



The Right Address

The Right Bank Details

The Right Relationship

How can you start and maintain the right relationships with those you serve; improve data protection compliance, and deliver better service? Part of the answer is to get all address and bank details right.

It's good for you, good for your customers and good for your reputation. No wonder organisations are choosing AFD Software to solve name, address and bank data challenges quickly and affordably.

In this issue of Postcode News:

- Read how Teenage Cancer Trust switches to AFD Postcode Plus to deliver benefits to its staff, supporters and Database Manager.
- Discover how AFD Postcode is helping Halfords Autocentres achieve rapid, profitable growth.
- Find out how the AFD Software Developer Kit for iPad and iPhone makes it easy to integrate AFD Postcode Plus and AFD BankFinder with business applications.



Fuelling Expansion

Halfords Autocentres is a growing network of 265 garages delivering a full range of automotive services to over half a million customers every year. Halfords plans to expand coverage to 400 centres, adding around 30 new garages each year. AFD Postcode is helping Halfords in its quest to deliver both customer satisfaction and growth.

Each branch has the Halfords bespoke 'Point of Sale' solution which accesses AFD Postcode, ensuring that all users have access to up-to-date address data.

Growth Strategies

One key strategy for growth requires the high levels of customer satisfaction which lead to loyalty and referrals. Another is ensuring that customers receive timely reminders for MOT and Servicing.

Reminding and Cross-selling

The first main purpose of AFD Postcode is to ensure accuracy of data. IT Manager Kevin Cooke explains: "We need accurate data because we need to generate cross-selling opportunities and build annual revenues.

For example an MOT is an annual event. We typically write to the customer 40 days before the MOT and then if we don't hear from them, the Centre Manager calls them. People do forget when their MOT needs renewing so this reminder service is good for Halfords and the customer.

With an accurate address we are confident that our reminder and cross-selling communications will not only be delivered to the customer but will build our brand through accurate presentation of the customer's address."



Releasing Time

The second main purpose of AFD Postcode is as a time saver. Kevin Cooke continues: "Typically a centre will have a Manager who enters the customer data to the Point of Sale system which may have been taken from a handwritten note.

The faster the data can be entered, the more time the manager has to deal with customers and to manage. This is particularly important during busy periods.

Without AFD Postcode there would be a negative impact on time - with AFD Postcode everyone's happy!"

How could AFD Postcode help your organisation reach its growth and service goals?

www.afd.co.uk/postcode
www.halfordsautocentres.com

NEW for iPhone iPad and iPod touch

AFD Software Developer Kit

The AFD Pocket product range continues to expand with the launch of AFD Postcode Plus and BankFinder for iPhone, iPad and iPod touch mobile digital devices.



Why install when you can call?

With easy access to mobile networks it is natural to think that there is no need to install software on smart phones or tablets. To a certain extent this is true and we have many customers who can access AFD products via our hosted services from all types of mobile digital devices including those which run Android, BlackBerry, iOS and Windows Phone.

Unpredictable Network Access

You may be surprised to know that mobile network availability and speed is not predictable – even in central London. The resulting delays in accessing or validating data really do cause organisations problems. This is why so many already choose to install AFD solutions for name, address and bank data validation on smart phones and tablets.

Where is the mobile computing market going?

The tablet and smartphone market has exploded over the past 5 years and things can and do change very quickly. A market until recently dominated by the Windows Mobile operating system is now dominated by iOS and Android. Both contend for consumer market share but increasingly they are being adopted for commercial business use.

iPhone, iPad and Android devices are now familiar to so many consumers in their personal lives, that they find it easy to navigate business applications on devices which run the same operating systems. Time will tell if Windows Phone 8 enables Microsoft to recapture a bigger slice of the market.



Why AFD Software Developer Kit for iPhone and iPad?

Perhaps it's not surprising that we are seeing the extension of two essentially consumer-orientated products into mainstream business players.

Apple users are exceptionally loyal to the user experience. That loyalty is increasingly expressed in the workplace where users want the same experience. AFD Software has launched its Software Developer Kit for iPhone and iPad mobile digital devices in response to this demand. Now developers can integrate high quality UK address and bank data validation to their iPhone and iPad business solutions.

Of course AFD has supported its products for Windows Mobile for over 10 years and will continue to do so. Installed solutions for Android will ship shortly - watch this space!

Where does hardware figure?

Hardware is a significant factor especially when it comes to Apple. With Apple there are just three devices (iPhone, iPad and iPod touch) compared to nearly 4,000 Android devices on nearly 600 brands. Apple hardware consistency and quality is compelling, and it remains the main choice of more affluent consumers.

Even for business users on a budget or wanting to maintain a particular model, again Apple comes up trumps with its own reseller division for fully supported refurbished devices. For some organisations all this makes the iPhone and iPad the best choice.

Download the AFD SDK for iPhone and iPad

Available from 26th October 2012, to download the Software Developer Kit for Postcode Plus and BankFinder visit www.afd.co.uk/ios

To talk about your requirement call **01624 811711** or email postcode@afd.co.uk

The Right Decision!

Every day, six young people aged between 13 and 24 are diagnosed with cancer. Teenage Cancer Trust is the only UK charity dedicated to improving their quality of life and chances of survival.

The charity is among a growing number of organisations taking the decision to switch to AFD Postcode Plus to help manage address data effectively and affordably.

Evaluating Postcode Plus

Chinh Quan, the Database Manager at Teenage Cancer Trust explains: "We were keen to move away from our existing address management software supplier and wanted to evaluate Postcode Plus to ensure we made the right decision. What impressed us from the start was that AFD Technical Support responded quickly and accurately to our technical questions.

The Customer Services team explained licensing clearly. We got a fresh start in a transparent environment and the AFD Software license covers use of Postcode Plus both with our charity software application and other systems used by the same staff."

Low Maintenance, High Standards

"From a practical perspective Postcode Plus is easy to maintain – updates are just downloaded and installed and we are able to upgrade without charge to the latest version – which maintains itself.

With Postcode Plus we have the highest possible level of address standardisation and cleanliness. This helps minimise duplicate supporter records."

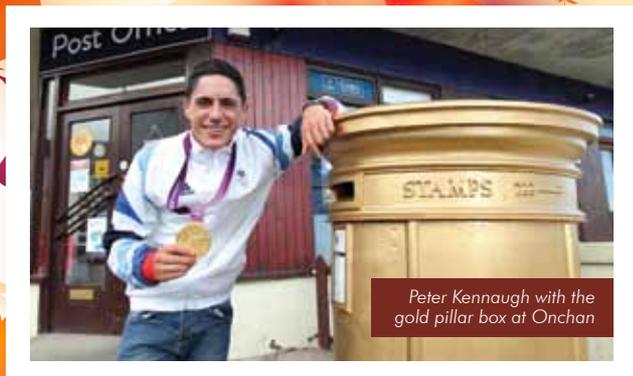
Better Supporter Engagement

Chinh summarises the benefits to Teenage Cancer Trust: "With Postcode Plus, our staff are faster and more confident when entering data and our IT costs are lower. More importantly, Postcode Plus has improved the way we engage with our supporters."

Enhancing Professionalism

Chinh concludes: "The supporter's address appears immediately beneath the Teenage Cancer Trust logo. The quality data in Postcode Plus ensures that the addresses on our correspondence enhance the charity's professionalism and high standards."

www.afd.co.uk/pcplus
www.teenagecancertrust.org



Peter Kennaugh with the gold pillar box at Onchan

Gold Post Boxes

Have you seen any of the gold post boxes celebrating British Olympic gold medal achievements? As an Isle of Man-based company, AFD Software were proud that Peter Kennaugh was part of the winning British four-man Pursuit team that set new world records and won gold in the 4,000 metre cycling event. He is pictured here next to the newly painted gold pillar box outside Onchan Post Office on the Isle of Man.

To see all the gold pillar boxes please visit www.goldpostboxes.com

Hot Spot

Kevin Brew - Programmer

Originally from Toronto, Canada, Kevin has lived in the British Isles for 18 years — including stints in England and on the Isle of Man.

His original career choice was photography. He especially focused on portraits, enjoying the challenge of capturing character and personality.

Kevin's family has a long history with the Scout movement and he is now responsible for Media Development in his role on the island's Scout Association Executive. He recently gave a radio interview about the Duchess of Cambridge, Kate Middleton's involvement as a Scouting volunteer.

Kevin relaxes by reading science fiction and fantasy - and enjoys the strategy, imagination and creativity involved in war gaming and fantasy games. He also enjoys cooking and eating Mexican and Chinese food.

At work he values the sheer variety of projects - where there is always something new to get stuck into!



AFD Data News Q.4/12

Over the past three months there have been significant updates to data on the Royal Mail Postcode Address File (PAF). These include 25 new localities, 7201 new postcodes, 111,697 new delivery points, 88,682 delivery point changes. These are all included in our latest Q.4/12 update.

BankFinder updates are a requirement for all AFD BankFinder customers. All new purchases and renewals will include the provision of weekly updates as standard.

If you are a BankFinder customer you will already have received full details of how the changes affect you and what to do.

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