

## POP goes the Postcode

**POP goes the Postcode** AFD's new **Postcode Ownership Plan (The POP scheme)** covers all the costs of ownership of our systems with a small regular payment. The POP scheme subscription covers the software, annual licences, technical support and all data updates.

From just £15.00 including VAT per month for Postcode, to just £99 inc VAT for Provider, there is a POP scheme subscrip-

tion level for every need, and existing AFD customers are welcome to switch to POP subscription at any time. Membership fees are paid monthly by standing order or against your credit card- and are based on a minimum membership period of just one year: allowing even the smallest business to budget ahead.



## Program News – Major Upgrades

**Major upgrades to all the AFD Postcode Address File products have been undertaken, bringing extra benefits, more data and even better performance. Read on...**

### Postcode v4

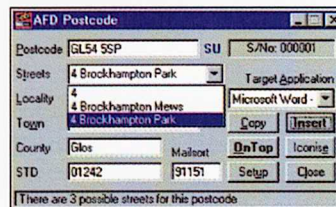
With a new data engine, Postcode 4 now offers full support for DOS, Windows 3.x and Windows 95/NT in one product.

#### New features include:

- Smaller data size, saving 5Mb disk space.
- New data – including
  - Large/Small User indicator.
  - Unknown postcodes.
  - Multiple Streets.
  - County Abbreviations.
  - County data where not supplied by Royal Mail.

**A**FD Software – leading the UK address management software market with innovations galore. In this issue we launch major upgrades to all our main products and introduce POP, a new way of enjoying the benefits

- Improved Searching – now allows Locality to constrain the Street/Town lookup for more unique matches.
- Full programmer support through 16 and 32 bit libraries (DLL) and DOS calls.

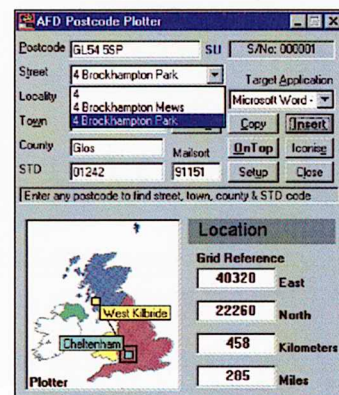


Postcode v4 is available NOW and still costs just £181 inc P&P and VAT. Upgrade from any current version for just the cost of the data upgrade £35.25 inc VAT.

### Postcode Plotter

With the release of version 4, Postcode Pinpoint has been renamed Postcode Plotter – it

offers all the benefits of Postcode, with additional Grid References to allow you to plot postcode positions with mapping software.



Postcode Plotter v4, is available NOW and costs £295 inc P&P and VAT. Upgrade from any current version for just the cost of the data upgrade £88.13 inc VAT upgrade from any current version of Postcode for £125 inc VAT.

### Postcode Plus v2

Another major new data engine provides stunning performance for our Postcode Interrogator. Full support for Windows 3.x and Windows 95/NT is included.

*continues...*

## Welcome Back!

**of our software through easy, budget payments. New people have joined the AFD team and, finally, our case studies feature Blue Sky Caravan Parks, The Multiple Sclerosis Society and the Argyll and Bute NHS Trust.**



**AFD Postcode Plus**

Postcode: AFD KA23 9BU DPS 1T 11 S/N: 000001  
 Organisation: A F D Software Ltd  
 Property: 1  
 Street: 51 Meadowfoot Road 11  
 Locality:  
 Town: West Kilbride  
 County: Ayrshire  
 STD Code: 01294

Target Application: Microsoft Word - Doc  
 Copy Insert Search On Top Setup Close

Approximate Location  
 606 Km  
 377 M  
 Plotter

**Additional Information**

Delivery Pts: 11	Category: Small User
Mailsort: 11519	Households: 1
Grid E: 22087	Grid N: 64806
Ward: 78UH26	W. Kilbride
NHS Code: SA9	Ayrshire And Arran Health Board
NHS Region:	Scotland

**AFD Postcode Plus: Search**

Postcode Search

Postcode From To postcode plus  
 Organisation  
 Property: Div 100  
 Street: MEADOWFOOT  
 Locality: Zip Search  
 County: Skip Section  
 STD Code: Search Close  
 Found: 13 Search Complete

DG11 3DR	Meadowfoot Cottage, Townfoot, Ecclefechan, LODGE
DG11 3FP	Meadowfoot, Ashyards Road, Eaglesfield, LODKERBIL
DY8 4DJ	Meadowfoot, Eggrington Road, STOURBRIDGE, Wes
EH47 9AG	Meadowfoot, BATHGATE, West Lothian
KA23 9BU	Meadowfoot Road, WEST KILBRIDE, Ayrshire
KA23 9BX	Meadowfoot Road, WEST KILBRIDE, Ayrshire
KA23 9BY	Meadowfoot Road, WEST KILBRIDE, Ayrshire
KA23 9BZ	Meadowfoot Road, WEST KILBRIDE, Ayrshire
KA23 9DA	Meadowfoot Road, WEST KILBRIDE, Ayrshire
ML10 5ZH	Meadowfoot Road, STRATHAVEN, Lanarkshire
ML10 5DL	Meadowfoot Farm, STRATHAVEN, Lanarkshire
ML12 6HX	Meadowfoot, Symington, BIGGAR, Lanarkshire
ML12 8CJ	Meadowfoot, Warlockhead, BIGGAR, Lanarkshire



AFD is a member of the Royal Mail's Accredited Reseller scheme which recognises the close relationship between the RM's Address Management Centre and innovative software houses like AFD, who provide access to the data in the Postcode Address File

**Major benefits include:**

- New data – including
  - Delivery Point Suffix (used to generate RM barcodes).
  - Multi Occupancy.
  - County Abbreviations.
  - County Data where not supplied by Royal Mail.
- Improved search engine.
  - allows single-fragment lookups – eg 51 Meadowfoot is all you need to find AFD Software!
  - call off only the matching property information.
  - better phonetic matching.
  - include County in searches.
  - pause and resume searches

- Fully synchronised delivery information – shows all data relating to one letterbox.
  - Lightning-Fast responses – optimisation means lookups are massively faster.
  - New NHS codes and regions
  - New, more powerful 16 & 32 bit programmers libraries (DLL), but v1 compatibility libraries are also supplied.
- Postcode Plus ships on 19 August and is still only £558.13 inc P&P and VAT. Upgrade from any current version for just the cost of the data update £88.13 inc VAT. Upgrade from any current version of Postcode for £377.18 inc VAT.

**Postcode Provider v2**

Taking full advantage of the new, faster and more comprehensive search engine of Postcode Plus, Postcode Provider delivers the easiest and most successful automatic address list clean-up. Now watch the speed too, but don't blink!

Postcode Provider v2 ships 16 September 1996, and still costs just £1116.25 inc P&P and VAT. Upgrade from any current version for just the cost of the data update £88.13 inc VAT. Upgrade from any current version of Postcode Plus for £558.12 inc VAT.

# Trusting in Postcode Plus

**Argyll and Bute NHS Trust provides medical services to one of the remoter regions of Scotland, and Graham Gault makes good use of Postcode Plus on the Trust's computer systems.** When a visitor to the area becomes ill or has an accident the Trust has a duty to provide emergency care. Argyll & Bute can claim payment from the

patients 'home' NHS Trust but the code of the patient's home NHS Trust must be known so invoices can be prepared. Graham created an in-house system to quickly look-up a patient's NHS code from their postcode, using Postcode Plus. The ease of then producing standard letters and invoices has led to an increase in the number of invoices being raised by the Trust.

As Graham said, 'Few people know their NHS codes and Postcode Plus allows us to take simple information from a patient and generate our paperwork from that. Previously it was a huge task and for smaller amounts it was simply not cost-effective to invoice.'

Graham runs Postcode Plus from Internal CD through a server to Microsoft Access and Visual Basic applications.

# Mike Solomon Joins AFD

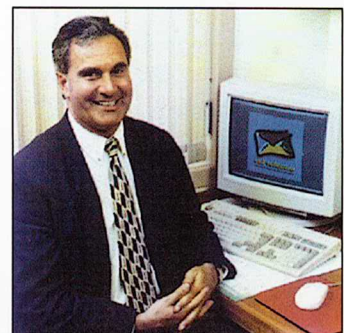
**Mike joined the AFD team on 1st May and will be helping the ever increasing number of large corporations taking full advantage of AFD's range of address management products.**

Mike's 20 years experience in supplying major corporations with computer solutions in places as diverse as the Middle East, Europe and the UK, mean he is

# Marketing Awards

**Another pat on the back for AFD's marketing department. AFD was a finalist in the 9th Royal Mail Scottish Marketing Awards.**

From an initial list of over 380 organisations, AFD shared the honours in the Small Manufacturing Class, with Isle of Arran Distillers and MacDonald's Smoked Produce.



the ideal man to tailor the right address management solution for any business.

Mike can be reached at mike@afd.co.uk or by calling 01294 823221.



# Postcode at Play

**N**orfolk has long been a favourite holiday place and Blue Sky Leisure run four caravan holiday parks there. Visitors can enjoy rural peace and tranquillity in North Norfolk, while those who like a more lively holiday can chose Great Yarmouth.

Running the information and reservations system for a large number of holidays across 4 sites is simplified by using AFD Postcode. Doug Wright, Computer Manager, explained, 'Because we have a pair of sites in Great Yarmouth and another in North Norfolk, we handle inquiries and



reservations from the larger site of each pair. We have Postcode installed in our reservations system on both sites and are very pleased with the program's performance.' Postcode helps with brochure requests by linking to a word processing program and an Access database. When a booking is

made, either by phone or in writing, Postcode enters details on screen so that confirmations can be quickly sent out.

Doug was impressed with the ease of installation of Postcode into Access and its ease of use. He said 'Postcode makes life so easy for our teleservice staff. They don't have to deal with strange place names and odd spellings. It also presents a much more professional image of us as a company and saves the holidaymaker time and money.'

*Blue Sky Leisure  
01493 780571.*

# Multiple Sclerosis Society

**T**he Multiple Sclerosis Society is the largest society representing MS Sufferers in the UK. David Pearce, their IT Advisor, has developed several routines based around Postcode Plus, to make life more

**efficient for computer users.**

For the Society's Helpline, the rapid look up facility is used to check whether a caller has been in touch before.

Postcode Plus was then used to clean up the Society's membership data and mailing lists.

'We found we had three mailing lists. One was being held externally and the others in-house. There was a large record difference between the three lists so we faced a major task to clean them. We will be making the cleaned lists accessible to staff so that we are not re-generating a

new address record every time someone calls,' said David.

'Before any address is used, we can check whether someone has been in contact with us before and then, by using a single keystroke, import their address into any document. We can also add them to our database. This will keep our database clean, so reducing our costs,' said David. He added 'The cost of installing address management software has been far outweighed by the savings we are experiencing - in computer processing time, phone costs, postage and staff time.

These savings mean that the Society can concentrate on providing the core services to MS sufferers, their carers and supporters.'

David has incorporated Postcode Plus into various programs on a PC network, using Windows NT with ALR servers using ethernet/TCP-IP and running Microsoft Office as the main end-user package. David also uses the popular charity package **Raiser's Edge**, which integrates very easily with Postcode programs. Raiser's Edge will be fully featured in a future Postcode News, so watch this space.

# Postcode in Pastel

**'P**astel Accounting users find Postcode helpful when building Customer and Supplier records', says Kevin Lief, General Manager of Pastel Accounting UK. Pastel is an integrated accounting system, suitable for all sizes of business. As well as normal accounting functions, Pastel can deal with foreign currencies, stock control, Bills of Materials and other functions.

'Pastel can hold an unlimited number of addresses for any contact, so users may have thousands of addresses in their files. Here Postcode can save hours of data entry time, with the bonus that addresses are correct. When your future cash receipts are dependent on this, it's vital that your information is reliable', said Kevin. Pastel's data files can also be used as a marketing tool. Users have traditionally resisted using accounting systems as a contact manager, but with Pastel's personalised letter and address label features, they can capture every enquiry for future mailshots.

*Pastel Accounting  
(01342 322444).*



# Diary Dates

**C**ome along and see the new AFD programs at the following events. Tickets are available from [margaret@afd.co.uk](mailto:margaret@afd.co.uk)

**9th - 12th September, Visual Tools & Developers Academy,**  
Keble College, Oxford.

**18th & 19th September - Marketing and Sales Promotion 1996,**  
Europa Hotel, Belfast, Northern Ireland.

**25th & 26th September - Direct Marketing Exhibition,**  
RDS Industrial Halls, Dublin, Eire.

**30th September - 1st October Hospitality Technology Show,**  
Olympia, London.



# Are they talking about us?

**Personal Computer World's Top 50 Utilities feature starred AFD Address Software as a TOP 50 UTILITY in their June 1996 issue.**

This is what they said – 'The great thing about this software is

*it's not just a great big file of data; it actually comes with a whole host of application and development interfaces that allow you to link search routines into existing applications.'*

**Andrew James in Home Run:**

*'The undisputed bargain of the pack is AFD Postcode... It's refreshing to see someone offering such a useful system at a sensible price.'*

**From Paradox Informant**

*'More importantly however is address manipulation. To implement this feature TCDS*

*uses AFD Postcode to facilitate access to customer addresses by postal code. For example a user can enter a postal code in the appropriate dialog box and the correct address is placed in the Windows Clipboard. Then the user simply pastes the customers address in the Job Details field.'*

**The Institute of Credit Management**

*featured Postcode Plus in their February issue – 'a comprehensive program which, in addition to standard functions, offers a range of other features.'*

# In the Hotseat

**Iain MacKenzie** – Sales Manager  
**Age** – Depends who you talk to. It seems to alter every time you ask.



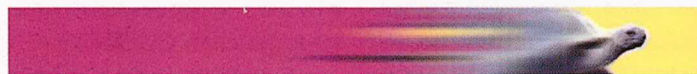
**Original Career Choice** – An Electronics Engineer. Iain, poor deluded soul, went into the computer industry as 'it sounded glamorous with the chance of meeting attractive women'.

**Sports and Hobbies** – Garden football with Andrew, Swimming with Kirstie and all the other things that go with being a Dad – including getting the homework wrong.

**Joined AFD in** – 1994.

**Favourite food and drink** – No's 67, 43, 106 and a side helping of number 22, with extra hot, spicy sauce please. A curry fan, Iain will drag you miles to this 'little curry house that should be just round this corner'. The next line is always 'Well, it was here last year'.

**Family** – Yes, his long suffering wife, Katrina, and two wonderful children, Andrew and Kirstie.



# Stop That Bus

**S**tamp, the AFD tortoise, was last seen crawling down the Hammersmith Road in West London firmly attached to the back of a bus.



The provocative 'are you still t-y-p-i-n-g addresses?' campaign is a great success. Calls to AFD tended to go along the lines of 'I've just seen your advert, can you send me some information'. Where did you see our advert? we asked. 'It's on the bus in front of me stuck in the traffic' is the usual reply!

# Where To Find Us

**O**ur new automated information server automatically provides up-to-date information through Internet Email.

A simple (blank) message to [info@afd.co.uk](mailto:info@afd.co.uk) will return an index page listing available topics and how to access the service. This service is entirely automatic. If you need a personal response email to [postcode@afd.co.uk](mailto:postcode@afd.co.uk) or phone on 01294 823221. Our World Wide Web site can be accessed from any suitable web browser point your web browser at <http://www.afd.co.uk> and our ftp site is addressed [ftp.afd.co.uk](ftp://afd.co.uk).

The AFD Bulletin Board provides updates and examples for a wide range of supported programs, totally free of charge on 01294 829327. The BBS modem has recently been upgraded to 28.8K baud, for faster downloads.

# Data News 3/96

There have been major recodings in Aberdeen postcode districts (AB). Smaller recodings have taken place in BS17 (Mangotsfield, Bristol), LE11 (Loughborough) and M38 (Little Hulton, Manchester). Other completed recodings are in GU15 (Sandhurst) and GU17 (Yateley) and PL7 (Plymouth). Existing Postcode users can get their copy of this data update at the nominal cost of £35.25 (£30 + VAT). Postcode Plus & Plotter data updates are £88.13 (£75 + VAT).

To order your update, simply phone, fax, mail or e-mail us with your program serial number and your credit card details.

Future recodings are due in Hull (HU7 5), London (SW13), Preston (PR2), Lincoln (LN2, LN3, LN6), Grimsby (DN37) and Chester (CH5, CH7) during August 1996.

## New...New...New...

Place your standing request to receive each data update within days of its release by the Royal Mail: simply phone/fax/email your request with a credit card number and we'll send the new release as it becomes available.