



postcodenews

THE JOURNAL OF AFD POSTCODE SOFTWARE SUMMER '97 ISSUE 8

Upgrade to Postcode Plus FREE

The Royal Mail's PAF on CD range is being withdrawn from Q.1/98. If yours is one of the organisations that will be left high and dry by this change - then read on.

In Postcode News 7 we announced a FREE UPGRADE offer to Postcode Plus for users of Address Manager from the Royal Mail. Now that offer is being extended until 30th September 1997 to allow you to be able to change, with the minimum of disruption, to Postcode Plus

If you are a holder of a licensed copy of a Royal Mail Address Manager product, you can upgrade to Postcode Plus TOTALLY FREE OF CHARGE* - simply by sending us a
continues...

AFD's growing again...

Since our spring issue of Postcode News, we've opened a new Northern Office in Bradford, opened a technical discussion forum on our web site and recruited more team players.

We're also getting 'personnel' with Greggs's the Bakers and have some nice user comments about PIP and Postcode Plus.

Our growing client list reads like a roll call of the world's top organisations - leading

commercial names like *BMW Finance*, *Panasonic* and *Midland Bank* are alongside smaller niche businesses like the flower sellers by post - *Carnation Express* and *Scent from the Islands*.

Major charities like *Comic Relief* and the *Multiple Sclerosis Society* are also users, as are the Army, the Royal Air Force and various Police Forces. County and Metropolitan Councils and national Government

Departments use Postcode Products to help them in their work. High Street Retailers are discovering the multitude of uses for address management - our case study gives just one example.

We are continuing to grow and attract new customers with our range of affordable, feature rich software coupled with levels of quality and service that are unparalleled in address management.



...continued

copy of your latest CD and a copy of your RM invoice, showing the number of licensed users who need to be upgraded.

Now you can 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 – point customer's to your nearest branch.
- On-going program development that regularly delivers new features and improvements.

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 30th September 1997.

* Address Manager Plus users can upgrade free of charge to AFD Provider. Address Finder National users may upgrade to Postcode Plus at £150 off list price.

Postcode – A Thank You

From: "Colin Boyd" "colin@westronic.co.uk"

Subject: Postcode – "A Thank You"

I just called in to say "Thank you" for introducing me to Postcode.

As a specialized company branching out, it was essential to quickly enter our prospects and customers into our main database.

Using Postcode allowed us to complete this important initial task in rapid time.

From a cost effective point, I would say that based on the small initial outlay – Postcode paid for itself in the first two or three weeks. In addition, as a non software expert, I was pleasantly surprised at how user friendly it was. On the two occasions when I had questions, they were immediately answered "so that I could understand!"

Now completing our first 12 months with Postcode, I will be renewing our license.

Thanks to all.

Regards, Colin Boyd

Westronic provide emergency back up power for critical applications, mainly Uninterruptible Power Supplies (UPS) for computer rooms, switchboards, hospitals, the military, communications rooms, etc.

Email Colin at colin@westronic.co.uk or call him on 0116 247 8488.

The photo features the latest addition to the Westronic UPS range – Best Power 610 'on-line' model.





Postcode Internet Protocol (PIP) – helping every web user collect accurate, up to date addresses

User comments are always great to read. When AFD launched Postcode Plus on the Internet, by means of the Postcode Internet Protocol (PIP), we gave users a facility to comment the service.

We'd perhaps been a bit, well, short-sighted, and assumed that most enquiries would come from the UK. After all, we reasoned, most people writing to a UK address will be in the UK – not so, as the comments below show. As well as these comments from the US and the Czech Republic, we've had e-mails to PIP from as far away as New Zealand and Australia.

Petr Novak from Prague, Czechoslovakia

Hello,
it took me some time to find your service, but after all I have managed to find an address of my friend to send him a card to announce my marriage.

All I knew was that his house is called

something like Little Acorn and is in '*****'.

Thank you for your wonderful service, it's only a pity that it is not better known internationally.

Petr Novak, Chairman & CEO
Internet services, plc
Prague, Czech republic

From: Shayna Jones "shayna@unm.edu"

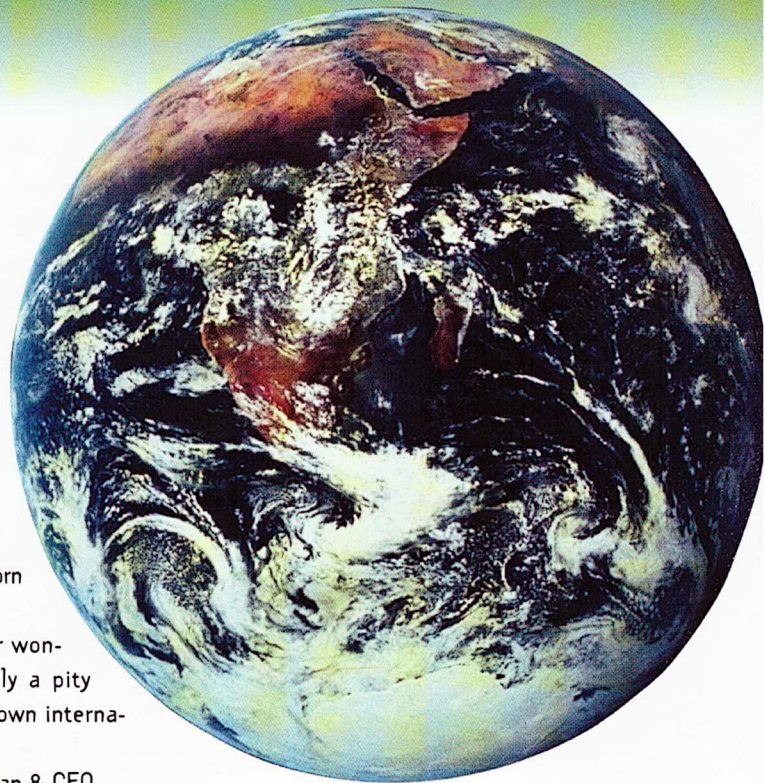
Organization: UNM

Subject: Thanks

Thanks much for the web site. My hard drive at work crashed and I lost all my addresses and stuff. I've been going crazy trying to find post codes for the UK. I finally found it, you've saved me. Well, at least my job anyway. :-)

Shayna Jones

These comments show just how useful it is to be able to draw down postcodes through the Internet. Regardless of location, operating

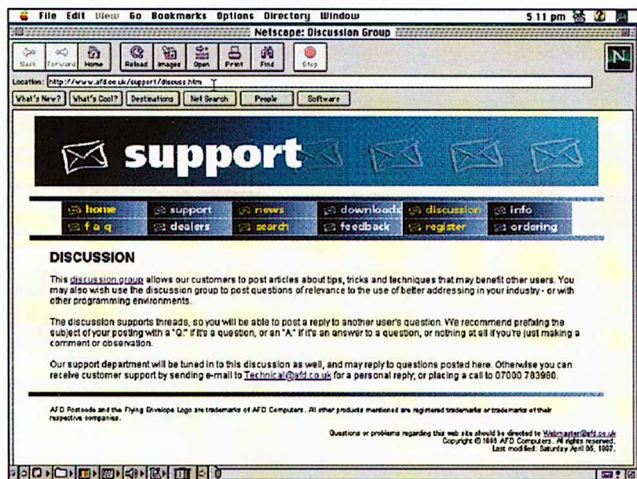


system or time zone, any size of organisation can benefit from the lightening fast delivery of UK addresses offered by PIP.

PIP lets everyone capture postally accurate addresses on line, either from their own installations or by making TCP/IP calls to the AFD Server. Using PIP is easy. Simply type in a full or partial postcode and the correct postal address is returned within seconds. The search facility allows users to track down almost any address from the most minimal information.

Subscriptions to PIP start from just £25 per month and overseas subscribers are very welcome.

Announcing AFD's Technical Talk



AFD listens to customers. For some time now, we have been asked for a technical discussion forum through our web site where users, developers and programmers could exchange technical news and views. That part of the site is now set up and running.

Pointing your web browser at: <http://www.afd.co.uk/support/discuss.htm> allows you to post questions as well as technical tips, tricks and techniques that may benefit other users.

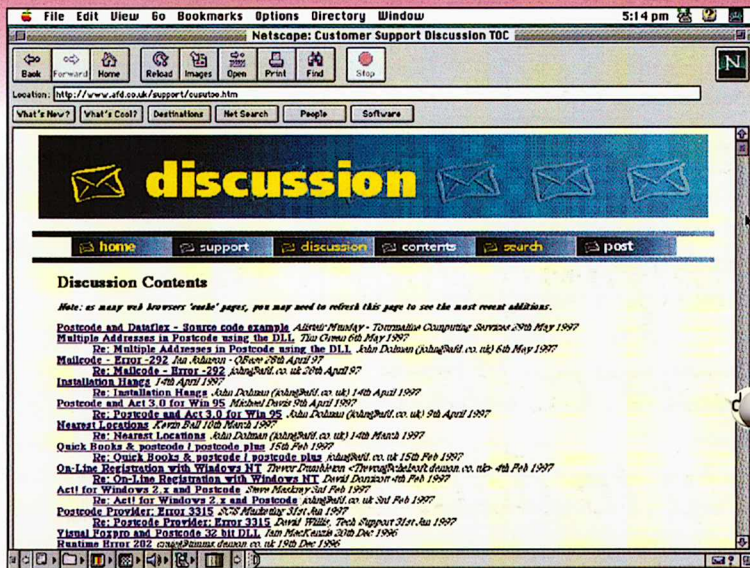
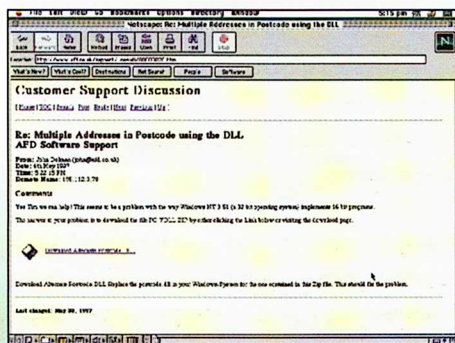
The discussion forum supports threads, so you will be able to post a reply to another

user's question.

We recommend prefixing the subject of your posting with a "Q:" if it's a question, or an "A:" if it's an answer to a question, or nothing at all if you're just making

a comment or observation.

The Technical Support Team will be tuned in to this discussion as well, and will reply to or comment on questions or answers posted here.



What the Press says —

Thanks to Steve Cotterill of PC Pro for being a Postcode Plus enthusiast:

"...the search facility is impressive..."
"In an area where prices are often higher, the price of Postcode Plus is within the reach of most businesses that rely on databases of addresses. It's fast, accurate and has the potential to save an organisation time, money and loss of face through a sloppy mailing list."

Steve Cotterill, PC Pro, July 97

<http://www.pcpro.co.uk>

...and Steve Baxter, flattering again says:
"This may sound like an advert for AFD, but I think the products deserve it."

Steve Baxter, Computer Shopper, July 97

<http://www.compshopper.co.uk>



Getting 'Personnel' with Postcode Plus



The pale blue and fawn livery of Greggs the Bakers can be spotted all over the UK. Tempting smells waft out of their shop doors enticing customers in to buy all sorts of bread, buns, pies, cakes and biscuits. Queues form at lunchtimes for sandwiches, filled rolls and hot pasties.

Apart from the fact that the AFD team are confirmed doughnut fans, what on earth does address management software have to do with a bakery chain? Read on...



With 12 divisions across the UK, Greggs is a very large employer. As with most major retailers, there is a constant turnover of staff. On average Greggs are advertising about 100-200 vacancies a month per division. For

each division that means about 1,000 job applications. Multiplying that across the Company gives about 12,000 job applications to be processed per month.

The central Personnel Department in Newcastle uses Postcode Plus to help them manage job application administration. Job applicants are asked to give their postcode, and their address is called up to screen. The address is linked to the job the caller is asking about, so that the correct application form and job details can be sent out – with the applicant's address already filled in.



Once returned to Greggs, applicants details are processed and people are invited for interview, asked for further details or rejected. Again Plus is used to call address details

to screen and swop them into standard letters, through Microsoft Access and Word. Job offers and the subsequent employee records are also created through Plus.

By using Plus, Greggs can process job applications more efficiently, as the time savings generated by not having to key addresses, allow more applications to be processed.

Compared to some companies, Greggs use Postcode Plus' technology in a very simple way, but using the program in personnel applications is very unusual. It is something that many other companies could look at when considering the benefits of installing address management.



Postcode Plus was installed in Greggs system in house by Graeme Reid.



Diary Dates

• **18 June 1997, Royal Mail Direct Mail Seminar**, CBI, Centre Point, 103 New Oxford Street, London, WC1A 1DU. Learn how bet-

ter addressing techniques can make direct marketing more efficient and productive.

• **24-26 June, IT Expo**, Stand SD 7A2, NEC, Birmingham – another opportunity to see AFD's latest breakthroughs in better addressing technology – including barcoded label printing and Internet access to Royal Mail data using the Postcode Internet Protocol (PIP). Register direct with the organisers through our diary page at

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

• **1-2 July, The Total Publishing Show**, Stand 323, Olympia 2, London – see how Postcode Plus can help manage subscription lists, enquirer lists, advertiser lists etc. Register direct with the organisers through our diary

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

• **17-18 September, Address for Success 1997**, Murrayfield Stadium, Edinburgh. AFD will be 'on the ball' with address management seminars and displays at the home of Scottish Rugby.

The AFD team will be demonstrating the versatility and flexibility of Postcode programs in all sorts of practical applications.

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 instead.



On The Hotspot



Hot Spot – Irene Pratt, Business and Finance Manager.

Age – On this subject, all Irene would say is 'I wore mini's', but she didn't say when.

Original Career Choice – Irene's first choice of career was as a Ballet Dancer. After completing her training, she move into the less glamorous world of Air Freight Handling.

Sports and Hobbies – Irene's green fingers are put to good use cultivating and nurturing house plants, even managing to resuscitate plants that the rest of the AFD team have done their worst with!

Joined AFD – in November 1996.

Favourite food and drink – A BIG T-Bone Steak with a Side Salad followed by Pavlova – any variety. Freshly squeezed orange juice to accompany.

Family – Irene's daughter gets married next February, so she's up to her ears in tulle, organza and making arrangements for the big day.

Contacting AFD

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

By Fax01294 822905

By emailpostcode@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 Software is a Royal Mail Accredited Reseller.



Royal Mail

Data News Q.2/97

Postcode and Postcode Plus data sets for Q.2/97 are now available. Order from our web site at

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

or by fax, email, telephone or post. £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.

Over 250,000 changes have been made in the organisation data alone. Grid references for NI Postcodes have been switched on to the Irish grid, so users of GIS systems should take careful note of how this affects their applications. Other major changes are being made to postcodes attached to PO Boxes, to London South West (SW) postcodes, and to Ipswich and Doncaster postcodes (IP and DN respectively).

Future planned changes include:

Bristol (BS) – Affecting BS12, BS17, BS18 and BS19

Blackburn (BB) – Affecting BB8
Glossop / Hyde (SK) – Affecting SK13 and SK14

Bedworth (CV) – Affecting CV12

Northern Ireland – Addition of localities (Townlands) to the post town of Enniskillen affecting postcodes BT74, BT92, BT93 and BT94.

Newly announced changes can be found at <http://www.afd.co.uk/news.htm>