stories and identities of those suspected of fare evasion by verifying any name and

address information provided – on the spot.

John Dolman AFD Technical Director *"This is the first time so much powerful data has been made available on such a tiny device. I think it's great that our world class compression technology can now be used to reduce fraud and release money for better transport services."*

Squeezed onto the tiny device is a host of information including 46 million electoral roll names (18 million with phone numbers), 27 million Royal Mail PAF addresses and 1.5 million organisations with their phone numbers.

Of course the transport industry is not the only one to benefit – AFD have already had enquiries from other organisations needing to check and capture verified data – on the move.

John adds *"The clear operational*

*advantage of holding the data on a handheld device is that there is no need for radio or mobile communication... with Names & Numbers on a handheld device, checks can now be carried out offline."*

The CE version of Names & Numbers is shipping ready for use on the Compaq iPAQ. [www.afd.co.uk/pcnncce.htm](http://www.afd.co.uk/pcnncce.htm)





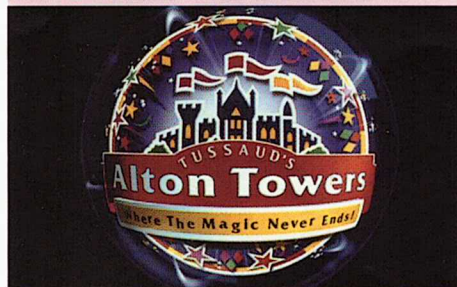
Recognise the ordinary....



Neville Hilton, AFD, Vivienne Raymond, Award Winner, and Diane Louise Jordan, TV Presenter

Care for the Family's national 'Neighbours from Heaven' campaign concluded on 22nd July 2001 with an awards dinner recognising the impact ordinary neighbourly actions make in our communities. Overall national winner of the AFD sponsored campaign, Vivienne Raymond of Cambridgeshire, provided just enough help to enable an elderly couple to stay in their own home... without removing vital independence. Vivienne also operates an open house for neighbourhood children.

TV & Radio presenter Diane Louise Jordan presented a trophy along with a cheque for the winner's favourite charity... at a special ceremony at Alton Towers which included a stay at the Towers Hotel and a day in the Theme Park.



Recognise the extra-ordinary



New yacht 'Pride of Mann'

Being aboard a yacht is a great way to experience raw creation – wind, waves, sun, and rain. To understand tidal movements, to feel wind harnessed by sails, to respect the power of the ocean and to simply enjoy the moment – is exhilarating. The efforts of a charity to offer this exposure to the disabled caught the imagination of AFD Managing Director David Dorricott *"Sailing is something that physically disabled people can do well: it provides satisfaction, boosts confidence and provides enormous pleasure to the disabled."*

Charity "Sailing for the Disabled" needed a new specially adapted yacht and AFD decided to become main sponsor. The result is a brand new 37-foot craft which takes a crew of seven – including three disabled people, three able bodied "buddies" and a skipper. The yacht has special features including autohelm steering, audio compass and satellite navigation – making the craft easier to manage and safer. Officially named in a special ceremony on 15th June 2001 "Pride of Mann" marks the beginning of some tremendous life experiences for the disabled.

Diary dates



**Total Marketing Solutions,**  
11-13 Sept 2001, Birmingham,  
NEC Hall 11,  
Stand 110.

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

Visit AFD at TMS to see unique rapid addressing productivity tools, award winning online address management software and the only Electoral Roll software compressed onto a tiny handheld device.

**GIS 2001**

**GIS 2001,**  
18-20 Sept 200, London  
Earls Court 2, Stand J6

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

Maps bring visual context and clarity to postal addresses. A clearer picture is always better for business. AFD include Bartholomew maps in three UK products because they are compatible with Postcode Geography, positionally accurate and constantly maintained. The synergy is compelling: AFD excellence in address management and geocoding combined with Bartholomew excellence in mapping. See us on the Bartholomew stand.

**Windows eEnterprise,**

20-22 Nov 2001,  
Olympia, Stand 166.



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

Swift, accurate collection of names and postal addresses is a serious productivity, service and fraud prevention issue. Consistent formatting and ongoing cleanliness is a serious data management issue which impacts duplicate prevention, data analysis and CRM. At the eEnterprise show senior AFD staff will be on hand to help you with proven solutions to these issues.

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



# HOT SPOT

*“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 DORRICOTT, MANAGING DIRECTOR.

## Glenys Williams

Sales Administrator

Born in New Zealand – Glenys has lived in England “too long” and plans to

return to Auckland for a warm, sunny, beach Christmas visit after 10 years. A qualified zoologist with a passion for ‘Men in Black’ and ‘The Matrix’, Glenys likes the “anything can happen” sci-fi movie & book genre.

**Food & Life:** Enjoys a simple, fresh Lebanese or Greek banquet and likes to balance the solitude of walking the glens and beaches with the buzz of AFD’s busy Isle of Man Head Office.



# Data News Q.3/01

## Can you imagine maintaining nearly 27 million address records?

That is exactly what Royal Mail do... and as a Licensed Reseller of Royal Mail data, AFD receive fresh data each quarter. All the new buildings added, postcodes changed, buildings demolished or converted to flats appear on the AFD Q.3/01 CD... less than one week after we received the data. AFD make sure customers get the freshest most recent data in the industry through investment in the technology which enables rapid turnaround to the highest standards.

**The good news** is that fresh data is also an affordable option and a single data update can be used to update all users on a system. Prices per update (exc. VAT) for AFD Postcode £30, and for Plotter, Plus, Provider or Names & Numbers £75. Alternatively, order and pay for your next two updates, and receive the third one free.

**Significant postcode changes** in Q.3/01 include:

**BN** (Brighton) affecting BN2

**WR** (Evesham) affecting WR11

AFD’s monthly Postcode Ownership Plan (POP) covers all costs (including updates) in a single monthly budget payment. See [www.afd.co.uk/pop.htm](http://www.afd.co.uk/pop.htm)

Royal Mail Postcode Address File (PAF) 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.4/01 is scheduled for release in October.

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)

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