



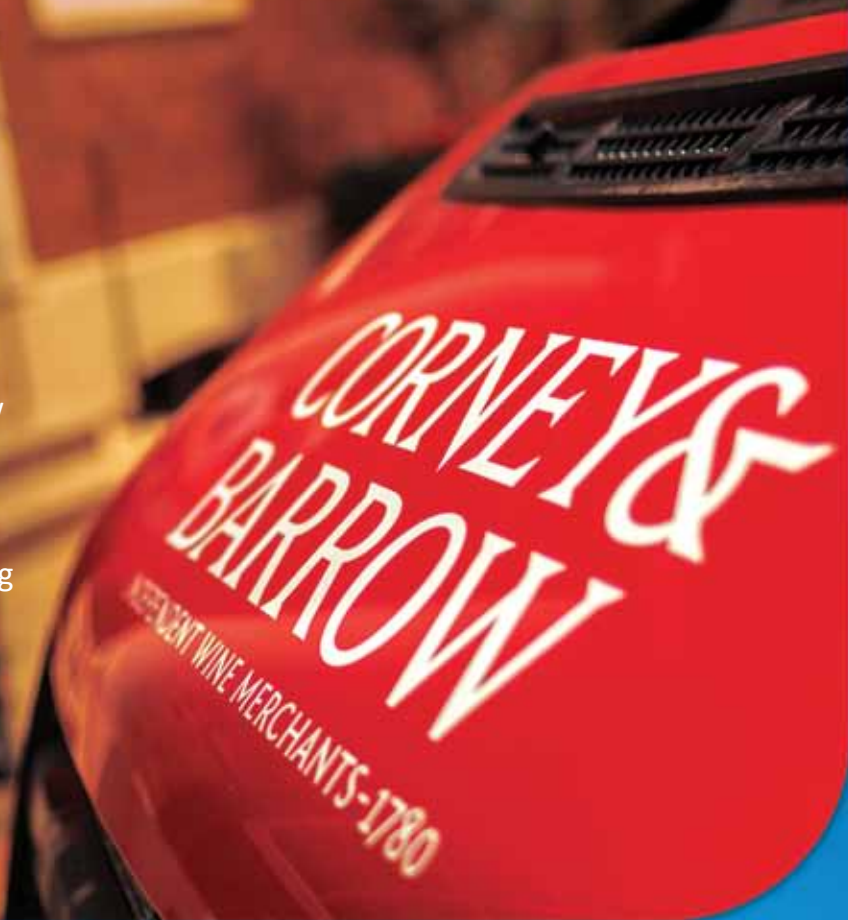
Understanding Your Organisation's Needs

When implementing change, a strong brief is essential. Having suppliers understand your specification can be the difference between a successful change and a spectacular fail.

In this winter edition of Postcode News we look at Corney & Barrow Wine Merchants, who set specific requirements for their new IT system, and how AFD delivered.

We also look at AFD Software's annual charity evening and the fantastic work being done by the charities we support.

Discover more inside and see how we can help your organisation.





Maintaining excellence in accuracy for your customers

A lot has changed since Corney & Barrow began trading as independent Wine Merchants 230 years ago. Now with a global marketplace and multiple ways to communicate, how have they managed to retain their identity and continue to deliver excellence to their customers?

Offering a combination of high quality, honestly-priced wines, Corney & Barrow aim to work as closely as they can with both suppliers and customers to create relationships that are individual, personal and made to last. They have built a range of unique products that are delivered direct to customers without the need for middle-men.

Creating relationships with suppliers and customers depends on trust. Customer referrals are key to Corney & Barrow as they do not advertise! Eighty percent of all sales take place over the phone and this is intentional. They want to talk to their customers and build strong relationships.



While maintaining their strong relationship-focused ethos, Corney & Barrow have made full use of the latest technology available. During a planned upgrade to a new enterprise resource planning system, Corney & Barrow identified the need for address validation.

The brief

Tariq Malik, Group Head of IT, oversaw the upgrade to the new system. We spoke with him to find out the functionality that was required and why.

"Firstly, we wanted to establish that we had accurate contact data for the 15,000+ customers on our database, to ensure that contact could be maintained and that we were building our system on a solid data foundation – essential to maintaining strong relationships.

Second on our list of requirements was ensuring that all new data being entered - whether by our staff taking calls or web customers - was correct at the point of entry.

With expansion into the Asian market a current focus, we also needed the functionality to validate international addresses."

Having these tight data controls in place would ensure that Corney & Barrow continued to maximise their relationships with customers and exceed already high expectations.

Implementing data controls

During the data migration to the new system, AFD Refiner was used. Tariq says, "After a demonstration by Jonathan Stocks, one of AFD Software's Data Quality Consultants, we purchased AFD Refiner due to its ease of use, simplicity and good results."

To ensure only accurate contact data enters the system, AFD Postcode Plus was deployed at the point of entry, delivering address validation of the customer's address at letterbox level.

Discussing the implementation of Postcode Plus Tariq says: "To meet our requirements, we needed a solution that would be autonomous and require no further IT resources once implemented. Our chosen solution would have to provide automatic updates to the data and be fully managed – AFD Software understood our requirements and delivered."

To validate international addresses ensuring only accurate data enters the system would require specialist knowledge of international address formats: AFD WorldAddress has this knowledge.

Tariq goes on to say "Having introduced address data validation, we didn't want our expansion plans to allow inaccurate or wrongly formatted international addresses onto our system. AFD's WorldAddress product instantly solved this issue too."

www.corneyandbarrow.com

AFD Software has been helping organisations in the retail sector understand and solve address management related issues for over 30 years. Thousands of organisations directly benefit from AFD Software's address management solutions in a variety of environments.



How could your organisation benefit?

One of our Data Quality Consultants can help you identify how today!

Call Joel Miller on **01624 811711** or Email joel.miller@afd.co.uk

www.afd.co.uk/refiner
www.afd.co.uk/plus
www.afd.co.uk/worldaddress



AFD Software Charity Event 2015

Towards the end of last year, AFD software held its annual charity event which celebrated staff-nominated donations to well over seventy charities, with donations totalling over £750,000.

These donations go to support a wide range of local, UK and international charities, including those involved in medical care and research, disaster relief, youth work and work amongst those with disabilities.

Some of the 70+ charities nominated by staff members at AFD Software included:

Hope for Justice – Millions of men, women and children are trapped in slavery in the world today. Through their programmes Hope for Justice secure freedom, uphold justice and restore lives.

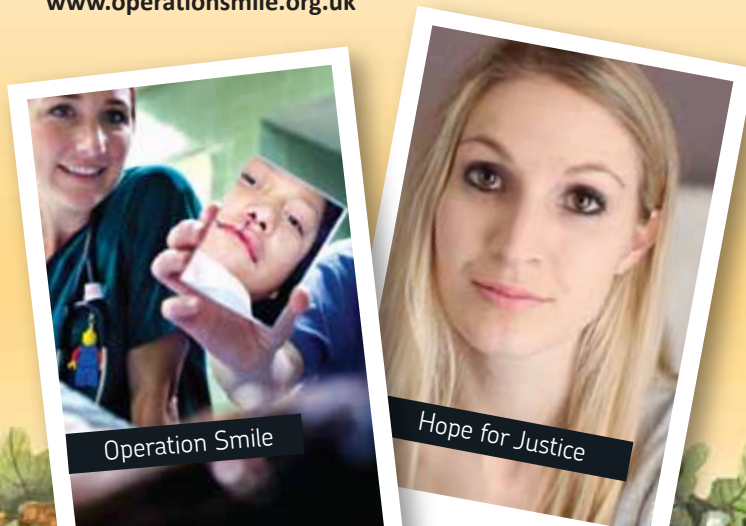
Ben Cooley, CEO at Hope for Justice, delivered a powerful presentation highlighting the incredible work the charity is doing at home in Britain and around the world, and the lives they are changing. AFD's donation will help them continue to change more lives.

www.hopeforjustice.org

Since its founding in 1982, Operation Smile has provided more than 240,000 free life transforming surgical procedures for children and young adults born with cleft lip, cleft palate and other facial deformities.

Funding from AFD will help put the smile back on these children's faces. Paul Laudiangco, Graphic Designer at AFD, and designer of Postcode News, nominated the charity and said: "I'm a big supporter of Operation Smile because it makes such a positive impact on the children who undergo surgery."

www.operationsmile.org.uk



Operation Smile

Hope for Justice

Between October and December 2015 there were significant updates to data on the Royal Mail Postcode Address File (PAF).

These included 36 new localities; 6,708 new postcodes; 96,256 new delivery points and 24,335 delivery point changes.

New Localities

Postcode	Double Dependant Locality	Dependant Locality	Post Town
BD23 9		EMBSAY	SKIPTON
BT92 1	GORTAREE	FLORENCECOURT	ENNISKILLEN
BT93 0	ANNAGHALOUGH	LACK	ENNISKILLEN
BT93 2	TULLYCHURRY	LEGGS	ENNISKILLEN
CB1 0		CAMBOURNE	CAMBRIDGE
CB3 1			CAMBRIDGE
CO9 2		BLUEBRIDGE INDUSTRIAL ESTATE	HALSTEAD
CR3 4			WHYTELEAFE
DE55 9		SOUTH NORMANTON	ALFRETON
DT10 2	WONSTON	HAZELBURY BRYAN	STURMINSTER NEWTON
EH45 6			INNERLEITHEN
EX34 8		MULLACOTT CROSS INDUSTRIAL ESTATE	ILFRACOMBE
FK1 9			LARBERT
HU11 5		GOXHILL	HULL
KW14 9			THURSO
LA2 9		CATON GREEN	LANCASTER
LL30 9			LLANDUDNO JUNCTION
LS6 1		HYDE PARK	LEEDS
M24 0		MIDDLETON	MANCHESTER
M90 5		AIRPORT CITY	MANCHESTER
NE61 2		COLLINGWOOD MANOR	MORPETH
NG16 9		NUTHALL	NOTTINGHAM
NG24 9			SOUTHWELL
NR5 5			NORWICH
RG24 4			WHITCHURCH
S32 1	ABNEY	HATHERSAGE	HOPE VALLEY
S40 9		WINGERWORTH	CHESTERFIELD
SA8 9		PONTARDAWE	SWANSEA
SS1 9			ROCHFORD
SY10 1			ELLESMERE
TN6 9			HARTFIELD
TR13 9	GREAT WORK	ASHTON	HELSTON
TR7 3		NANSLEDAN	NEWQUAY
TR8 4		NANSLEDAN	NEWQUAY
WA15 5		BROADHEATH	ALTRINCHAM
WA15 5		TIMPERLEY	ALTRINCHAM

The most up to date data is available now in our latest Q.1/16 update. The Q.1/16 Names & Numbers update is due for release in February. You can order updates for any AFD solution by calling 01624 811711 or email postcode@afd.co.uk

Is "GREAT WORK" in TR13 the most fulfilling place to work? Email joel.miller@afd.co.uk and let us know about your interesting Postcodes.



Angy Inglesfield
Partner Account Manager

In August 2015, Angy celebrated 10 years with AFD Software and is very happy with her role as Partner Account Manager. Her job role includes all aspects of Partner Support, Sales, and Administration. Angy works to ensure the business relationships with AFD Partners are reliable and efficient.

Having a military background, Angy is a US Citizen who was born in Stuttgart Germany.

After finishing High School and Business College, she joined the Army and completed both Advanced Individual Training (AIT) and Airborne Training. In 1990, Angy served in Saudi Arabia during Operation Desert Storm, where she spent 7 months travelling north into Iraq!

How did a German-born US soldier come to the Isle of Man?

In 2003, Angy and her mother travelled to the Isle of Man after tracing her family name Scaff, which has origins in the Manx surname Scarffe. Having enjoyed her time on the island so much, she returned in 2004 when she met her now husband Michael, and the rest is history.

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