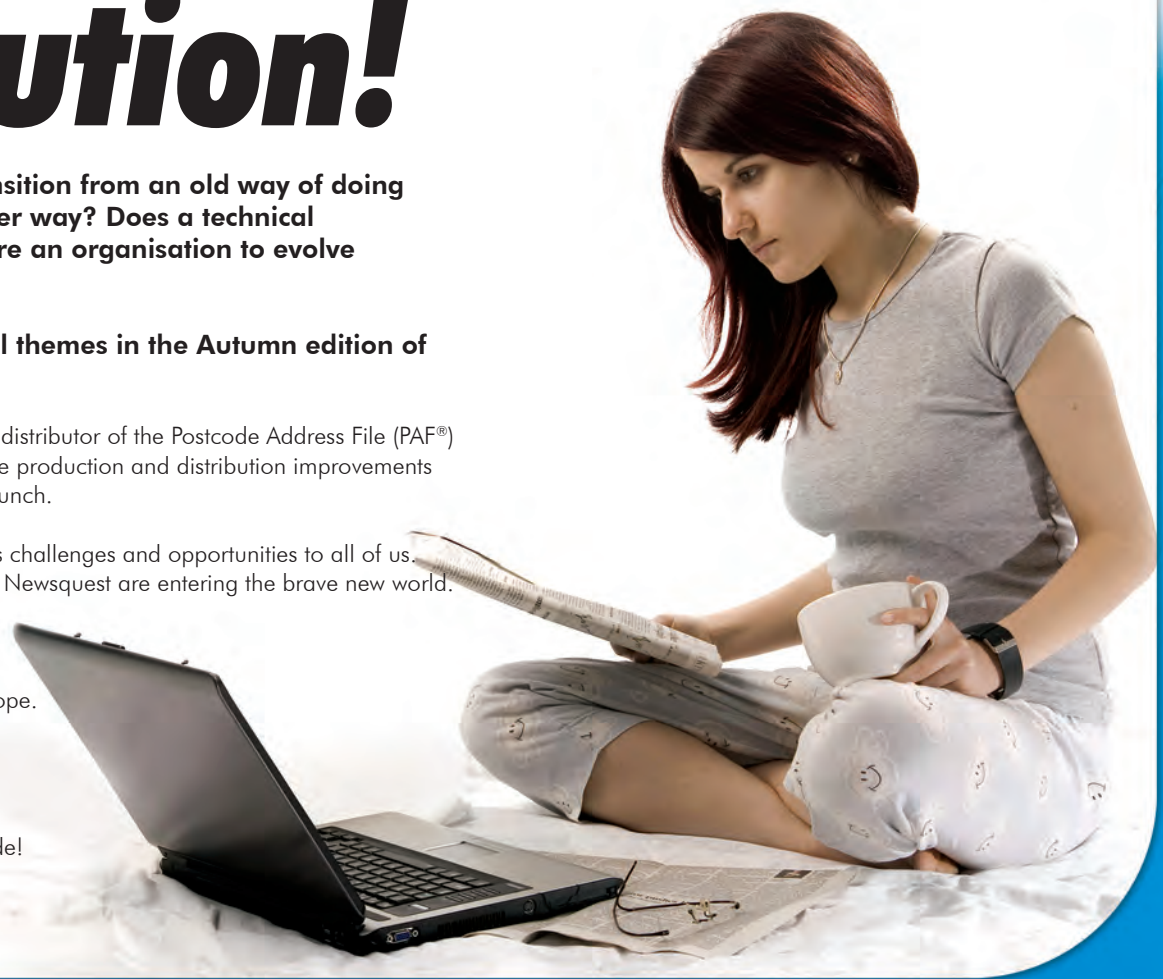
AFD Software Postcode NEWS 61
Autumn Q.4/10

Transition, Revolution, Evolution!

How do you make a transition from an old way of doing things to a new and better way? Does a technical revolution actually require an organisation to evolve gradually?

These are the two central themes in the Autumn edition of Postcode News. Enjoy!

- AFD Software is now the sole distributor of the Postcode Address File (PAF®) for Royal Mail. Read about the production and distribution improvements since the successful August launch.
- The digital revolution presents challenges and opportunities to all of us. Find out how major publisher Newsquest are entering the brave new world.
- This issue of Postcode News is delivered in a valuable, special First Day Cover envelope. It celebrates the international success of animation series Friends and Heroes (an AFD Group company). Keep the envelope and read more inside!





The Revolution is in Fact an Evolution!

Local and regional newspapers are of vital importance to communities across the UK. Local issues, concerns and opinions are aired, readers can buy and sell items, births deaths and marriages are announced, local planning applications displayed, businesses can advertise - and much more.

Publishing is in transition. Most readers continue to prefer a printed newspaper or magazine, but many are moving to digital devices such as iPhone and digital readers. The challenge is to maintain a viable commercial model while grasping the opportunity to provide relevant and timely information that suits the tastes and interests of the reader.

Newsquest is at the forefront - gathering and disseminating local information in both print and digital formats. It has more than 200 publications, a circulation of over 10 million copies and more than 6 million unique users accessing its digital newspaper and online only brands. The print and distribution of its newspapers is still a foundation stone in the Newsquest regional press portfolio.



"Rain-proofing" revenue

As digital technology continues to revolutionise the way information is accessed and personalised, Newsquest has invested in IT Systems from PCS which support and optimise both print and digital media and ensure a viable local news service to local and regional communities for generations to come.

www.newsquest.co.uk
www.pcspcs.com



Fair & Responsive

Richard Thomson, Newsquest's Group Newspaper Sales Manager commented "There are many distractions in the average reader's life, which might deter them from visiting a retailer to pick up their local newspaper on a regular basis, not least the British weather. Direct Delivery to the door or posted on subscription is convenient to the customer. These methods also effectively 'rain-proof' the business, securing regular revenue and building the habit of regular reading by both the purchaser and the family."

"Direct Delivery has other benefits" continued Richard "we gain an understanding of the demographics of our readers. This helps us to write relevant content and attract relevant advertising."

Minimising administration costs

The whole distribution cycle requires accurate address information. Home delivery, subscriptions, canvassing, organising delivery rounds, collecting payments all rely on accurate customer address data. Efficient administration of small or corporate advertising also calls for rapid, accurate entry of contact addresses. Newspaper Circulation System includes AFD Postcode Plus which contains all 28.7 million UK addresses.

Protecting reputation

Richard concluded "We need efficiency and accuracy at every level. Postcode Plus cuts out the error-prone and labour-intensive manual typing of addresses while simultaneously improving customer satisfaction, loyalty and protecting our reputation."

PCS is a part of the AFD Partner network - a diverse group of over 300 Software Houses and Developers with one thing in common – Better Addressing!

Recently shortlisted for the 2010 UK IT Award alongside BT and Pfizer, PCS is a software house with its roots in the publishing industry. Part of the family-owned Claverley Group, PCS has developed 'Knowledge', an award-winning system which enables publishers to effectively manage and distribute their own digital content (words, photos, videos) to produce personalised content which can be viewed on electronic devices.

Newsquest has just completed the roll-out of the Newspaper Circulation System (NCS) from PCS across 6 commercial regions, 24 publishing centres involving 300 seats. As an AFD Partner, PCS supply AFD Postcode Plus as part of this system. Colin Bigmore, Customer Service Manager at PCS commented;

"We like the way AFD run their business, the pricing is fair, and they are responsive and helpful from IT Support through to administration. It is a genuine partnership relationship."

www.afd.co.uk/partners
www.afd.co.uk/pcplus

To find out more about how AFD Software solutions can protect your reputation and minimise administration costs call 01624 811711.

Royal Mail PAF® Production & Distribution LIVE!



August and September have seen the successful launch of a brand new production and distribution system for the Royal Mail Postcode Address File (PAF®).

Immediate Benefits
The new system, built by AFD Software, enables Royal Mail staff to manage, update and maintain customer orders from a single portal. Martin Dale, Royal Mail Address Management Unit (AMU) Addressing Specialist said :

"Over the years Royal Mail has built a wide variety of data products and delivery options. The new system consolidates this complexity into an intuitive, clean, process-driven system. Royal Mail staff find it easy to use and customers have seen immediate benefits."

Martin continued:

"AFD are highly consultative and professional in their approach. Their system analysts looked carefully at existing processes and Address Management Unit staff contributed ideas. The result is significant process improvements which minimise the possibility of error, deliver products to customers faster and enable Royal Mail to answer and resolve almost any customer question from a single management portal."

Access Products in Seconds
Among the improvements is the ability to add new items to an order without the need to ship a new product CD. Nicola Went, Royal Mail AMU Customer Services Manager commented:

"We simply add the new item to the customer order, click a button and the customer receives a new key by email enabling them to access the product within seconds of placing the order."

Customers used to receive multiple CDs on different days. Now, all products are accessed from a single professionally produced CD. Time to CD manufacture and FTP availability are reduced through use of highly automated overnight processes managed by technical experts.

A Customer-focused Partnership
Steve Rooney, Head of Royal Mail's AMU concluded:

"We are delighted with the introduction of this completely new system. It delivers major improvements and has been accomplished with minimal disruption to customers. This is the result of a customer-focused partnership between AFD Software and Royal Mail."

AFD Sotware is now the sole distributor of PAF® for Royal Mail.



Friends and Heroes First Day Cover Stamps

Friends and Heroes is an animated TV series for children featuring amazingly 3D Bible stories from both Old and New Testaments. Produced by Friends & Heroes Productions Ltd, an AFD Group company, it was broadcast on the BBC's CBBC and BBC2 channels soon after its release.

Based in a fascinating and turbulent period of history, 69-71AD, Friends and Heroes introduces Bible stories in an appealing, fresh and memorable way, creating a clear connection between the religious themes and the exciting adventure stories. In each episode cartoon-style 2D animation tells the adventure stories, mixing seamlessly to 3D animation for the Bible stories.

Friends and Heroes follows the adventures of Macky, Portia and the gang. Facing similar issues and dilemmas to those faced by children today, their experiences and the stories they tell foster respect for and kindness to others, as well as encouraging tolerance.

Now broadcast regularly around the world in several languages, Friends and Heroes is also being used by hundreds of schools around the UK as a Religious Education resource and in churches as part of their children's ministry.

Scenes from The Christmas Story

The series of stamps on the first day cover in which this issue of Postcode News was delivered features important scenes from the Christmas story as visualised by the artists and animators of Friends and Heroes. They are based on the story of Jesus's birth in Luke 2 which is told in Friends and Heroes Episode 5 and of the visit of the Magi described in Matthew 2, told in Episode 21.

The story begins in Nazareth where Mary is told by an angel that she is to have a child by the Holy Spirit. Joseph, the man betrothed to be her husband, is persuaded by an angel to accept her and the child. With the baby due to be born soon, they are told that they have to go to Bethlehem, Joseph's family town, for a census. The desert terrain would be inhospitable, making the 80 mile journey very difficult for a woman in her condition.

When they arrive in Bethlehem they find that the town is very busy and that accommodation is difficult to find. But an inn-keeper offers his stable which provided a roof but was filled with animals.



Find out more at:
www.friendsandhereos.com/afd



Jesus is born

Mary's child, Jesus, was born whilst they were in the stable. He was wrapped in tight clothes and laid in a manger – the softest spot they could find. This Friends and Heroes episode has the theme that ordinary people, like Joseph and Mary, can be used by God to do extra-ordinary things – they provided a family for God's Son who would become the Saviour of the world.

Shepherds hear first

Another group of ordinary people, shepherds who were looking after their flocks on a nearby hillside, were visited by an angel who told them that the Messiah had been born in Bethlehem. They were soon surrounded by a whole host of angels praising God and giving Him glory! Not surprisingly the shepherds decided to go and visit Jesus and found him lying in a manger just as the angel had said.

The Magi see a star

Sometime later several Wise Men (Magi) arrived in Jerusalem asking about a 'newborn King of the Jews'. They had seen his star and had come to worship him. King Herod was very concerned about this and asked the Wise Men to come back and tell him about the child.

The star guided them to Bethlehem where they found the infant Jesus with Mary and Joseph. They offered him gifts of gold, frankincense, and myrrh.

The Wise Men were warned in a dream not to return to King Herod. Joseph was also warned in a dream to flee to Egypt with his family as Herod was planning to search for and kill Jesus.

Isle of Man Stamps & Coins • PO Box 10M
Isle of Man Post Office • Douglas • Isle of Man • IM99 1PB
Tel: 01624 698430 • Fax: 01624 698434
E-mail:stamps@iompost.com • www.iomstamps.com

Friends & Heroes Productions Ltd.
Lough House, Approach Road
Ramsey, ISLE OF MAN, IM8 1RG
Tel: +44 (0) 1624 811747
Fax: +44 (0) 1624 817695
www.friendsandheroes.com

Design	Friends & Heroes Productions Ltd.	***Process***	Offset Lithography
Printer	Enschedé	***Perforations***	14 per 2cms
Text	Friends & Heroes Productions Ltd.	***Paper***	102gms
Stamp Size	45 x 34.8 mm	***Format***	Miniature sheet of 3 stamps
Colours	4	***Issue Date***	1st October 2010

AFD Data News Q.4/10

Over the past three months there have been 14 new localities added to PAF, over 8000 new postcodes, and over 120,000 new delivery points. There have also been around 50,000 changes to existing addresses. These are all included in our latest Q.4/10 update.

A new mailsort database came into effect on the 27th September 2010 and a new product was introduced (Mailsort 70). The Q.4/10 release of Postcode, Postcode Plus and Names & Numbers all include these new mailsort codes. MailSaver Database 2010 has also been released to fully support this.

BankFinder for Q.4/10 contains all the latest sort codes and validation information for both bank accounts and card numbers. With bank consolidations and re-organisation often taking place only by having the latest release can you be sure of not rejecting a valid account number.

Looking ahead to Q.1/11 Office of National Statistics (ONS) are currently introducing new codes for various geographies including Authorities, Ward Codes, European Electoral Region and Primary Care Trusts. These will be included in the Q.1/11 update along with all the normal changes to both PAF and Bank data. With frequent updates to all these geographies frequent data updates are highly recommended to stay up to date.

To order updates please call 01624 811711 or email postcode@afd.co.uk

Postcode News is printed on 130gsm Robert Horne paper. At least 70% is made from recycled fibre. Manufactured by Burgo and approved by the Forest Stewardship Council.

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AFD Software Ltd
Lough House, Approach Road, Ramsey
ISLE OF MAN, IM8 1RG

AFD Software Ltd
DX 134796, ISLE OF MAN

01624 811711 (Sales)
01624 811712 (HelpDesk)
01624 811714 (Accounts)
0800 083 8424 (FREEPHONE Registration)
postcode@afd.co.uk

www.afd.co.uk

October 2010

Dear Customer,

I am delighted to introduce you to the enclosed autumn edition of Postcode News. It is written especially for you as an AFD customer, or because you are considering AFD Postcode solutions to help your organisation cut costs and deliver exceptional service.

Did you notice the special envelope that carried Postcode News? This unique collectable First Day Cover celebrates the international success of AFD Group Company Friends and Heroes. The full background to this is inside Postcode News.

Does your organisation need to grapple with the digital revolution? Maybe you can get some insight from the experience of Newsquest, a major regional newspaper publisher and AFD customer.

AFD Software is now the sole distributor of the Postcode Address File (PAF®) for Royal Mail. The brand new production and distribution system designed and built by AFD went live in August. In Postcode News you can read Royal Mail comments on the launch.

The AFD team is proud to serve both large organisation such as Newsquest and Royal Mail as well as the many small and medium size organisations with Name, Address and Bank Data Validation Solutions.

The next issue of Postcode News will not be until after Christmas – so as autumn arrives, I'd like to thank you for your business and be among the first to wish you a very happy and peaceful Christmas!

Yours faithfully



David Dorricott
AFD Group Managing Director

PS if you have ordered a data update, you will receive the Q.4/10 release shortly.
If you need to update or amend your contact details please email postcode@afd.co.uk

AFD SOFTWARE LTD
LOUGH HOUSE
APPROACH ROAD
RAMSEY
ISLE OF MAN
IM8 1RG

AFD SOFTWARE LTD
DX 134796
ISLE OF MAN

Tel - Sales
01624 811711

Tel - Support
01624 811712

Tel - Accounts
01624 811714

F. 01624 817695

E. postcode@afd.co.uk
W. www.afd.co.uk

