# Postcode**NEWS**

## New XML Server Cuts Costs For Larger Users

**Multiple platforms, many applications now one address management solution serves them all...**

### postcode everywhere

Postcode Everywhere delivers fresh, accurate postal address data Everywhere its needed.

Postcode Everywhere dramatically cuts system installation, integration and administration costs

Postcode Everywhere takes care of the past.... handles the present... and prepares you for the future.

## In this Issue of Postcode News
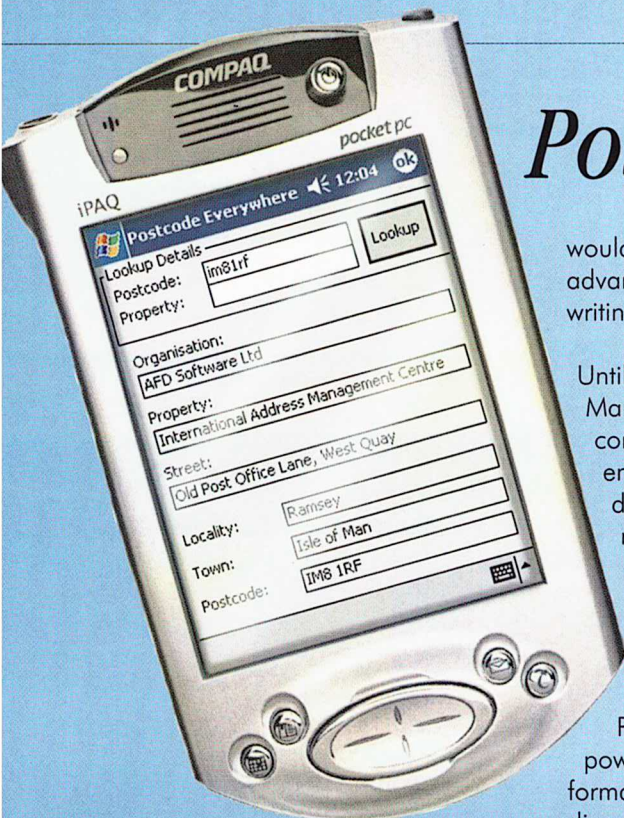
We unwrap the launch of Postcode Everywhere

Our commitment to Small Business excellence

Report on Royal Mail's controversial price increases

# Postcode Everywhere - any

**Efficient IT is at the heart of high productivity and fast, quality driven customer service. Part of achieving efficiency means being able to link previously separate databases, computer platforms and systems.**

The challenge to create these links can arise from company mergers and acquisitions - or from growth and the need to cut administration costs. Other organisations are motivated by the need to establish competitive advantage by taking up state-of-the - art IT opportunities presented by hand held devices, Global Positioning Systems, wireless communication (GSM or GPRS), and new programming languages. Almost all organisations

would prefer to achieve all these advantages without the expense of writing off existing systems.

Until now, putting Address Management solutions to work in this complex, dynamic, cross platform environment could involve the difficulty and expense of using a number of different platform-specific systems.

Enter AFD's Postcode Everywhere - a new, true client server, platform-independent solution. Postcode Everywhere harnesses the power of XML to provide a universal format of data available across a wide diversity of platforms. It is a new method of rapidly delivering accurate, well-structured data - Everywhere. Installation and administration overheads are reduced by at least 80% on most large systems.

XML is a globally recognised method of transporting data. What's different about XML is that it is easy to implement. It looks in many ways like the HTML on which the web is built - so the basic developer skills are already in good supply - making it cost effective. Postcode Everywhere is a server product which gives access to AFD products in this universal XML format. Postcode Everywhere is now available with full Royal Mail PAF® data (27 million UK addresses). Provided the platform (mobile phone, desktop PC, Mainframe,

Handheld device, Apple Mac, Unix...) can interpret XML (and most can), then it will be able to call and receive data from Postcode Everywhere.

Postcode Everywhere is a straightforward client server solution, which overcomes legacy, multi-platform, and diverse program language issues. It delivers accurate address data everywhere its needed - fast.

## Jargon Buster

### XML

XML is short for eXtensible Mark-up Language. It allows developers to define, transmit, validate and interpret data between applications and between organisations. In doing this it is able to effectively link data across diverse platforms and diverse programming languages. Not bad eh!

Another way of putting it is that XML is to data what HTML is to web pages. It's no more than a consistent, adaptable way of passing data between two points.

Data has been around for 50 years but talking between programs and operating systems has always been a problem. XML solves those problems - and it is recognised and supported internationally.

### Hosted Application

One service AFD Software offers is that of a specialist Application Service Provider (ASP). This means that we manage and distribute software based services that relate specifically to the specialist area of managing name, address and bank, account and card details. We do this across the internet from a central data centre. We already offer a similar hosted service to public access Internet Web Sites called Postcode Internet Online. Postcode Everywhere is an addition to our range of hosted applications which will deliver address and other data to desktop and online applications.

# platform, any language, anytime!

## Taking care of the future

Soon - users of Postcode Everywhere will be able to 'switch on' additional data and functions such as those provided by AFD BankFinder or AFD Names & Numbers using the same Postcode Everywhere server. All that's needed is the appropriate AFD software and data license.

## If I had Postcode Everywhere what would I see on my PC?

Most users won't see anything because the Postcode Everywhere server would be deployed to deliver address data as an integral part of existing programs - ie seamlessly. However, Postcode Everywhere ships with a fully functioning 'front end' client-application which looks like this:



## Postcode Everywhere - Corporate Users

Current licensing models make Postcode Everywhere ideal for corporate users. The entry point is a single server 20-user license which resides on your server. Alternatively AFD will host & deliver Postcode Everywhere to wherever it's needed within an organisation - from its own servers.

## Postcode Everywhere Real World Application

Scenario: A large retail organisation has 600 stores. It is running a national radio and TV campaign encouraging listeners to respond with a text message or dial a Freephone number. Roaming in-store researchers with hand held devices conduct customer satisfaction surveys and tills are set up for rapid processing of loyalty membership applications.

With Postcode Everywhere running on a single Windows NT / 2000 server this organisation can:

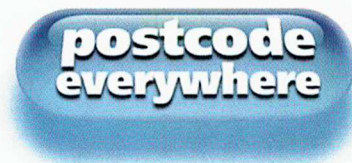· Generate a full address from a mobile phone text message containing a Postcode and House number

· Handle rapid address capture for a call centre running on a Unix system

· Enable rapid address entry on hand held computers used by researchers linked by wireless networking to Postcode Everywhere.

· Deliver rapid addressing to EPOS systems linked directly to their Main Frame

If you want to deliver rapid, accurate postal addressing across diverse platforms and applications - Postcode Everywhere is ready as a full Client Server solution based on Royal Mail PAF data.

Available Now:
**www.postcodeeverywhere.net**

Call our corporate sales team on 01624 811711 or email **sales@afd.co.uk**

### Key Features include:

| |
|---|
| **Globally agreed and open XML Standards** |
| **Full Client-Server** |
| **Any Client Platform** |
| **Same Server product feeds Desktop / Network / Internet / Intranet / Extranet / WAP or M-Commerce delivery** |
| **Simple & Lightweight Distribution & Administration of Client applications - e.g. Word or Excel docs, VB, Browser forms etc** |
| **Hosted Service - or User Installation** |
| **Minimal programming for full, seamless integration** |
| **Includes AFD's ROBOT technology (patent pending)** |

# Small business? Check this out...

**Facts. There are 1.1 million UK businesses with employees and around 97 percent are defined by the DTI as small - having less than 50 employees. Add to these around 2.5 million businesses with no employees and it's easy to see the significance of small and medium size enterprise (SME) in the UK.**

### AFD is totally committed to the needs of small and medium business.

Professionalism and efficiency are two ways in which a SME can get an edge over competitors. Many use AFD Postcode to help them deliver excellent service to customers. An accurate address taken just by asking, "what's your postcode?" says you care.

**1. We deliver the same high service standards - whatever size your business.**

**2. We make all our software available through all-inclusive monthly payments.**

**3. We include unique productivity tools like ROBOT so our software behaves as an integral part of your applications.**

**4. Product support is free**

### Every small business can afford AFD Postcode

Postcode - Straight forward rapid addressing. Type a Postcode, get the street address. Saves time and delivers accuracy and works with almost any Windows or DOS program. Price? Only £15 inc VAT per month for a single user license.
**www.afd.co.uk/postcode.htm**

### Even More for Small Business!

Having tasted the benefits of AFD Postcode.... many smaller users go on to cut costs and improve service with other software from the AFD range.

Catherine Mulvenna explains:

"A lot of people I speak to have to process hand written forms which are often barely readable, or coupons with incomplete, missing or inaccurate postcodes. This is where Postcode Plus comes in. It removes the pain by finding the right, fully postcoded address, lightning fast from tiny snippets of information. At just £49 inc VAT per month it has retrieved many an unreadable order!"
**www.afd.co.uk/pcplus.htm**

*"Address management software helps make a small business look and feel like a larger one.. while retaining the personal touch."*

"When that's sorted there are other important areas to look at, for example, how can standing orders, direct debits or card payment-processing be improved. AFD BankFinder can help with this. You can enter a sort code and see the bank address appear.... and then check to make sure the account number you've been given is actually a valid type for the bank stated. (This is called Modulus checking). In short BankFinder speeds up data entry, makes it

more accurate.... and cuts rejected transactions. Quite an impact for £15 inc VAT per month."
**www.afd.co.uk/bankfinder.htm**

"Another area where accurate address details are vital is in Internet Transactions. A lot of businesses think rapid addressing for the net is too expensive. Well, not from AFD. We have developed Postcode Internet Online which is ideal for smaller organisations. It works on any public access web site, regardless of where it is hosted... address lookups, bank lookups etc take place on our servers (the visitor doesn't know this). The biggest problem we have is convincing people it really does only cost £99 inc VAT per month and that it can be switched off with just 30 days notice."
**www.afd.co.uk/online.htm**

By making such a wide range of software affordable - virtually any organisation can achieve address management excellence on the desktop and the Internet.

ABC Ltd.

# Price Hike - How far will Royal Mail take it?

**While most developed nations on earth make postal address data available on terms that encourage widespread use, Royal Mail are making their terms more onerous, ramping up the cost of pucker address data to thousands of UK organisations. Hardest hit will be the thousands of Mailsort contract holders - among them the largest users of Royal Mail delivery services**

Royal Mail have a vested interest in encouraging use of the 27 million address records on the UK Postcode Address File (PAF). Accurate address labels and envelopes enable more mail to be processed automatically, and reduce delays, returns.... and ultimately Royal Mail costs. These large volume Mailsort contract holders were entitled to a 50% reduction in PAF fees. This entitlement has been withdrawn, doubling the cost of a corporate PAF license from £9,000 to £18,000.

However, this is just the beginning. Royal Mail has announced their intention to withdraw corporate licenses and demand that each group member company pay the relevant system or multi-system licence fee. This decision could result in a PAF fees-hike which would make some organisations liable for bills upward of £500,000 per year! Just one insurance group will see fees rise from £9,000 to £60,000 per year.

Other changes in licensing are proposed, which may see computer bureaux paying a minimum of £3000 per year - and this is in Royal Mail PAF fees alone.

Of course, accurate address data is not only important to Royal Mail. It's vital to the efficiency, competitiveness and professionalism of UK organisations. AFD do recognise there is a cost involved in maintaining the Postcode Address File - however, Royal Mail need keep costs down... not raise them.

AFD are the second largest licensed reseller of PAF-based data solutions and are unique in representing the interests of UK companies (including the 5,000 + organisations using AFD Postcode products) both directly to the Royal Mail and to other bodies such as Postcomm, the Office of Fair Trading, the Department of Trade and Industry and the Competition Commission. The aim is to help to create the best possible and fairest arrangements for the supply of quality address data.

# Delivering Loyalty.

**Recent research conducted by Poulter PLC showed that less than 0.1 % of loyalty cards posted to consumers were returned.**

Poulter Technical Director Nigel Wilson presented the research during a packed seminar at London's Internet World Exhibition. Nigel explained how a major shopping centre web site achieved unprecedented levels of accuracy by integrating AFD's hosted service (Postcode Internet Online) into web forms. Sheffield Meadowhall Centre, one of the UK's largest shopping centres, uses its web site as the main vehicle for signing up tens of thousands of shoppers to its loyalty program.

The 0.1% return figure was compared with the experience of attendees at the London seminar. Those who had figures said that 10-20 percent of mail sent to addresses entered to web forms could not be delivered.

Nigel summed up "Which organisation wants 10-20 % returned mail when they can cut returns to only 0.1% for just £99 per month? These figures make signing up for AFD's hosted service a no-brainer."

**http://www.afd.co.uk/online.htm**



**Meadowhall Shopping Centre, Sheffield**

> *"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

# HOT SPOT

**Adrian Turner**
*Sales Administrator*

Born and bred in Manchester and on Her Majesty's Service (not at Her Majesty's Pleasure!) for nine years as an army medic with service in Rwanda, Bosnia and Germany. It was in Germany that Adrian became a staunch Iron Maiden fan after a live show in Essen. With Manchester roots Adrian follows United.

After work at AFD you'll find him heading for the beach (there are plenty on the Isle of Man) for a spot of fishing (80's hits and Iron Maiden is pumped through his headphones). Healthy Italian food… pasta, olive oil, fresh chicken salads are the favourite for this ex marathon runner who has also hung up his own footie boots in favour of scary horror movies and an active social life.

As for websites - sorry but it's news, news and more news at vnunet.com & bbc.co.uk

## 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** |

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** |
| **By Post** | **AFD Software Ltd** |
| | **Old Post Office Lane** |
| | **West Quay** |
| | **RAMSEY** |
| | **IM8 1RF** |

# Data News Q.3/02

AFD are shipping Q.3/02 data within five days after receiving fresh PAF data from Royal Mail.

Prices per update CD £30 + VAT for AFD Postcode, and £75 + VAT for Plotter, Plus, Provider or Names & Numbers (Alternatively, order and pay for your next two updates and receive the third one free. A single data update CD can be used to update all users on one Serial No, or all users with-in one organisation.

AFD's monthly Postcode Ownership Plan (POP) covers all costs (including updates in a single monthly payment. **See 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**

Names & Numbers Q.3/02 is due to ship in August 2002.