



# postcodenews

THE JOURNAL OF AFD POSTCODE SOFTWARE WINTER '97 ISSUE 6

http://www.afd.co.uk

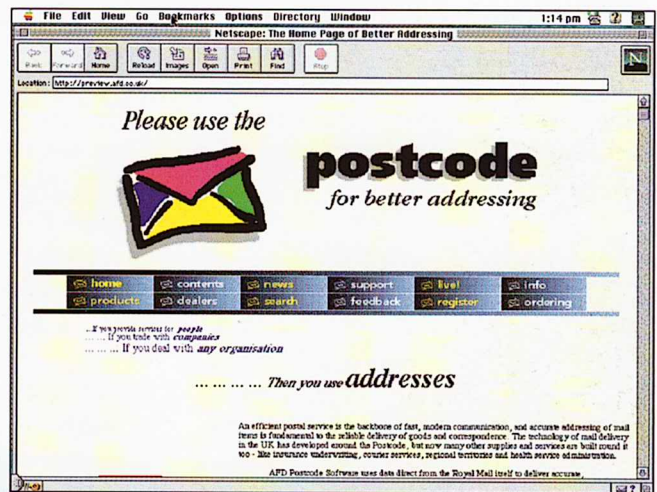
**A**FD have always led the way in using the best of modern communication technology. Our hot net web site uses our direct Internet connection to deliver exciting, direct access to AFD, to our products and technical resources – and provides some stunning facilities to make life even easier for our customers.

Visit the site to see AFD/PIP – the new Postcode Internet Protocol deliver rapid, accurate addresses over any TCP/IP connection – a boon for webmasters who can now include PAF addresses on web response forms from just £25/month.

The service also allows direct registration and activation of AFD Postcode programs, at any time of day or night, and provides fast

access to our vast resources showing how Postcode products can deliver better addressing to the applications you use every day.

Our new direct internet connection also means faster, easier access by 'instant' email and for ftp file transfer – making further strides in our efforts to provide the best possible technical services to our customers. There are also pages showing what Postcode Dealers have to offer – many can provide skills to incorporate Postcode products in your systems – and others have exciting so-



lutions which already have Postcode included in them, and address specific needs of key sectors of commerce and industry.

## Welcome Back and Happy New Year!

**W**e're starting off 1997 by introducing lots of new products and services to make address handling and management even more efficient. In this issue visit the exciting new AFD Web Site, learn how PIP

is going to change the way addresses are handled on the Internet, solve everyone's label and envelope printing problems, hear about our new scheme for resellers and meet new AFD staff.

Oh, and a new look Postcode News! – not a bad start for the new year eh?

On the Hot Spot is Margaret Birch, Customer Service Manager, and our case study shows how Postcode Plotter makes it easy to find the nearest branch.

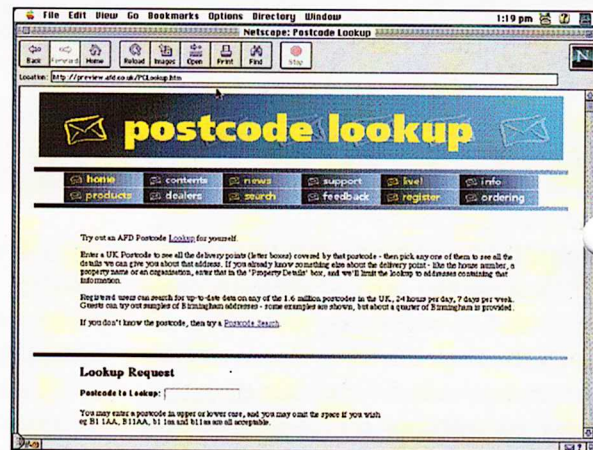




# The NEW on-line service – Postcode Internet Protocol (PIP)

**T**he launch of Postcode Internet Protocol now means that anyone with a TCP/IP connection to Internet or Intranet can benefit from the power of Postcode Plus' amazing search engine on almost any computer platform, including Intel, Apple, Unix, Mini and Mid-range systems.

You can see it operating live at <http://www.afd.co.uk> – but the possibilities are boundless – you can run PIP as part of your local network – or route PIP calls across the Internet from anywhere in the world, and the AFD/PIP main server will deliver the goods – lightning fast.



## Labels? – No Bother!

**P**ostcode Labeller is a NEW extension to Postcode Plus, which removes one of the real hassles of using a PC by producing individual labels

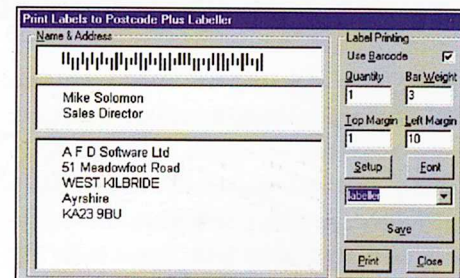
**and envelopes – simply and efficiently. Printing one-off labels is solved with the whisper-quiet Smart Label Pro printer – available from AFD.**

Use Postcode Plus to generate the full, accurate, Royal Mail address, add a Name and print as many labels, envelopes or polylope inserts you need. All automatically include the new Royal Mail Customer Barcode – tested by Royal Mail Streamline – for fastest, accurate delivery.

Postcode Plus Listmaker extends the new facility by printing labels, or exporting mailing list data for any selection of Postcode Plus addresses. Use Listmaker to produce low-cost mailing lists for any area – or for addresses with any key

words you choose.

- Labeller is FREE with new copies of Postcode Plus – existing users get a copy with the Data Update to Q4/96 – cost just £75 + VAT.
- A bundle of Postcode Plus with a Smart Label Pro printer – just £675 + VAT, or if you already have Postcode Plus, £275 + VAT.
- Listmaker is available as an extension to Postcode Plus or Postcode Provider for £475 + VAT.







## Meet the Team!

**T**here's such a lot happening with AFD's Better Addressing Campaign that we've organised two special days at the prestigious Novotel at Hammersmith, London. Benefit from a fast moving look at better-addressing technology, see, live, how Internet address capture has been revolutionised by AFD/PIP, and learn from AFD's team of experts how your own systems can save time and money using

### Postcode systems.

Be our guests, and enjoy our hospitality – with coffee and croissants as you arrive, and the sort of buffet for which the Novotel is famous!

### Postcode Dealer Day May 7th '97

Day 1 on May 7th, 1997 is designed to help dealers learn about address management, and how AFD technology and marketing can benefit existing programs as well as future projects. The powerful AFD brand, and increasing customer demand for postcode-led addressing will benefit every technology business.

### Better Addressing Seminar May 8th '97

Bad address-list management is the

nightmare of many an IT department. This seminar is designed to help the Corporate MIS department have the best possible address handling. Meet face-to-face the team who've made PAF data affordable and accessible. Learn from our experts the benefits of getting it right first time – and how to deal with the problems you've already got!

There'll be 'hands-on' workshops and demonstrations, guest speakers and lots of special offers on the days too, so book your place right away by completing the response form, or email [Irene@afd.co.uk](mailto:Irene@afd.co.uk).

*Please note that places on both days are strictly limited – so don't delay.*



## What's Missing?

**T**oo many everyday computer applications have poor address management.

This year, AFD are determined to assist every technology business to deliver better addresses – so we've totally revised our dealer arrangements to make it even easier to use Postcode technology. Dealers benefit from access to AFD technical resources, marketing initiatives and promotion via the new AFD Web Site. There's still room for more, and soft-

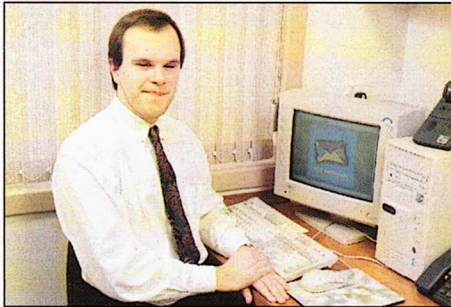
ware developers, computer resellers and contractors are welcome – contact [Jean@afd.co.uk](mailto:Jean@afd.co.uk) for a dealer information pack.







## Welcome



**D**avid Willis joined us in October 1996 to further strengthen our Technical Support team. David was recruited from a major Glasgow computer reseller and brings front-line experience of customer care.



**I**rene Pratt arrived in November 1996 to further develop the efficient and friendly sales and admin team for which AFD have been justly proud. Handling the increasing sales traffic, and the care of our important Corporate customers will be high on Irene's agenda.

## Incorporating Postcode Programs into... Tripper

**H**igh Street travel agents are usually the first stop for travellers. There, alongside the brochures, you might find Postcode – in the travel agency program, Tripper.

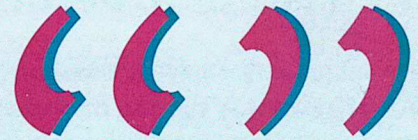
Travel agents generate large numbers of addresses. Those numbers are why Postcode is used in Tripper. Rapid addressing is the initial use, followed by linkages to other functions to produce letters, confirmations and accounts. Postcode can also be used to

check past enquiries and call up transaction records.

Tripper includes all the functions that travel agents need – from front office tasks like taking inquiries and sending brochures, through reminders and bookings to back office tasks such as billing, personnel records and accounting. Within Tripper, Postcode is used through PC dBase.EXE in DOS.

*Dataworld Systems (01462 436696).*

*Contact Iain Carstairs*



## Quotes

*'Event Management Systems are pleased to be associated with AFD Postcode whose prompt service and excellent support team ensure that our AFD customers are never kept waiting and any queries are resolved immediately.'*

Quoted from Event Management Systems VAR page on the AFD Web Site.

*'Postcode Plus has a major front-line role to play here at Raytheon in the UK Sales Operation... The day we installed it, the customer reaction was immediate and they were most impressed. It enabled our Sales Staff to spend more time on the call and not taking address information.'*

**Andrew Swatton,  
Raytheon Marine.**





## Where's the Nearest...?

**Ransomes are one of the world's largest grass cutting machinery manufacturers: the leaders in grass cutting technology.**

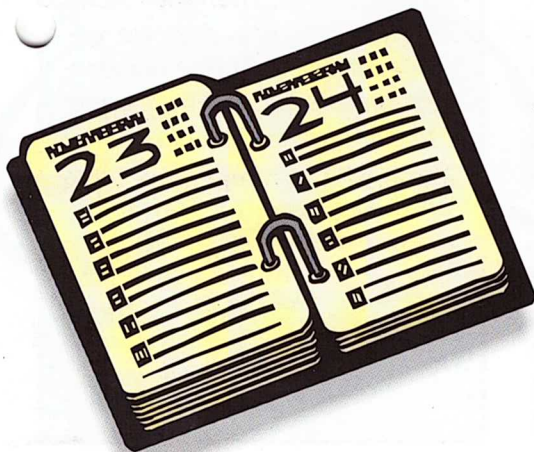
Callers to Ransomes are entered into the database using Plotter's rapid entry facility. Plotter then provides the grid references for that address – so that a personal letter can be produced giving product information and the addresses of the nearest two dealers.

The dealers are informed of an enquiry being made in their sales area, so that the appropriate follow up can be made.

By using Postcode Plotter, a difficult manual task has become almost automatic.

*Postcode Plotter provides all the facilities of Postcode – but the additional Grid reference information allows linear distances to be easily calculated – and mapping of addresses is enabled.*

*Ransomes 01752 346555*



## Diary Dates

### Meet the Postcode Team at:

- **February 25-28, Windows Show**  
Stand 410, Grand Hall, Olympia.
- **March 11-13, Direct Marketing Fair**  
Stand M4, Wembley Conference Centre,  
London.

- **April 22-25, Comdex**  
Stand 1502, Earls Court 1.
- **May 7th, Postcode Dealer Day**  
Novotel, London.
- **May 8th, Better Addressing Seminar**  
Novotel, London.
- **1-2 July, Magazine Publishing Exhibition**  
Olympia 2, London.

For tickets for any of these shows, email [margaret@afd.co.uk](mailto:margaret@afd.co.uk).





# On The Hotspot



**Hot Spot** – Margaret Birch, Customer Services Manager.

**Age** – one of the younger team members, Margaret is probably the best known. You'll

have seen the exhortations to phone, fax or email her across all sorts of AFD media. So here she is in person!

**Original Career Choice** – Margaret wanted to be a Teacher, but decided moving into business was far better as it didn't involve homework, exams and, horror of horrors, school dinners – that's for the teachers, of course.

**Sports and Hobbies** – a keen sports-woman, playing both football and badminton, Margaret has an understanding of the Offside rule that puts so-called 'experts' to shame. When not tearing around muddy, damp football pitches, she's a talented musician, playing both the piano and the guitar.

**Joined AFD** – 1994

**Favourite food and drink** – Italian food is Margaret's preferred choice. Innovative pasta dishes, rich olive oily and tomatoey meat dishes and scrumptious ice creams are all firm favourites.

## Contacting AFD

**By Phone**.....07000 P-O-S-T-C-O-D-E (07000 7-6-7-8-2-6)

**By Fax** .....01294 822905

**By email** .....[postcode@afd.co.uk](mailto:postcode@afd.co.uk)

We operate a 24 hour automatic information request system through email. Send a blank message to [info@afd.co.uk](mailto:info@afd.co.uk) and you'll get back an index page listing available information, from which you can request relevant items.

**Web Site** .....<http://www.afd.co.uk>

**FTP Site** .....<ftp.afd.co.uk>

**By Post** .....**afd software ltd**, 47-51 Meadowfoot Road, West Kilbride, KA23 9BU.

AFD is a Royal Mail Accredited Reseller

## Data News 4/96

Order your updates NOW to take advantage of the new Labeller function free with the Postcode Plus Data Update 4/96.

Don't keep up with the Joneses, keep up with data changes instead. Each time the PAF is recoded thousands of postcodes may be changed. Missing just one data update means out of date, grubby lists, which is where we came in, in the first place.

Currently recoding during January 1997, are:

Birmingham: B64, B65, B66, B67, B68 & B69

Grimsby: DN37 & DN40

Ipswich: IP5 & IP10

London: SW13

Port Dinorwic (Gwynned): LL56

Sheffield: S18, S19, S30, S31, S62, S64 & S66

Updates can be ordered by fax, email or phone with a credit card number or by post and cost 30 + VAT for Postcode, 75 + VAT for Plotter, Plus and Provider users – or join the POP scheme and cover all costs with one budget payment.