



PostcodeNEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE AUTUMN Q.1/03 ISSUE 30

REFINERTM

Clean, De-duplicate and Geo-code address data.



"It's easy to trash good data with sloppy matching routines. The 'Quality First' approach of AFD Refiner is fast, but never at the expense of reliability and quality."

David Dorricott, Managing Director

Refiner is a brand new "Quality First" High Yield Address List Cleansing tool to transform your address data and keep it shining.

From muddle.... to masterpiece

Poor address data hampers profitable business and damages the marketing industry. Lost post loses customers; duplicates alienate them, poor spelling antagonises them.

These problems are compounded when historically separated databases need to be merged or new lists are bought-in. Sometimes new computer systems require data to be re-formatted completely or for extra data to be appended.

Refiner cuts through the often-hideous complexity of cleaning and re-formatting address data and identifying duplicate records. The results of twenty years of AFD address management experience, careful customer research, and a cutting edge development team are now at your fingertips.

Refiner is a cost effective way to get the best from your address data. Refiner helps deliver accurate address data so that you can deliver service improvement, brand protection, quality perception, lower postal bills, less waste ... and the goods.

Now any organisation can change inaccurate, poorly structured, addresses into clean, well structured addresses.

▶ **TOP AUTOMATED MATCH RATES**

▶ **'EASY ACCESS' DESIGN**

▶ **TOTAL DATA FLEXIBILITY**

Validate records against Royal Mail PAF®

Prepare and re-format address data for new systems

Get address data ready to merge with different databases

Identify duplicate addresses to reduce mailing costs

Append grid references for "where's my nearest" services

Correct partial, incorrect or outdated postcodes

Eliminate poor spelling

Standardise capitalisation

Keep ageing data "fresh"



FOUR STEPS TO FINE ADDRESSES

REFINER™

AFD Refiner: Default

File Options Help

Input Fields

Available Fields:

- Account Code
- Comments
- Codeflag
- Neworganisation
- Newproperty
- Newstreet
- Newlocality
- Newtown
- Newcounty
- Newpostcode
- Resultcode
- Gride
- Gridn
- Nhscode

In-use:

- Name Name Field
- Company
- Address Line 1
- Address Line 2
- Address Line 3
- City
- County
- Postcode

Full Name Organisation

1 - Open 2 - Input 3 - Output 4 - Settings 5 - Process 6 - Results

Specify the fields in your database containing the address (use the arrow buttons to select)

Tell Refiner where your addresses are.

AFD Refiner: Default

File Options Help

Output Field Mappings

Fields:

- Codeflag
- Neworganisation Organisation
- Newproperty Property
- Newstreet Street
- Newlocality Locality
- Newtown Town
- Newcounty County
- Newpostcode Postcode
- Resultcode Result Code
- Gride Grid East
- Gridn Grid North
- Nhscode NHS Code

Postcode Plus Fields:

Standard Special

- Name
- Title
- First Name
- Middle Name
- Surname
- Organisation
- Property
- Street
- Locality
- Town
- Postal County
- Postcode
- DPS
- STD Code
- Grid North
- Grid East

1 - Open 2 - Input 3 - Output 4 - Settings 5 - Process 6 - Results

Drag and Drop the Refiner output fields onto your own database output fields

Show Refiner where your results should go.

AFD Refiner: Default

File Options Help

Field Options

Target Fields

- Neworganisation Initial From First Name
- Newproperty Expand Abbreviations
- Newstreet
- Newlocality Remove Directives (eg. c/o, via)
- Newtown
- Newcounty
- Newpostcode
- Gride Cleanup Address Line
- Gridn Remove Repeat Address Lines
- Nhscode Capitalise
- Upper Case
- Maximum Line Length: 60

Process Options

- Field Placement
- Verify Postcode Only
- Full Match Only
- No Property Match
- No Ambiguous Matches
- Suggested Matches

De-Duplication

- Enable:
- Name...
- Organisation
- Property
- DPS
- Custom Field...
- Use Spelt Like
- Use Sounds Like
- Full DPS Matches Only

1 - Open 2 - Input 3 - Output 4 - Settings 5 - Process 6 - Results

Enable/Disable and set options for De-duplication

Instruct Refiner on what you require.

AFD Refiner: Default

File Options Help

Matching Statistics

Complete PAF Match:	668	64.9%	User Cleaned	0	0.0%
Postcode Match:	156	15.2%	No Match Found	48	4.7%
... of which Changed	0	0.0%	Total Non-Matched	48	4.7%
Full DPS Match	10	1.0%	Non UK Address	2	0.2%
DPS Matched	834	81.0%	No Address Data	6	0.6%
Non-DPS Matched	128	12.4%	Excluded Records	8	0.8%
Total Matches	962	93.4%	Records Processed	1029	13.1%
Ambiguous Postcode:	3	0.3%	Duplication Statistics		
Ambiguous Match	8	0.8%	Duplication Records	0	0.0%
Total Ambiguous	11	1.1%	Duplication Groups	0	<input type="button" value="View"/>

Reset Save Cancel Print

1 - Open 2 - Input 3 - Output 4 - Settings 5 - Process 6 - Results

Processing...

Watch Refiner improve your data.

FREE DATA HEALTH CHECK

AFD provide an expert 'no obligation' insight into address data quality, free of charge. Simply submit a 1000 record address data sample to receive a comprehensive, confidential report on how it can be improved to: healthcheck@afd.co.uk

Why should I use Refiner?

Refiner works with your data - not the data we wish you had

- Uses full Royal Mail PAF® based address data cleansing
- Accepts varied database formats
- Supports ODBC Connectivity
- Totally flexible output data
- Comprehensive Reports

Refiner offers choice

- Options for street and/or letterbox level matching
- Geo-coding – adds grid references to postcode data fast
- Attach mode – adds any Postcode Plus data set to your database
- Includes De-duplication facilities
- Improves addresses which cannot be PAF cleansed

Refiner delivers top match rates

- Uses "Postally Not Required" locality names
- Corrects "mistypes" without mismatching
- Displays ambiguous results for easy user solution
- Support for Postcode / Town and Locality changes

Refiner replaces doubt with confidence

- 20 years address management experience poured into one product.
- Fast – but quality and reliability come first.
- Years of dialogue with database managers
- Full and free technical support

For more details:
www.afd.co.uk/refiner.htm



DAILY UPDATES

AFD are pleased to be able to offer Daily Updates of Postcode Plus for those who wish to be right-up-to-date with Royal Mail changes (daily updates won't be available for approx 4 weeks per year when major re-coding is taking place).

For full details of the Daily Update service, and pricing, please contact our sales team on **01624 811711**

AFD Donates Another £100,000 to charity

AFD Software celebrated another successful year with a special charity presentation on 4th December 2002 in Ramsey, Isle of Man - home of AFD HQ.

Previous large donations have helped provide a new yacht for Sailing for the Disabled, new communications infrastructure for charities working in Africa and a befriending scheme for adults with learning disabilities.

This year, 39 charities benefited from donations of between £500 and £2,000 whilst a major project from 2001 with Tearfund to support an HIV/AIDS initiative in Mumbai (Bombay), India received a further £20,000 donation.



AFD for Oracle

ORACLE

PARTNER PROGRAM

Launched at the UK Oracle Users Group Annual Conference in Birmingham on 9th December 2002, AFD's server-side solution for Oracle stole the show when it came to Address Management Solutions. Developers and users alike were amazed at how easy it is to integrate and use this innovative solution. Of course AFD have always had a client side solution for Oracle but after listening to developers of corporate solutions a server-side product has now been provided as an alternative.

Consistent, Structured Data.

These new integrated Oracle solutions are easily accessed for Intranet, Internet or Desktop use. Name, Address, Postcode and Bank data is validated on entry and saved in a consistent structure.

Quality, Up-to-date, Accurate Data

For maximum reliability and professionalism AFD solutions use first rate data from selected data sources including the Royal Mail, BACS, Bartholomew, United States Postal Service and other selected suppliers of telephone, residential and business data.

AFD Address Management software

ensures the highest level of data accuracy. Accurate data is easier to analyse, helping deliver a professional image on correspondence and puts an end to the poor service that can result from unnecessary data errors.

Saving Time

AFD solutions for Oracle reduce name and address data entry time by up to 90%; help to cut errors and can help prevent duplicate record creation

Total Simplicity? Here's How.

AFD solutions for Oracle are fully integrated, reliable, scalable, server-side programs offering a comprehensive set of functions. For database developers this means minuscule development time (just cut and paste the example code) and minimal overhead (just update the data quarterly).



Easy, Accurate Addressing for Sage Line 50

sage
Developer

Every day, operators waste valuable time typing addresses into accounting software. Simple inaccuracies are inevitable and these lead to delays in delivery or make collection of payment impossible.

Now every Sage Line 50 user can save time and money with a special version of the AFD Postcode Robot® which cuts address entry time by up to 80% and delivers an accurate street address from just the postcode.



"Just type a postcode into any part of a Sage Line 50 address form and the street address appears - in the right place. It's tolerant to user inconsistency and helps get addresses right every time. There is no configuration and no button to press." Graeme Howie - AFD Technical Manager.

AFD Postcode uses Royal Mail data and automatically detects changed postcodes as they are entered replacing them with the correct details.

This Sage solution ensures accurate, fast entry of new records and enables easy updating or changing of customer, supplier or delivery addresses.

AFD Postcode caught the imagination of Sage Premier Dealers at Sage Expo 2002 - one commented "Sage should include this as standard!"

AFD Postcode for Sage Line 50

Saves Time

Improves Accuracy

Improves Consistency

Reduces the Chance of Duplicate Accounts

Free upgrade to any licensed AFD Postcode user

Just type a Postcode into a Sage form for an instant address

castle gallery,de139ls

ENTER THIS

Customer Information

Entering address details
Now enter your customer's address details.

Street1	Castle Gallery, High Street
Street2	Tutbury
Town	Burton-on-Trent
County	Staffordshire
Post Code	DE13 9LS
Telephone	
Fax	

ADDRESS APPEARS!

Cancel Back Next Finish

The Accountant's Perspective: AFD Finance Manager Judy Mills is clear "Nowhere is data accuracy and completeness more important than in an accounting system. Sales Ledger records especially need to be impeccable. Enormous problems can result from inaccurate, incomplete or inconsistent addresses - not least the danger to credit control should duplicate accounts arise, and the inability to collect outstanding amounts if an address is wrong."



AFD Postcode for Sage Line 50 helps deal with these accounting headaches while making life easy for both Sage Dealers and Sage users.

It's all good news!

Good news for existing AFD Postcode users: The Sage Line 50 component can be downloaded free of charge from <ftp://ftp.afd.co.uk/Postcode/pcsage.exe> Once installed on a licensed machine, AFD Postcode will work with Sage Line 50 - seamlessly.

Good News for Sage Line 50 Users! AFD Postcode installed for Sage Line 50 also provides rapid, accurate address entry in word processors, contact managers, databases and spreadsheets: with the same seamless automation, and without the need to keep changing settings.



Postcode Plus - New Benefits to Users

GIS & NAVIGATION READY

USE ALIAS LOCALITIES TO FIND MORE ADDRESSES

FULL "FAST FIND" FOR ROBOT

COMPACT MODE - SAVES SCREEN SPACE

AUTOMATIC PROGRAM DETECTION

Lightning fast searches, breadth of data and ease of integration are just three of the reasons given by users for choosing AFD Postcode Plus for address management.

The January release Q.1/03 provides many important new features to users:

GIS & Navigation-Ready

AFD's Postcode Plus software now has a special function that converts the Postcode Plus grid references to longitude and latitude co-ordinates.

"Many organisations want to integrate the tracking of assets such as vehicles / equipment and staff with route planning and other systems to improve productivity, cut administration and increase customer service. Postal addresses need longitude latitude co-ordinates to link effectively with GPS (Global Positioning System) and other mapping technologies. By including these special conversion functions with Postcode Plus, it's now even easier to plot addresses on maps and use them within GIS systems."

This enhanced feature is also available to programmers through the use of the AFD Utility DLL. For full implementation details see the API programmers guide: <http://www.afd.co.uk/pcpman/>

Using "Alias Localities" to find addresses

Postcode Plus now contains the local names (Alias Localities) by which many areas are known. These names are not part of an official PAF® postal address... however, including them with Postcode Plus brings significant benefits to different users. Where a postcode and / or town name is missing but an Alias Locality name is available it is often possible to identify the correct, fully postcoded address.

When postcodes are missing and the address occurs more than once an Alias Locality can help to identify which of the options is correct.

Example

7 Bridge Road, London occurs four times.

Using the Alias Locality "Walthamstow" narrows to just one possible match E17 8HG.

For local and historic reasons locality names are often referred to by members of the public seeking advice or using local government, health or emergency services. The Alias-Locality searching in Postcode Plus now helps quickly identify the correct address, and deliver the product or service efficiently.

Alias Locality Facts & Recommendations.

Alias Locality information is presented at "Sector Level" and is therefore not precise. Around 70% of Postcode Sectors list at least one Alias Locality - whilst some have over 100 different possibilities.

Alias Locality information is of most value when searching for a full address and accurate postcode. Selecting and saving Alias Locality information should only be done with great care... and we don't recommend it. Royal Mail do not guarantee that Alias information is either comprehensive or fully accurate.

Full "Fast Find" for Robot

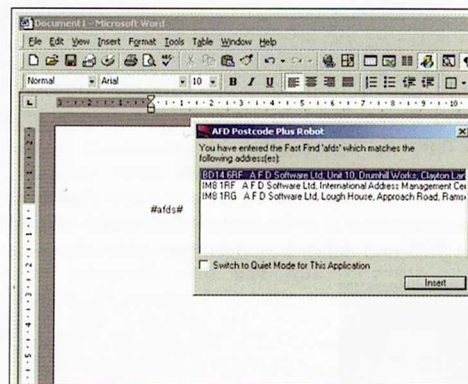
AFD address entry solutions install with a clever Robot which waits for you to type a Postcode, then looks up the address and offers to complete it. Robot knows which program you are using and sets out the address appropriately.

The Robot has now been upgraded so that you don't even need to know the Postcode for Postcode Plus or Names & Numbers to look up the address.

For example just type: #AFDS#

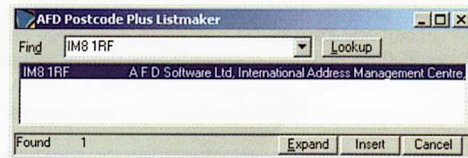
into a Microsoft Word document and a pick-list showing all the address options for AFD Software Ltd will appear.

Click on the required address and it is instantly inserted into the document. The same applies in almost any other Windows program.



Compact Mode

After listening to our users we have decided to introduce the popular "compact mode" (first introduced in AFD Postcode) to Postcode Plus. This mode uses less screen space and allows users to keep the Postcode Plus entry screen visible whilst working with other applications. It also lets the user do "fast finds" and easy "insert" operations with less clutter.



Automatic Program Detection

A new feature, introduced across the AFD range in Q.1/03 releases, means that the program will now default to inserting the address into the program you were last using. Particularly useful when used in conjunction with the Hotkey feature. For instance:- If you are typing a document in Word and need an address.

Pressing the Hotkey to activate your AFD program Type the postcode - it will be looked automatically. Press F2 to insert it into Word.

Switch to another program - like Excel and Pop up AFD, and the address you want is inserted back to Excel. No configurations to change, no options to choose.



"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

Data News - Q.1/03

AFD strongly recommend that customers update their Postcode products by ordering the latest update. This will not only update the major changes and recordings that have taken place since the last update but will also provide product enhancements.

Fresh data for all the AFD Postcode Range, BankFinder and MailSaver are available now. Updates for Names & Numbers will be available in February.

If you want to be completely up to date see our section in Postcode News about daily updates.

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

Contact AFD

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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.

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HOT SPOT

Stephen Dorricott
Deputy Technical Team
Leader



Born in Scotland Stephen joined AFD four years ago because the company offers great working conditions... oh... and it runs in the family.

At work Stephen is responsible for AFD's Quarterly CD production, Internal Systems and takes part in the delivery of pre and post sales customer support.

Outside of work Stephen has been known to eat that great French delicacy, raw minced beef and is a regular consumer of international food of almost every imaginable kind. His international interests extend from food to friendship across the globe where the net keeps him in touch with people on almost every continent. From basket ball to youth work to building family homes for Romanian orphans - Stephen's life is an expression of his Christian faith.