



# postcodenews

THE JOURNAL OF AFD POSTCODE SOFTWARE SPRING '97 ISSUE 7



## *AFD's Commitment to Quality – now formally recognised*

**ing top quality products at affordable prices, matched by unsurpassed levels of technical sup-**

**port and customer care.**

That approach to quality has now been formally marked with the award of BS EN ISO 9002 Certification. Few software com-

panies have this internationally recognised award and we are proud of our achievement.

*'In a fast changing environment this award can only enhance our enviable reputation for delivering solid feature-rich software solutions, backed up by high levels of customer care. We are delighted to have achieved ISO 9002',* said David Dorricott, Managing Director.

**S**ince AFD Software was founded the directors and staff have always been committed to provid-

## *Here we grow again...*

**W**e've made some major expansions to our office space, recruited more people, developed new programs, been awarded ISO 9002 and welcomed a number of major

**users on board. We visit the magnificent Chatsworth House for our user story and have news of major data set changes affecting all our users. And the Year's just begun!**

Thank you for all your comments about the new look Postcode News. If you have any user stories etc. that you'd like us to consider for inclusion, then email [jo@afd.co.uk](mailto:jo@afd.co.uk).



## Showing Off

**The 1997 Exhibition season got underway at Olympia with Windows '97. That was swiftly followed by the Direct Marketing Fair at Wembley Windows '97**

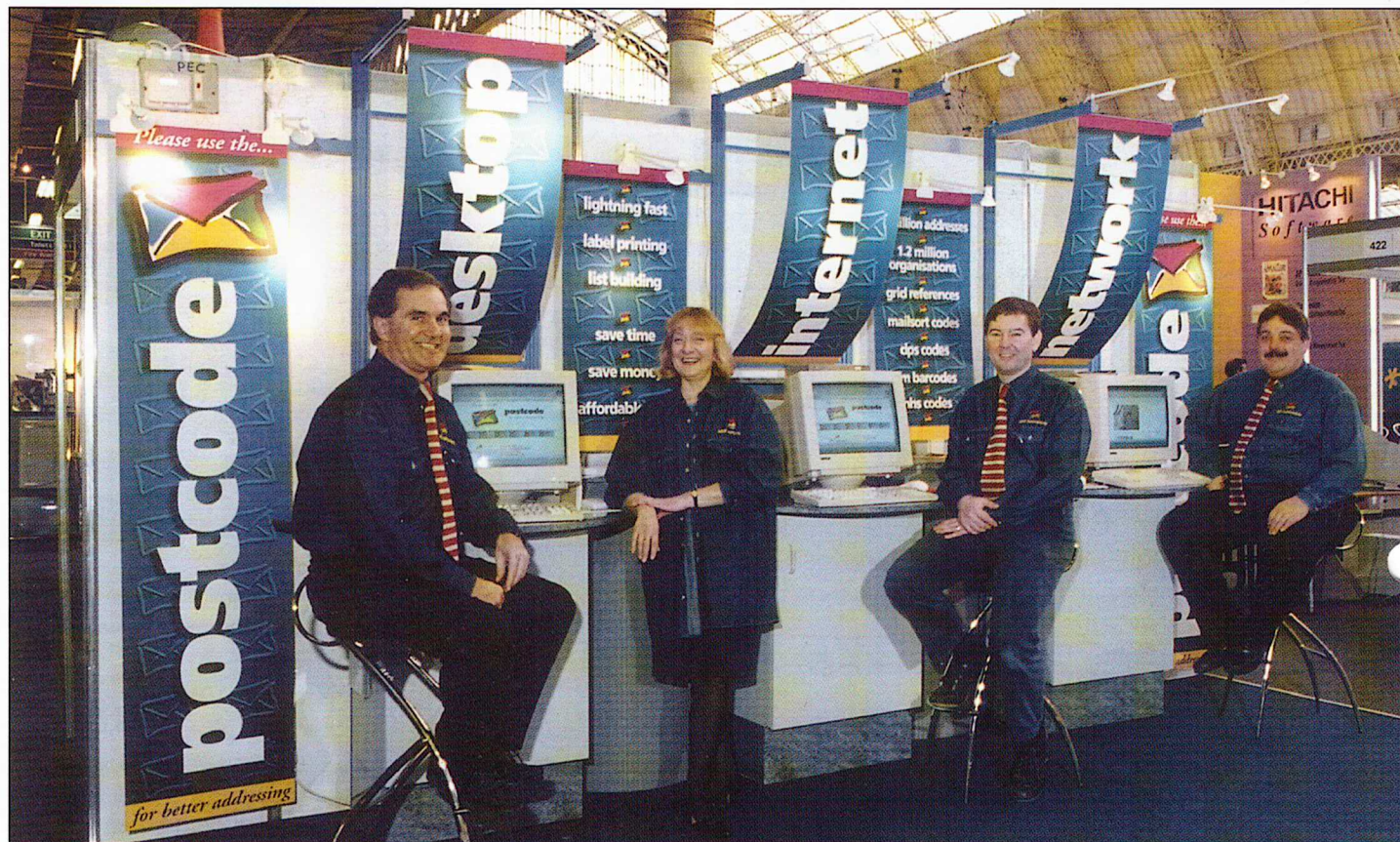
A star of the show was AFD's new Postcode Internet Protocol (PIP). Webmasters

from all sorts of organisations were queuing up to try this exciting new concept, which gives them the ability to use Royal Mail data to ensure, fast accurate address capture on the Internet.

### Direct Marketing Fair

Visitors are used to using address management software 'in anger' with volumes

of work that would tax most software. Except, of course, Postcode Plus. The ease with which Plus was matching addresses, lightning fast, from just a fragment, and the sheer power of Postcode Provider to reliably clean up dirty address lists bought plenty of favourable comments from stand visitors.



L to R The AFD Team at Windows '97 – Mike Solomon, Irene Pratt, David Dorricott and John Dolman.



## 'Happy New Year'

*'Thank you for Postcode Plus, without it our life would have been hell.*

*It has been a joy to work with.'*

Sandy Boyd, Chatsworth Farm Shop

**B**ehind that heartfelt message on a card we received at New Year was quite a story. Postcode News investigated further...

Throughout the year, the Chatsworth Estate Farm Shop sells a huge range of fresh and prepared foods, both as individual items and in hampers. Not unexpectedly, Christmas is the Shop's peak season with customers placing orders for themselves, their families and friends. There's often a slight snag with orders for friends and relations.

Sandy Boyd explained, *'Surprisingly, some customers don't know friends and relations complete addresses. They knew 80% of the address, but often didn't know the last vital bit – the postcode. With fresh food hampers, rapid delivery times are vital to ensure that food arrives in perfect condition. Before Postcode Plus, we had hampers returned from all over the UK as the address we'd been given wasn't correct.*

*We do not take any risks with fresh food, and so, were having to destroy the returned food and refill the order before trying to deliver again. That cost*

*us a lot of time, effort and money.*

*This year, with Postcode Plus, hampers were going to the right address first time. Almost none have been returned because of wrong addresses, giving us huge time, labour and money savings. As our card to the AFD*

*team said "without it our life would have been hell."*

The shop is part of the Chatsworth Estate, home to the Duke and Duchess of Devonshire, and can be contacted on 01246 583392 .



Manager Sandy Boyd, with Her Grace the Duchess of Devonshire, by the butchery at Chatsworth Farm Shop.



## Finding the Nearest...?

**F**inding the nearest branch of an organisation can sometimes be a chore. If you live in a big city, you might have to consult 2 or 3 telephone directories, a local map and still need to ask the person at the next desk. Out in the country, it can be worse.

Postcode Plus Nearest solves the problem in a flash.

Nearest is the latest neat idea from the AFD team. Developed as part of Postcode Plus, Nearest tells you the approximate straight line distance to a local organisation or branch from almost any postcode you enter.

Use Nearest to build up your own lists, branches, local points of contact or dealers, then use it to advise customers of their near-

Distance	Postcode	Title	Notes
16	KAI 4AY	Kilmarnock	01563 878818
23	G76 7SD	Clarkston (Fife Jony)	0141 821 0809
26	G2 1QP	Glasgow (W. George St)	0141 226 4169
26	G2 8BU	Glasgow (Argyle St)	0141 331 0144
27	G74 4UN	Earc Kilbride	01355 242442

est branch. The feature answers important questions like "Where is my nearest Pizza Hut" or "Where is my nearest Postcode dealer".

Nearest lists are easy to build, using Postcode Plus' search facility to find the organisation or addresses that you are looking for, e.g. Pizza Hut. Select from the results of your search and, using simple drag and drop, carry them to your Nearest list. Titles can be created from key elements of the address or you can type one in yourself. It's easy to add other details - like phone numbers. Typically, many users will only require one Nearest list

- but there is virtually no limit on the number you can create.

Look up a postcode on the Plus screen, click the 'Nearest' button, and you have an instantaneous ranking, with the closest branch at the top. Hold the mouse down on any address in the list - and the full address of the branch can be seen..

Postcode Plus is the most comprehensive and best value for money address management product in the UK today. With Nearest supplied free of charge it is even better value. For just £475.00 plus VAT, buyers have access to a whole range of really useful address based data and tools. Tools and data that includes Labeller for super fast individual labels and envelopes, NHS Codes, ward codes, Mailsort Codes, delivery point suffix's and of course, the UK's 26 million addresses.

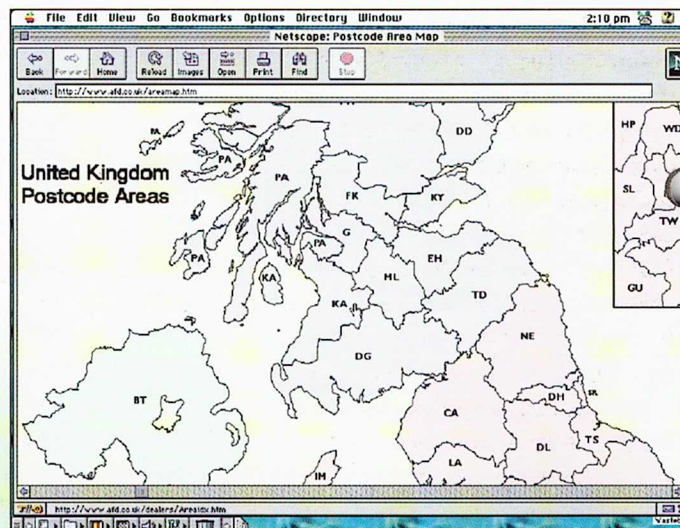
## Where on the Web?

**T**he AFD Web site contains all sorts of helpful items. Thanks to our friends at Geoplan, the site now provides a useful Postcode Area Map at <http://www.afd.co.uk/areamap.htm>.

This map shows all the postcode boundaries for the UK, including Northern Ireland - but it also has another important use! Click on any part of the map to jump straight to the details of AFD Postcode Dealers based in that area.

Postcode Dealers are not only able to

supply Postcode Products, but they can also offer specialised software incorporating Better Addressing features. Many of them also offer customised programming services - or help with the incorporation of Postcode Products with your existing computer system.





# Special Offer – FREE UPGRADE



Royal Mail

**T**otally overturning the reputation of Scotland for being mean with money, we have a great FREE offer for users of Address Manager from the Royal Mail.

If you are a holder of a licensed copy of the Royal Mail Address Manager product, you

can upgrade to Postcode Plus TOTALLY FREE OF CHARGE – simply by sending to us your latest CD and a copy of your RM invoice, showing the number of licensed users who need to be upgraded.

Why not move immediately to all the up to date benefits of Postcode Plus including:

- Ease of Use.
  - Lightning Fast Searches.
  - Additional Data.
  - Fully 32 bit (win 95/NT) and 16 bit Windows compatible.
  - Full programming interface to add the power of PAF to your day to day applications.
  - Up-to-date data – up to 3 months earlier!
  - Run from Hard Disk, Network or CD-ROM.
- Built in Labeller – the easiest labels and envelopes.
  - Built in Nearest – see 'Finding the Nearest...?' article for details.
  - On-going program development and improvements that regularly delivers new features.

You'll pay **ABSOLUTELY NOTHING** until your current Address Manager licence runs out -then simply pay the normal Postcode Plus annual renewal – and that should save you money too!

Send your CD and invoice, marking the envelope 'RMAM', to the normal address and we'll soon have you using Europe's leading address management program – Postcode Plus. Offer open until 31st May 1997.

## Diary Dates



### Meet the Postcode Team at:

#### • April 22-24, Comdex

Stand 1502, Earls Court 1, – come and try PIP (Postcode Internet Protocol) live on stand.

#### • 24-26 June, IT Expo 97

Stand SD7AZ, NEC, Birmingham – Keep up to date with AFD's latest developments.

#### • 1-2 July 1997, Magazine Publishing Exhibition

Olympia 2, London – see how Postcode Plus can help manage subscription lists, enquirer lists, advertiser lists etc.

#### • 17-18 September, Royal Mail Address Management Day

Murrayfield Stadium, Edinburgh – AFD will be 'on the ball' with address management seminars and displays at the home of Scottish Rugby.

The larger shows have their own Internet sites and you can request tickets directly through those sites. The Diary Dates page on AFD's web site at

<http://www.afd.co.uk/diary.htm>

can be used to link into the appropriate site. Or email [margaret@afd.co.uk](mailto:margaret@afd.co.uk) instead.



# On The Hotspot



**Hot Spot** – Mike Solomon, Corporate Accounts Manager

**Age** – Would you ask a black belt karate expert his age?

**Original Career Choice** – Mike was all set to join the family hotel business, but after years of studying catering, he decided there was life beyond Black Forest Gateau and moved into the burgeoning computer industry.

**Sports and Hobbies** – Mike is disgustingly fit and puts the rest of us to shame. As well as being a karate expert, he's a good golfer and runs almost everywhere.

**Joined AFD in** May 1996.

**Favourite food and drink** – Coming between Mike and his TGI Friday's Chicken Caesar Salad is not a recommended activity. Diet Coke is a favourite drink.

**Family** – Mike and his wife, Judith, have a daughter, Zoe, and a son, Luke.

## 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)

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 .....<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 1/97

Order your Postcode and Postcode Plus updates NOW to take advantage of the new Nearest function, free with the Postcode Plus Data Update 1/97. As well as Nearest, 1/97 contains major changes and recoding to some Sheffield (S) postcodes – including S18, S19, S30, S31 and S66.

Updates can be ordered from our web site, or by fax, email, telephone or 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.

### Future planned changes include

- **London South West (SW)** – A new Sector, SW18 3, to provide for a large new development. To facilitate this, a few codes are changing from SW13 9 to SW13 8.

- **Ipswich (IP)** – Some IP5 7 codes are changing to IP5 1, IP5 2 and IP5 3, Also some IP10 0 codes are changing to IP11 0

- **Doncaster (DN)** – Some codes in DN37 7 and DN37 8 are changing to DN41 7 and DN41 8

- **Up to 250,000 changes** will be made in PAF by uplifting organisation names currently in the 'Property' to the 'Organisation' field. The changes will affect churches, schools, museums, farms, public houses, hotels, nursing homes, hospitals and libraries.

- **PO Boxes will no longer contain Grid References, NHS or Ward Data.**

This is consistent with the fact that PO boxes, by definition, are non-geographic delivery points.