

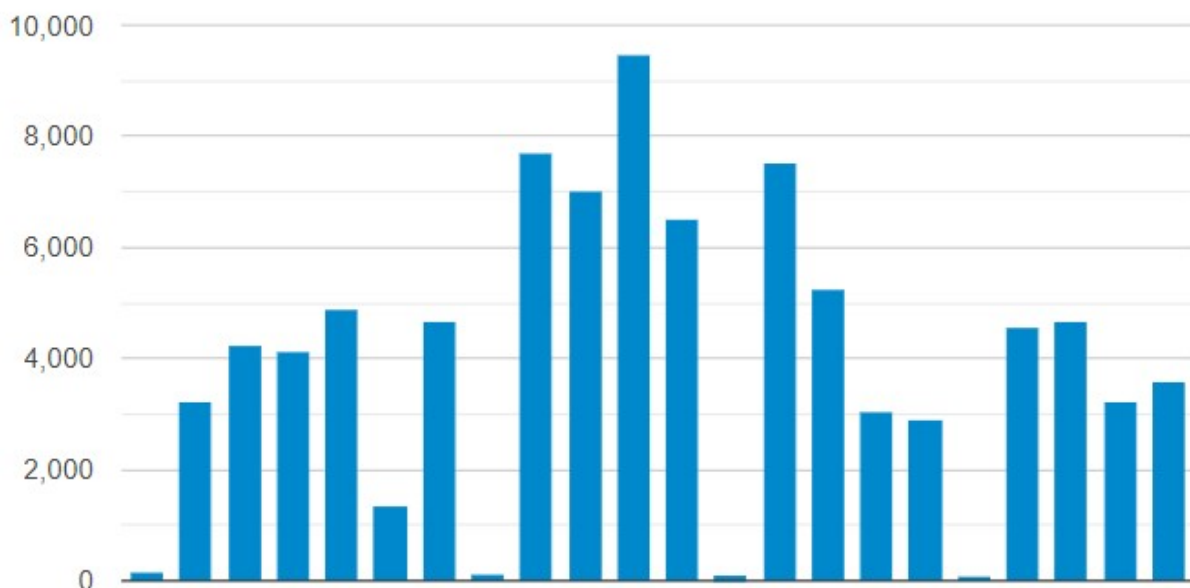


Simply Postcode Software : Why choose us?

- ✓ **80% reduction** of keystrokes entering addresses, thus saving time, increased accuracy, increased sales.
- ✓ **Royal Mail address data updated daily** for the latest address information at your Desktop. No need for you to load updates every few months, we do this for you on our fully maintained data servers. See simplypostcode.com/data for latest status.
- ✓ **In business since 1996** – customers include - Amnesty International, Jack Wills Ltd, Samaritans, National Windscreens, Homebase, etc.
- ✓ **Try before you buy** - Simply sign up for a free 30-day trial.
- ✓ **Competitive pricing** - Our prices have no hidden extras.
- ✓ **Reliability you can count on** – We use Azure servers, running in two completely different Azure European locations.
- ✓ **Fanatical Support** - Immediately available hotline support. Free remote support to get you started.
- ✓ **Free Example Code and Software** - Simply take our example code and copy and paste into your own web site, for easy and fast integration.

✓ Daily Updated Data

Unlike many of our competitors, who apply monthly updates, we update our data daily, direct from the Royal Mail.



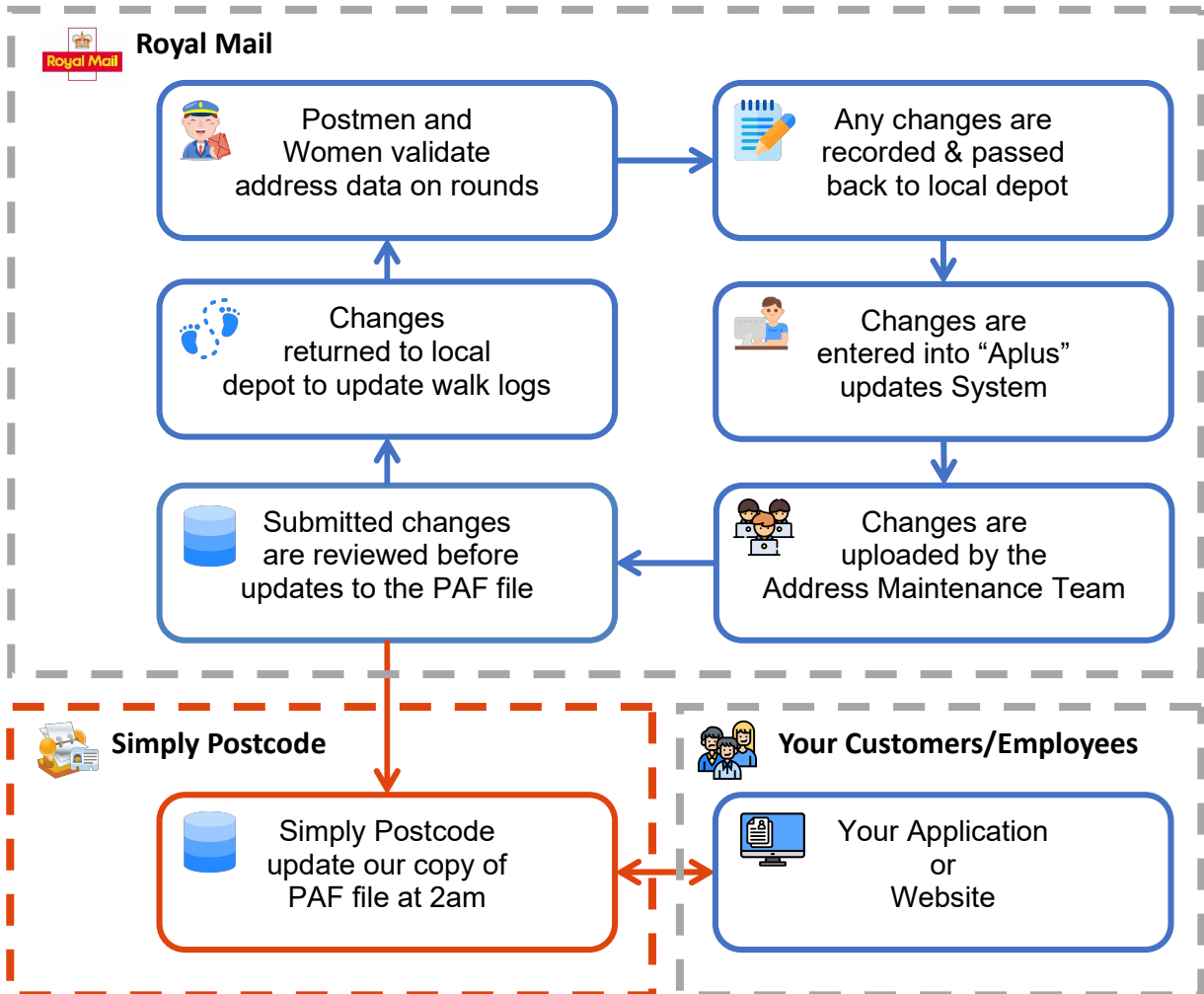
Addresses Updated in the Last 2 Weeks

Go to simplypostcode.com/data for the latest figures and other improvements we make to the data.



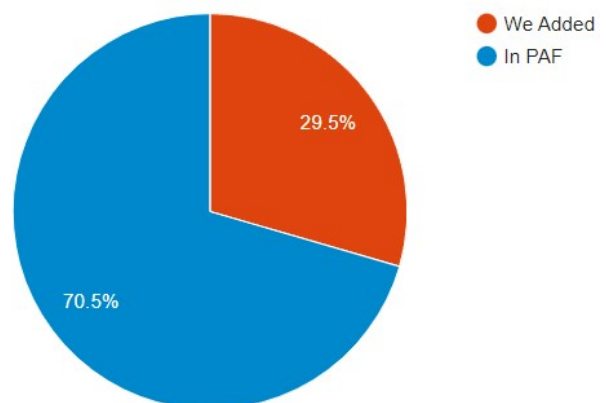
Quality Data from the Royal Mail

The Royal Mail Postcode Address File (PAF) currently has 31.7+ million Addresses in 1.8+ million Postcodes. We receive a daily data updates from the Royal Mail, which on average contains approx. 20,000 updates per day, to the PAF database. Collected by 70,000 postmen and women.



When compared to other Address databases in World, the UK is one of the largest giving one of the most detailed Address Database in the world.

Counties we add to PAF



Better Data Quality

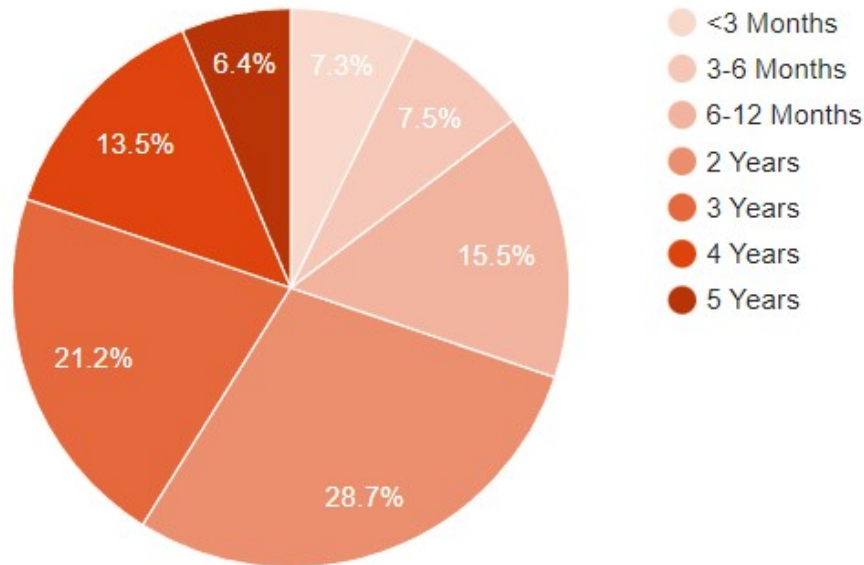
When processing the updates from the Royal Mail, we also add 9.3+ million counties designations to address records in Postcode Address File (PAF). Counties are not a requirement of the Royal Mail; hence many need to be added to the data.



✔ Not Yet Built Database

In addition to the Postcode Address File (PAF) data, we can provide “Not Yet Built” data, currently, 750,000+ extra addresses, which contain properties under construction and in the planning stage. This type of address can be useful to the construction industry. When such properties can receive mail, they are added to the Postcode Address File by the Royal Mail.

Time in Not Yet Built Database (before being built)



✔ Multiple Residencies (MR):

The PAF file lists all delivery points, for mail, a letter box or group of letter boxes. But sometimes when multiple mailboxes exist behind a single delivery point, such as a block of flats, then you may need more detail. The Multiple Residencies database list all specific mailboxes at such addresses. It currently contains 930,000+ extra addresses which expand the PAF file.



Simply Postcode Address Finder - When installed into your own web site, Customers simply press a button to activate address lookup - enter postcode - select address - and the software fills in the appropriate information into Web Page.

Simply Postcode Address Finder - Reduces addressing errors and shopping cart abandonment.

We offer a PHP and VB/C# ASP.NET examples pages, which run on most web servers, which can be added to a web site in minutes using our example code.

✔ **Solution 1 : Simple HTML Popup Widget** - Can be added to almost any web page which doesn't allow code to run on the server.

[Click here for demo and integration instructions](#)

✔ **Solution 2 : AJAX Postcode Address Finder** - This is our RECOMMENDED postcode address finder solution for web checkout and sign up pages.

[Click here for demo and integration instruction](#)

✔ Address Level Comparison

The web integration is available in two different levels of accuracy:

Street Address

Returns: Hill Rd
Wisbech
Cambridgeshire
PE13 2ZE

✔ **Pros:** Half the price of Full Address

✘ **Cons:** User needs to complete address
Open to user error, thus lost sale/delivery
Slower than Full address

Full Address

Returns: **Top Company Ltd**
First Floor
8 Hill Rd
Wisbech
Cambridgeshire
PE13 2ZE

✔ **Pros:** The address is selected from a list
Increased accuracy
Increased sales
Looks professional
Advanced Word search for internal use

✘ **Cons:** Slightly more expensive than Street Address

✔ Quality Royal Mail data

Royal Mail address data **updated daily** data, with approx. 20,000 changes per day, for the latest address information at your Desktop. No need for you to load updates every few months, we do this for you on our fully maintained data servers. [Click here for current data status](#)

✔ How do I get started?

Click on "[for Web](#)", menu option at the top of our web site, to see demos, integration instructions and start your free 30-day trial.



Simply activate - enter postcode - select address - and the software fills the appropriate FULL Address details into your favourite Microsoft, CRM, or Accounts software. Thus reducing errors and speeding up data entry, saving up to 80% of keystrokes entering addresses, speeding up tedious address entry.

✔ **Simple Installation:**

- Download and get up and running in minutes, simply install on your server
- Easy to install on Network PC's, simply run ClientInstall.exe, to share settings/licenses
- 30 days of free trial software for one postcode area or use "[Test Postcodes](#)"
- Install on Laptops for remote workers, simply copy the installed directory to Laptop and run ClientInstall.exe

✔ **" Works out of the box" with all top packages:**

- Microsoft Packages: Outlook, Word, Excel, Microsoft Access
- CRM Packages: Goldmine, Sage ACT, Maximiser, Microsoft CRM, plus many more...
- Accounts Software: Sage, Access Accounts, IRIS Enterprise, plus many more...
- We also have extensive programming interfaces for Web and Bespoke integration. Click on "[Programming API](#)" or "[for Web](#)", menu option at the top of our web site, to read more.

✔ **Cost Effective Postcode Software:**

- Install on as many PC's as you wish.
- Pay as you go, per lookup, or buy Users/System Licenses
- Most cost-effective system available, check out our prices.

✔ **Quality Royal Mail data**

- Royal Mail address data **updated daily**, with approx. 20,000 changes per day, for the latest address information at your Desktop. No need for you to load updates every few months, we do this for you on our fully maintained data servers.

See simplypostcode.com/data for latest status.

✔ **Postcode Search Options:**

- Search by UK Postcode, simply enter a postcode to retrieve Full address or Thoroughfare/Street level address data, from the Royal Mail Postcode Address File.
- The Full address version offers "[Advanced Word Search](#)", simply enter a few words of the address to find and return the full address data.

✔ **How do I get started?**

Simply download and install. Click on "[for Desktop](#)", menu option at the top of the Simply Postcode website, and download to start your 30-day free trial. It will work "out of the box" with MS Access, Word, Outlook, and most major CRM and Accounting applications.

If you need a hand to make it automatically paste the address into your favourite application, then give us a ring to help you out on 01945 464854.



Simply Postcode provide example code for many common programming languages, such as VB, VB.NET, ASP.Net, classic ASP, ColdFusion, Perl, PHP, Java and others



Web HTTP to request XML data for almost any Web language

This data source can be used by any web server or programming language that supports a server-side scripting language that can parse XML data, to provide Postcode Lookup within your Software/Web site.

Ideal for XML compliant languages, language/platform independent



JSON Web Service for any JSON compliant language

This data source can be used by any web server or programming language that supports a server-side scripting language that can parse JSON data.

Platform independent such as .Net, ColdFusion, Perl, PHP, Java and others



SOAP Web Service for any SOAP compliant language

This data source can be used by any web server or programming language that supports a server-side scripting language that can parse XML data, to provide Postcode Lookup within your Software/Web site.

Ideal for .NET integration, ColdFusion, Perl, PHP, Java and others



.NET Assembly for VB.NET and C# Desktop applications

The .NET Assembly can be used for .NET Desktop applications to quickly provide Postcode Address Lookup functionality. This also includes Advanced Words Search functionality. This can be used with Local data for standalone till solutions.



COM Object for almost any COM Compliant programming language

The COM Object can be used in most modern development environments to quickly provide Postcode Address Lookup functionality. The COM object also includes Advanced Words Search functionality. This can be used with Local data.

Ideal for Windows Desktop Bespoke integration such as including: Microsoft Visual C++® Visual Basic®, MS Access, MS Excel and ASP



Postcode Search Desktop Application to interact with an application

Simply Postcode Desktop application is designed to work with as many applications as possible, simply install, activate to perform Postcode Address Lookup. The software then pastes the address information back into your favourite software.

Ideal for quick Windows Desktop integration for common or Bespoke Applications



Reseller Functionality - We also offer the functionality to allow your own software to create new customer accounts, and link to your Reseller account for you to receive a commission on all sales, from your customers. Please go to the Web site to apply to be a reseller, from the "[Reseller](#)" menu on the top menu bar.



Click on "[Programming API](#)", menu option at the top of our web site, to read more.



The Royal Mail offer a Postcode Lookup License, for external use (public-facing web site), on a "per click" pricing model.

Small/Medium business package – Standard Addresses

Lookup Credits	Charge	Price per Lookup
800	£45	5.6p
2,500	£105	4.2p
5,000	£192	3.8p
12,500	£430	3.4p
25,000	£760	3.0p
100,000	£2,215	2.2p



Price per lookup is approximate - All prices are subject to VAT.

Lookup Credits Packs are valid for 12 months. Several lookup credit packs may be purchased at a time, which will be automatically used when each pack expires.

Quotes for significantly larger lookup credits (500,000) may be given if required.

Small/Medium business package – with NYB/MR (see next page for definition)

Lookup Credits	Standard	NYB	MR	NYB & MR
800	£45	£63	£63	£77
2,500	£105	£147	£147	£179
5,000	£192	£269	£269	£327
12,500	£430	£602	£602	£731
25,000	£760	£1,064	£1,064	£1,292
100,000	£2,215	£3,101	£3,101	£3,766

Large business package

Users	Standard	NYB	MR	NYB & MR
Domain	£9,350	£12,155	£12,155	£14,493

Price per lookup is approximate - All prices are subject to VAT.

Standard Full Address addresses database maintained by the Royal Mail, which is **updated daily**. Having entered a Postcode, to search for:- full address information, Company Name, House Name/Number is offered for selection.

Enter Postcode and press [Find] button to display list using AJAX technology

Postcode:

Powered by Simply Postcode Lookup

A J Paints 82 Bolnese Road Wisbech Cambridgeshire

Abtec Industries Ltd Unit 4 Venture Court 82 Boln

Burley Hydraulics Ltd Unit 7 Venture Court 82 Bolen

Comtek Accounts Ltd Venture House 82 Boln

Foster Property Maintenance Ltd Unit 1 Foster Busk

Greenvale Foods 85 Bolnese Road Wisbech Carr

Heathcliff Haulage Orchard House 90 Bolnese Ro

M J Acoustics Unit 9 Venture Court 82 Bolnese Ro

Please Select Address

Company:

Line 1:

Line 2:

Line 3:

Town:

County:

Country:

Click online, in selection box, to select **Full Address** to populate Web page

Advanced Word Search is also available when using an Internal usage License (User-based license for use within a company)



The prices below are for "Internal Use" by an employee of your company. Each user will require either a user license or company credit pack to access the address data.

Pay as you go for each address – Standard Full Addresses

Lookup Credits	Charge	Price per Lookup
800	£45	5.6p
2,500	£105	4.2p
5,000	£192	3.8p
12,500	£430	3.4p
25,000	£760	3.0p
100,000	£2,215	2.2p



Price per lookup is approximate - All prices are subject to VAT.

Lookup Credits Packs are valid for 12 months. Several lookup credit packs may be purchased at a time, which will be automatically used when each pack expires.

Small/Medium - with NYB/MR (see next page for definition)

Lookup Credits	Standard	NYB	MR	NYB & MR
800	£45	£63	£63	£77
2,500	£105	£147	£147	£179
5,000	£192	£269	£269	£327
12,500	£430	£602	£602	£731
25,000	£760	£1,064	£1,064	£1,292
100,000	£2,215	£3,101	£3,101	£3,766

Medium business package, per user, per year

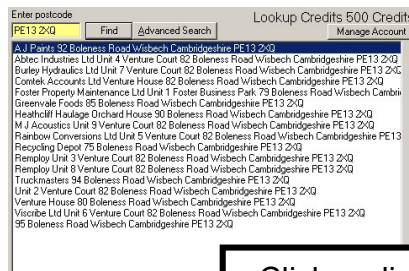
Users	Standard	NYB	MR	NYB & MR
1-31	£240	£336	£336	£408
32-300	£8,490	£11,037	£11,037	£13,160

Price per lookup is approximate - All prices are subject to VAT.

Please call 01945 464854 for the price for 300+ users

Standard Full Address File is an address database maintained by the Royal Mail, which is **updated daily**. Having entered a Postcode, to search for:- full address information, Company Name, House Name/Number is offered for selection.

Enter Postcode and press [Find] button to display list of Full Addresses that match Postcode



Click on line to select Full Address