



Postcode News 99

Spring Q.2/20

Some of the AFD Team, socially distanced



REASSURANCE AND STABILITY

2020 has seen the World change. Travel restrictions, cancellation of major events, redeployment of staff to work from home. Every day new restrictions are imposed, and the public is panicking about everyday supplies as shops close, and high streets are deserted.


We know that, as never before, our products and services are helping all sorts of organisations make sure that people get the food and goods they need, and key services can be delivered. Our amazing team of highly committed and dedicated colleagues have already shown resilience and perseverance through the severe weather events of the winter, and now are turning that dedication and commitment to ensuring our major contribution to Britain's supply-chains is able to help you deliver – however long these unprecedented conditions continue.

In this Spring edition of Postcode News, we look at the real impact AFD's solutions are having in getting deliveries to the correct destination, helping reduce call queues and ensuring communications get to the right place. With stores closing and recommendations being made to buy online where possible, delivery services are stretched to their limit. Helping ensure these precious deliveries hit their target is an essential cog, especially in the current environment.

We also highlight our most important asset: people. All the team at AFD have been continuing to work through difficult circumstances and going the extra mile to continue to serve our customers.



THE VITAL IMPORTANCE OF ACCURACY



Street:	5a Fulstone
Locality:	New Mill
Town:	HOLMFIRTH
Postcode:	HD9 7DL
Latitude:	53.5809276
Longitude:	-1.7366265

During the unprecedented situation we currently find ourselves in, where people, especially the highly vulnerable, have been asked to stay within their homes, delivery services have become vital. To maximise the efficiency of these already stretched services and ensure vital supplies are reaching those in need, having accurate contact data – name, address, sometimes email and phone number too – is essential.

For over 30 years, AFD Software has been developing and maintaining solutions that allow contact data to be validated at the point of entry and cleansed. Our solutions help ensure that order processing is fast, details are stored in the correct format and most importantly at this time, that goods are delivered accurately. Perhaps there has never been such a critical time for data accuracy.

In an interview for a recent edition of Postcode News, Val Hayden, Patient Administration System & Data Quality Manager at The Walton Centre NHS Foundation Trust, described the importance of AFD's solutions to the Health Sector: "Staff and patients alike benefit from faster data entry as time can be better spent on making patients feel comfortable and providing the correct level of care as opposed to filling out and doublechecking each part of their address. Storing data in the correct format means that addresses are more easily searchable, retrievable and reportable."

Contact data validation provided by AFD is allowing the NHS to more efficiently process essential patient calls and admissions when staff time is even more precious at this moment than usual; it is



Jan
LS16
Grid:

Clayton
Wood



allowing retailers to continue to provide goods via online services that can't be bought in shops; and it is allowing supermarkets to get food to people's homes. All without wasting valuable time and resource looking for the right address.

AFD delivers key data

Speaking about the key role AFD has in British Logistics, AFD Group Managing Director David Dorricott states; "Since more products like food, medicines and supplies are being delivered direct, our technologies are even more vital and important than ever. We can make our very special contribution to the stability and reliability of the supply chain, by continuing to provide excellent data products and services, and supporting them fully throughout what we believe will be a very long period of disruption.

The Postcode Address File shows a fast-moving landscape – for example with new facilities brought on stream to help the NHS cope. Over 32,000 new delivery points were added to the PAF

data used by over 40,000 organisations in the space of a month. In late March, with everything else going on, our dedicated staff team at AFD worked through the night to get that data out on time, fully checked and verified. They are remarkable."

AFD plays a key role in serving the United Kingdom in working with the Royal Mail to update the Postcode Address File (PAF) and deliver it to all users. New data is processed every month, producing a suite of files from optical character recognition data for Royal Mail sorting machines through to multiple-residency details and geolocated addresses down to a 1 metre level of accuracy.

To ensure you have the latest available data to provide your own key services and essential deliveries, with up to date precision, contact Joel Miller on **01624 811709** or email joel.miller@afd.co.uk



Spotlight on Online Sales



High streets are empty, retail parks have shut their gates and all but essential shops are closed indefinitely. Whilst physical stores may be closed, consumers are finding different ways to buy goods and online shopping is surging. There is much less infection risk in shopping this way, especially if you are highly vulnerable. Business focus is switching like never before and needs to ensure its e-commerce presence is at its best to ensure consumers are able to buy their goods or services from you.

AFD specialises in e-commerce-tailored data validation solutions

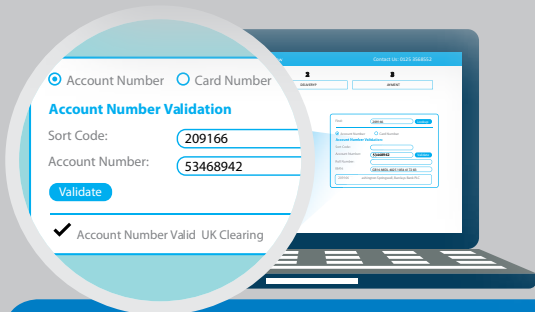
that allow your website to make the checkout process fast, free from error and ultimately lead to more sales, and of course that you can deliver efficiently. Our experts have developed a range of integration options for the most popular web platforms and technologies including; jQuery, Magento 1 & 2, Shopify and many more.

Our customers are not only amazed at how easily AFD's range of solutions can be easily and quickly added to their sites, but also the instant benefits they bring. They are also reassured that there is a real person at the end of AFD's phone lines to provide any extra help and guidance.

Nick Marlow - Project Manager of Platform Operations at Pro:Direct Sport commented; "AFD's solution was initially used as a desktop

service for telephone orders. As the focus switched to online so did our requirement from AFD. Postcode Plus and WorldAddress are both deployed on the website to ensure speed and accuracy during the customer's buying journey, regardless of where they need the product delivered. Our customers expect the data entry process of ordering goods to be seamless, easy and error-free. Only allowing correct addresses to be entered eliminates lost orders and ensures customer satisfaction – essential to our business."

AFD's e-commerce-focused data validation solutions are ready to help supercharge your online checkout process, contact Joel Miller on **01624 811709** or email joel.miller@afd.co.uk to find out how to upgrade your site today.



www.afd.co.uk/api

www.afd.co.uk/pcp

www.afd.co.uk/worldaddress

THE POWER OF TEAM



In March, when we counted the collective data management experience in the team at AFD, it was just over 450 years. Over half the team has been with the organisation for over 10 years and we have 9 team members who have been a part of AFD for over 20 years!

This collective experience and the people that make up those 450 years is what stands AFD apart as not just a supplier of Postcode Software, rather a trusted partner to all our customers, continuing to serve them now through difficult times and well into the future.

As a team, all staff at AFD go the second mile in helping colleagues, customers and suppliers. We are constantly on the lookout for ways to ease the burden of those who are carrying additional workloads at times of crisis. Our teams are available to serve all our

customers as we always have done and our commitment in continuing to do so remains steadfast and as strong as ever. AFD will continue to support you through the difficult times and we will rejoice together on the other side.

Aside from being part of a great team, serving wonderful customers and constantly innovating our range of solutions, our place of work itself, Mountain View Innovation Centre (MVIC) is an inspiring place to work from each day. Set in beautiful surroundings, especially this time of year with the countryside "Springing" into life, it brings thoughts of hope and reassurance. (you will find some pictures of our stunning surroundings at www.mvic.im - do take a look!)

Our investment in this resilient infrastructure is paying huge dividends as we have the space and capacity to keep our team

safely spaced out – or, rather, "Socially Distanced", and by introducing rigorous additional hygiene procedures, help them to keep working productively in a safe environment.

There is much encouragement to take from the example of the seasons. Yes, the winter was bleak, but days are now longer than night, the sun is shining, gardens and countryside are filling with new growth and colour. Winter will not last forever.

We are here for you, and hope you, and yours, remain safe and well in these troubling times.



Between January and March 2020 there were significant updates to data on The Royal Mail Postcode Address File (PAF). These included 15 new localities; 7,988 new postcodes; 103,696 new delivery points and 20,818 delivery point changes.

Postcode	Double Dependant Locality	Dependant Locality	Post Town
BS34 4		PATCHWAY	BRISTOL
BT93 6	LENAGHAN	DERRYGONNELLY	ENNISKILLEN
CB22 3	UNITY CAMPUS	PAMPISFORD	CAMBRIDGE
CB6 7		FORDHAM	ELY
EX1 4		TITHEBARN	EXETER
G75 7		EAST KILBRIDE	GLASGOW
KW13 6		STRATH HALLIDALE	FORSINARD
LL41 9			BLAENAU FFESTINIOG
M45 0		PRESTWICH	MANCHESTER
MK17 9		EATON LEYS	MILTON KEYNES
OL16 3		NEWBOLD	ROCHDALE
SA14 6	CROSS HANDS EAST INDUSTRIAL PARK	CROSS HANDS	LLANELLI
SO41 5	PYLEWELL	EAST END	LYMINGTON
TN23 3		CHILMINGTON GREEN	ASHFORD
YO8 9		GATEFORTH PARK	SELBY

The most up-to-date PAF data is available now in our latest Q.2/20 update. You can order updates for any AFD Software solution by calling 01624 811711 or email postcode@afd.co.uk



Oliver Lenihan, Head of Corporate and Customer Services.

Born and bred on the Isle of Man, though his parents and the rest of his family are from Manchester, Oli has been part of the team here at AFD for just over 10 years.

Heading up the Administration and Support teams, Oli is ultimately responsible for correctly licensing and supporting AFD's thousands of customers, helped of course by highly experienced teams. When asked what he most enjoys about working at AFD, Oli answers; "I enjoy the working relationships and strong sense of teamwork across all departments."

Highlighting this teamwork, during one of 2020's many storms, many of our team (including Oli) were mobilised in the middle of the night and battled through blocked roads, fallen trees and extreme weather to get on-site and ensure all our services remained available to customers.

Married to wife Katrina, together they have two sons, Jasper and Toby. As a family, they love the outdoors exploring the many secluded beaches, ancient woodlands and beautiful glens of the Isle of Man.

As a man of action, Oli is a keen scuba diver, enjoys open water swimming off the rugged west coast of the island and last year achieved a lifelong goal to climb and summit Mont Blanc.

With a passion for travelling, Oli's recommended destination? "I have been fortunate to travel extensively throughout South America, Africa and Asia - it is difficult to pick out the best place. Holidaying as a family, we have loved the beauty and architecture of Croatia."

Don't worry, though, like everyone else on the Isle of Man, he isn't going anywhere soon!

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