

# Address Management Unit (AMU)

Powered by PAF®



# UK addressing marketplace

## Market overview

- The UK Addressing market is estimated to be worth £200m – £300m
- 36,000 End-User organisations in the UK
- They come from every sector of the economy and come in all size. They include Banks, Insurance Companies, Supermarkets, Venues, Government departments, Police, retailers, Charities & Football Clubs.
- The AMU receives royalties from our c.230 licensed resellers who include our address data into their software products which they sell to End-Users.
- The AMU also manages End-Users directly.

## Market Regulation

- The AMU is monitored by Postcomm and the PAF® Advisory Board (PAB)
- Postcomm have imposed a aggregated profit cap of 8–10% per year over 3 years
- The AMU is a ring fenced business unit, responsible for our own P&L accounts



# Our products

The AMU act primarily as wholesalers of the Postcode Address File (PAF®) and a number of other complementary addressing datasets. The majority of End-Users license PAF®.

## Postcode Address File (PAF®)

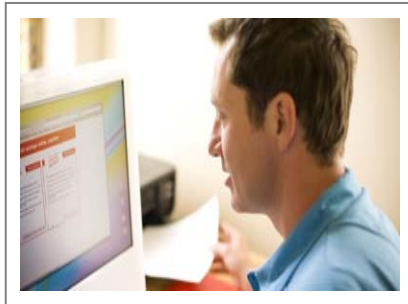
- is the UK's most complete and up to date addressing database
- contains 28m residential & business addresses and 1.8m postcodes.
- contains 1.4m business names.
- holds details of 200k vacant properties.
- records are presented in a correct, postally accurate format
- updates can be purchased on a daily, monthly, quarterly or annual basis

In addition to PAF® we manage a range of addressing products, these include printed address guides, CD's for address look-ups, and raw data for programmers.

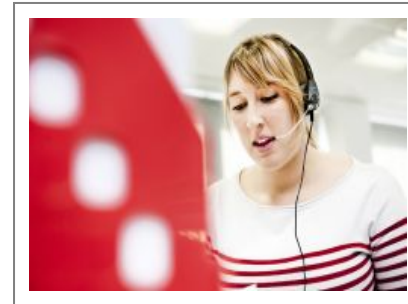


# What is PAF® powering?

PAF® was originally developed to aid mail sortation and delivery. Today PAF® is still used for this, but is used increasingly used to update customer databases, verify customer identities and to develop new location-based technology.



Ordering goods online



Verifying customer details

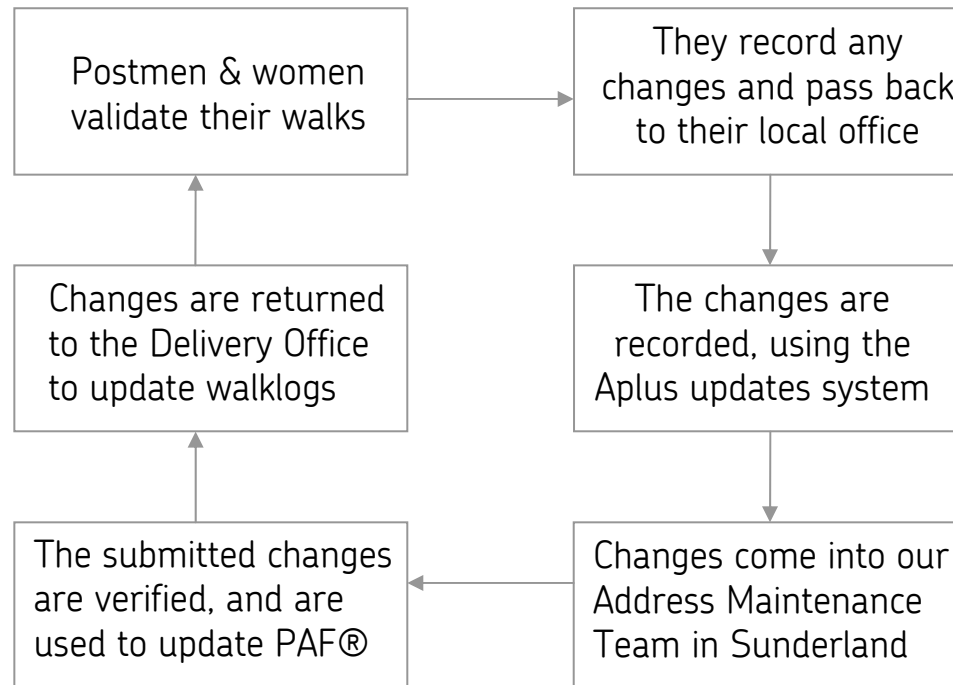


Sat Nav's



# Maintaining the quality of PAF®

- PAF® is constantly updated by our 65,000 postmen and women
- Each month we make 100,000 updates to PAF® These updates can be to business names, new builds or derelict properties that need adding or deleting.



# The AMU Team

## Our team in Portsmouth

The hub of the Address Management Unit. The team comprises of 20 people. This team is responsible for:

- Licence development, compliance and audit
- Data quality and product supply
- Finance
- Marketing, communications and account management.



## Our team in Doxford

Doxford is our dedicated centre for all non-account managed customer contact and for maintaining the PAF® database. The team of c.50 people are responsible for:

- All inbound contact- email and phones
- All new customer recruitment and renewals
- Marketing and communication work
- responsible for PAF® validation (Aplus) & daily PAF updates



# Engaging our customers

## Customer Relationship Managers

- Pro-actively manage our top 30 licensed resellers, known as our Solutions Providers. These customers generate, and return, the majority of PAF® revenues.
- Manage a number of our direct Corporate Customers, along with several of our Direct End-Users.
- Conduct the Nursery Programme for newly licensed Solutions Providers. This involves two visits in year one to ensure they fully understand their obligations.

## Desk Based Account Management

- Reactively manage calls and emails from our other c200 Solutions Providers.
- Manage all interaction with Direct End-Users

## Customer Communications

- Bi-monthly e-newsletters to all Solutions Providers
- Ad hoc emails and website updates
- Undertaking new customer satisfaction and insight programme



# Where can I find more information?

## Online



To select your customer journey  
To find PAF® specific info  
To find a list of PAF® suppliers  
To look up a postcode

[www.royalmail.com/amu](http://www.royalmail.com/amu)  
[www.royalmail.com/paf](http://www.royalmail.com/paf)  
[www.poweredbypaf.com](http://www.poweredbypaf.com)  
[www.royalmail.com/postcodefinder](http://www.royalmail.com/postcodefinder)

## Call



To change your address  
To request a free info CD  
For general enquiries

0845 606 6854 and press option 1  
0845 606 6854 and press option 2  
0845 606 6854 and press option 2

## E-mail



For PAF product enquiries  
and general AMU info

[address.management@royalmail.com](mailto:address.management@royalmail.com)

