The Eagle has landed

AFD are going Stateside with the dual launch of ZipAddress in both the UK and US markets.

ZipAddress is NEW. It offers UK users easy access to American zip +4 codes and zip code based information. For organisations regularly communicating with the US cus-tomers and contacts, ZipAddress can help in improving the everyday management of their American addresses.

Access to US addresses is now incredibly affordable for every organisation. Zip Address allows users to enter clean, correct US addresses with just a few keystrokes. The program can also be used to clean and update existing lists – without paying high bureau costs.

Features of ZipAddress include:

- Full address including recipient, secondary, primary, urbanization, city, state and Zip+4 code.
- Complete Zip+4 Records of the US Postal Service.
- City/State Records.
- Organisations List for any Zipcode .
- Mailing Labels – produce labels, envelopes etc.
- FREE Truetype font (worth £30) of the US Postnet Barcode.
- Unlimited ASCII export.

Like other AFD products ZipAddress helps make address lists easy – saving time and money. Using DLL, DDE, Insert mode or Windows Clipboard, it's easy to use ZipAddress data in everyday applications – like Act, Access, Visual Basic or Word.

For developers, complete functionality can be added to any application as ZipAddress is like AFD's Postcode Programs, shipped with a number of code samples including Visual Basic, C/C++, Access and Delphi. Available for 32 bit applications only, *continues...*

We're growing again...

Almost every issue of Postcode News has announced growth within the company. Now we've reached the point where we have had to make some major changes to our structure to allow us to continue to grow at the rate we are.

And at the same time we're launching new products, product extensions and improving our customer service. Read on...

More user comments...

...continued

ZipAddress runs on either Windows '95 or Windows NT.

Single user ZipAddress costs just £35.00 + VAT & carriage. The Network Version supporting up to 20 users is £350.00 +VAT & carriage and an unlimited user Company Licence is £3,500 + VAT & carriage. Each data set lasts approximately 6 months, and data updates are available at just £20 + VAT each. ZipAddress will start shipping to numerous UK and US customers on 26th September 1997.

System requirements are 8Mb RAM, Windows 95 or 16 Mb RAM Windows NT. A minimum of 8Mb hard disk space (running from CD) or a maximum of 500Mb when installed on hard disk.

Learn more at the ZipAddress Web Site **http://www.zipaddress.com**

ZipAddress launches in the US on 22nd September with a high profile press conference at the Tower Club, Reston, Virginia at 12 noon. Invited journalists from local, national and specialist media will see just how useful ZipAddress can be in managing US addresses.

From: Julie Brown "julie.brown@swipnet.se
Subject: Thanks

Many thanks for your site. I have already seen afd before whilst working for Compsoft plc and recommended it to many customers.

Now I'm living in Sweden I'm finding your site very useful when writing to people in the UK.

Thanks again, Julie Brown

From James Ormiston at Circulation Data Services

James Ormiston of Circulation Data Services (CDS) is a big fan of Postcode Provider. CDS provide database design, management and cleaning services to magazine publishing companies and other companies, whose mailing and subscription lists need constant updating and enhancement.

"I use Provider extensively. It's first class product. It's easy to use, especially the very powerful search facilities and is great value for money when compared to other similar programs. AFD staff are easy to deal with and very helpful. I like it," said James.

Postcode Provider is the flagship of the AFD range of Postcode programs and allows users to clean and enhance address data both actively and interactively.

CDS and James can be contacted on t. 01635 869868, f. 01635 868594 101602.724@compuserve.com

From James Roskell at U-NET

U-NET Ltd are one of the country's leading Internet Service Providers.

Operating since October 1994, they now have a rapidly growing client base of over 14,000 customers. Customers that range from the home user to large corporate clients.

James Roskell, Sales Team Leader at U-NET, describes their use of Postcode –

"Our large sales database is currently on a network of 10 machines and the Sales Team takes calls for further information and orders all day – every day.

Previously, addresses were being entered manually. As U-NET grew and the number of calls were increasing, this was becoming time consuming and errors were creeping in. Our Internet systems run 24 hours a day, 7 days a week 365 days a year, so a typo made in seconds can take 10-15 minutes to fix, which really annoys the customer.
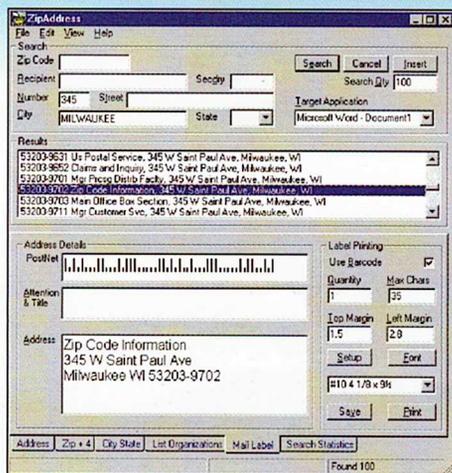
The decision was made to purchase and implement a postcode database at the end of 1996, and in November, we ordered AFD Postcode.

The CD supplied was quick and easy to install and with the helpful examples supplied, we were able to implement it into our existing database forms within an afternoon. The amount of time and effort it saves us probably paid for the software within the first 2 months. It frightens our customers sometimes when they cannot remember their full address or postcode and before they can, we've told them!

I have always received excellent help and advice from the AFD team and would have no hesitation in recommending their system."

James can be contacted on t. 01925 484444 f. 01925 484466 james@u-net.net

AFD Pioneers
The International Address Management Centre

We're making some big changes here at AFD. From the 1st November 1997, our Head Office will be at the new International Address Management Centre in Ramsey, Isle of Man.

We're moving there to provide the capacity for growth and with excellent communications, will be able to further develop our British product range, and also to serve the International community.
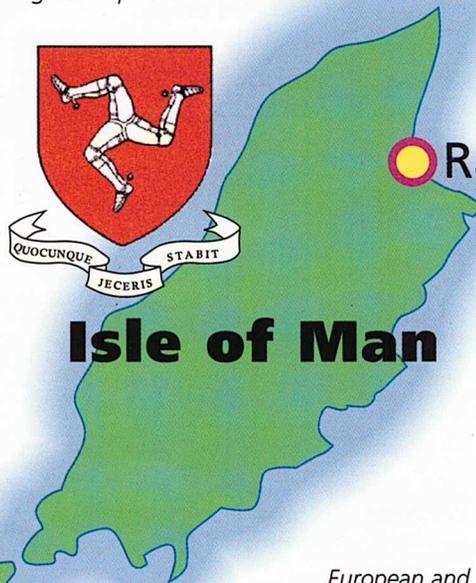
AFD will provide sophisticated, high quality and affordable address management solutions for customers throughout the world. We'll remain the focal point for address management in Europe whilst our new premises will also allow us to run training courses and seminars.

AFD Software Ltd will service UK and European markets, whilst a new company, ZipAddress, will offer our address management solutions to the USA and other overseas customers.

David Dorricott, Managing Director said, *'The International Address Management Centre is a very exciting stage in the development of AFD's Software. It's opening emphasises our position as leaders in the European address management market and consolidates our customer service, support and development facilities.*

'For some years now we have been extending our overseas client base, and we are now in a position to further expand into these rapidly growing markets, by designing specific products for them.

Currently, we have a number of exciting new address management products for European and other International markets in development. *The first of these, our new US product, ZipAddress, is launching now and others will soon follow.'*

For AFD's customers, this means enhanced customer service and technical support, better response times; more innovative feature rich software; and a host other benefits.

We're even keeping the same phone number **07000 POSTCODE**, so you don't have to change your contacts files!

During the relocation period, we'll have extra staff to ensure all our phone lines will be manned as normal and you will be able to get full customer support by calling the usual numbers. All email and web site services will continue to be fully staffed at all times.

Needless to say, our sales offices on the UK mainland will remain, with no change.

The International Address Management Centre's full address is:

AFD Software Ltd
International Address Management Centre
74 Parliament Street
Ramsey
Isle of Man
IM8 1RF

The phone number remains the same at
Sales: **07000 POSTCODE (07000 767826)**
Support: **07000 783980**

Our web site remains at **www.afd.co.uk** and email should continue to be sent to **postcode @afd.co.uk**

QUOCUNQUE JECERIS STABIT

Isle of Man

○ Ramsey

'Just the Ticket'...

...is what Galathea Systems said when they came across Postcode

Galathea Systems provide state of the art ticketing and management systems for all types of event. Their system is designed for every type of organisation from small repertory theatres through multiplex cinemas and large seated stadiums to massive national networks.

By including rapid addressing as an integrated part of ENTA's overall system package, Galathea have significantly boosted functionality for end users. Time savings and accuracy improvements were the two main considerations when adding Postcode into ENTA as Galathea's Suzannah Wood explained.

'We feel that the integration of fast postcode addressing is absolutely crucial to the successful use of ENTA within a wide range of ticketing businesses. For example, telephone ticket agencies will benefit, because each customer will spend less time giving address details. This means that the operator can go onto the next call faster, saving time and money and offering better customer service. Furthermore marketing managers of busy venues such as theatres and concert halls will build bigger and better mailing lists because ticketing assistants will be able to quickly and accurately enter the customer's details even when the box office is busy. Needless to say, customers will be happy to spend less time on hold or waiting in queues.'
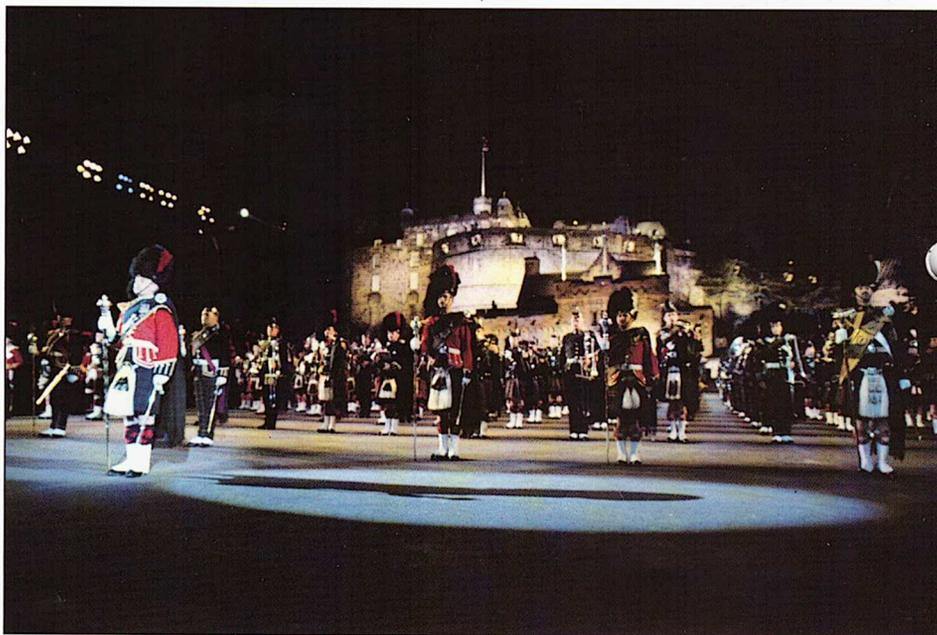
Before Postcode was part of ENTA, the high pressure environment of a busy box office meant that accuracy was sometimes sacrificed for speed in processing ticket applications. Now users can simply 'hot key' a full' accurate address to the database or to a word processing document.

Other benefits have become apparent, with some organisations using the address information to provide management tools – for example, the marketing department might want to know just where the audience for each performance is coming from. By plotting postcodes on a map, effective poster advertising can be targeted.

Edinburgh is the home of one of Galathea's most prestigious installations – The Edinburgh Military Tattoo. This annual spectacle on the Esplanade of the Castle draws visitors from around the world attracted by the romantic setting and the military display. For more information, please call 0131 225 4738.

Galathea can be contacted on t. 0171 734 2299 f. 0171 287 6728 enta@globaltickets.com

Coming FREE with the 3/97 update – Postcode Plus-DOS

Now the power of Postcode Plus can be added to any DOS based computer system. If you've got an existing DOS system or hardware that simply can't run Windows then read on...
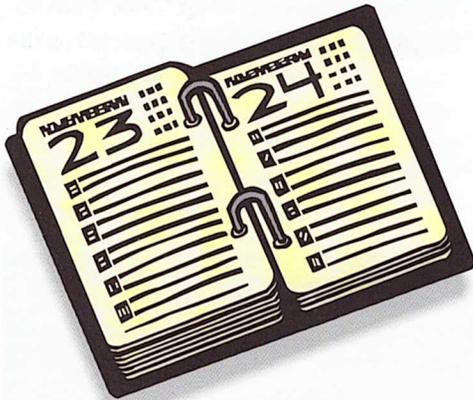
Postcode Plus-DOS is a command line program which allows retrieval of the FULL Postcode Plus data. Programmers using DOS databases (eg Paradox, Clipper, dBase etc), or the majority of programming languages, (eg Visual Basic for DOS, Pascal, C etc) can now give their programs all the features of Postcode Plus, so massively increasing functionality for end users.

This development will be especially useful for those with specialist hardware – like POS systems, or older equipment and software.

Postcode Plus-DOS will be included FREE with the 3/97 update – so order your update today at http://www.afd.co.uk/order.htm

Diary Dates

• **17-18 September, Address for Success 1997**, Murrayfield Stadium, Edinburgh – AFD will be kicking off the autumn season with address management seminars and displays at the home of Scottish Rugby. The AFD stand (No 4) will be running continuous displays of all AFD products and Neville Hilton will be leading practical seminars demonstrating affordable, automated solutions to everyday addressing problems.

For details of how to get tickets visit http://www.afd.co.uk/diary.htm

• **22nd September**, Tower Club, Reston, Virginia – the LAUNCH of ZipAddress to a specially invited audience of journalists, local businesses and other organisations. They'll hear John Dolman and Mike Solomon speaking about address management and will be able to try ZipAddress for themselves.

• **October 21-23, The Response Show**, Business Design Centre, 51 Upper Street, London, N1 0HQ

Generating response to any campaign is hard work. It is vitally important that, from the first moment, contacts are handled efficiently. On the AFD Stand you'll learn how Better Addressing is not only affordable – but will work with the everyday applications you use to record and manage contacts. If you're building a web site, you'll be able to see how PIP can deliver accurate addresses there too, on our live internet link.
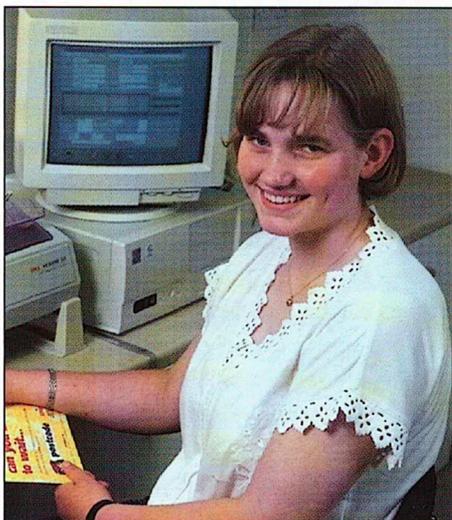
• **November 12-13, WebDev/SoftDev97**, Olympia 2, London. Stand VB7

A one stop development showcase for all developers. See how you can make addresses easy in almost any end user program. Install on PC or network or have accurate addresses delivered straight to a web site with PIP – the Postcode Internet Protocol, direct from internet or intranet.

Register now on http://softinfo.com/evo7_sd.htm

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 to margaret@afd.co.uk instead.

On The Hotspot

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

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 Sites.......http://www.afd.co.uk

http://www.zipaddress.com

Tech Forum ....http://www.afd.co.uk/support

FTP Sites.........ftp.afd.co.uk

ftp.zipaddress.com/zipaddress

By Post ....**afd software ltd,**

47-51 Meadowfoot Road, West Kilbride, KA23 9BU.

AFD Software is a Royal Mail Accredited Reseller.

Data News Q.3/97

Postcode and Postcode Plus data sets for Q.3/97 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.

Q.3/97 changes which took place in June & July include amendments in the following postcode areas

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 (BT) – Addition of localities (Townlands) to the post town of Enniskillen – affecting BT74, BT92, BT93 and BT94

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