

Powered by PAF®

An introduction to the Royal Mail
Address Management Unit



POWEREDBYPAF.COM

Our products

The AMU act primarily as wholesalers of a range of addressing datasets, most notably the Postcode Address File (PAF®).

Postcode Address File (PAF)

- is the UK's most complete and up to date addressing database.
- contains 29.3m 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.

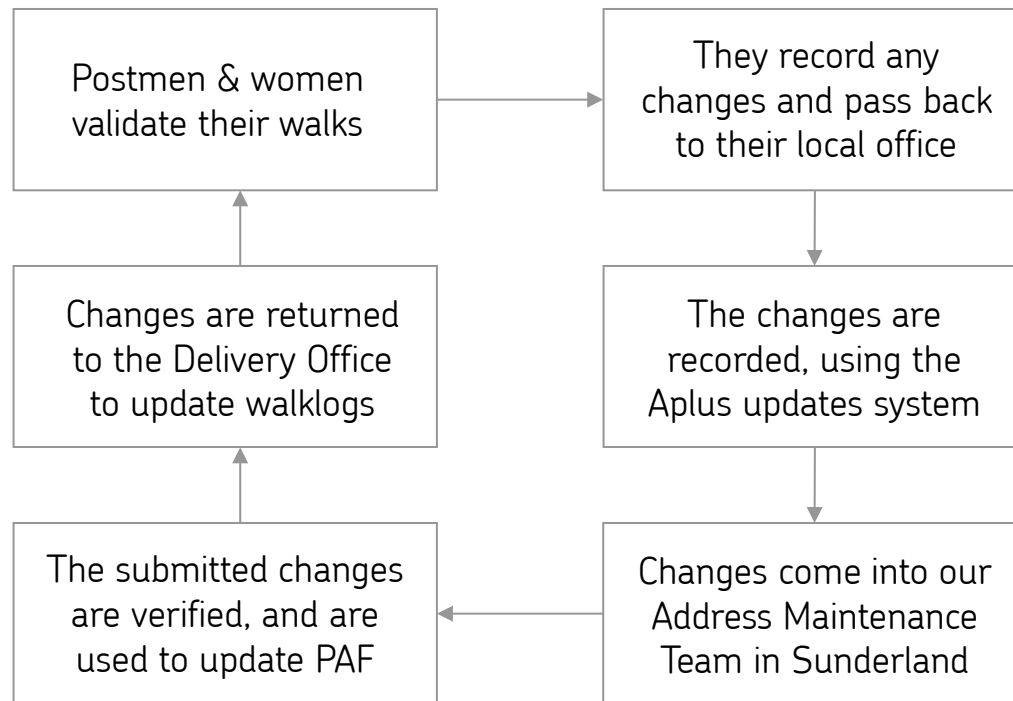
We supply PAF and the complement datasets in a raw data format to enable programmers and developers to create their own software products.

In addition, we manage a range of other addressing products including the UK Addresses CD for address look-ups, and a printed address book.



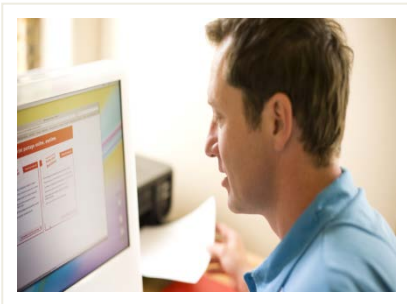
Maintaining our data

- Our data is a primary asset and maintaining its quality is our no. 1 priority
- PAF® is constantly updated by our 90,000 postmen and women
- We make 1.3 million changes to PAF each year. These updates can be to business names, new builds or derelict properties that need adding or deleting

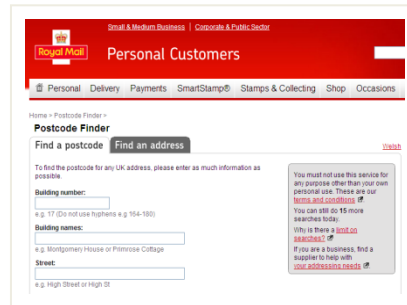


What is PAF® powering?

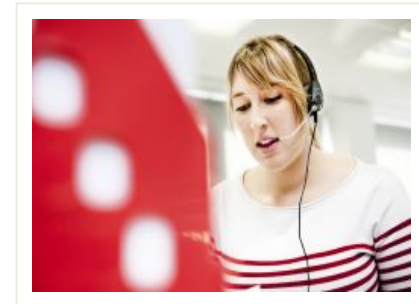
PAF was originally developed to aid mail sortation and delivery. Today PAF is still used for this, but increasingly it is also used to update customer databases, verify customer identities and to develop new location-based technology.



Ordering goods online



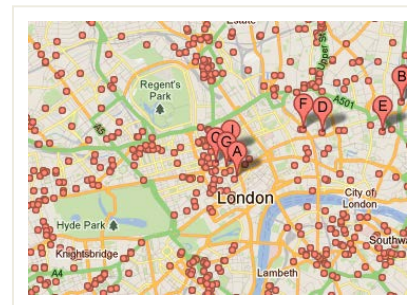
Online address look-ups



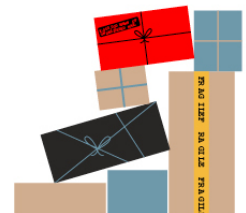
Verifying customer details



Sat Nav's



Digital Maps



Our marketplace

Market overview

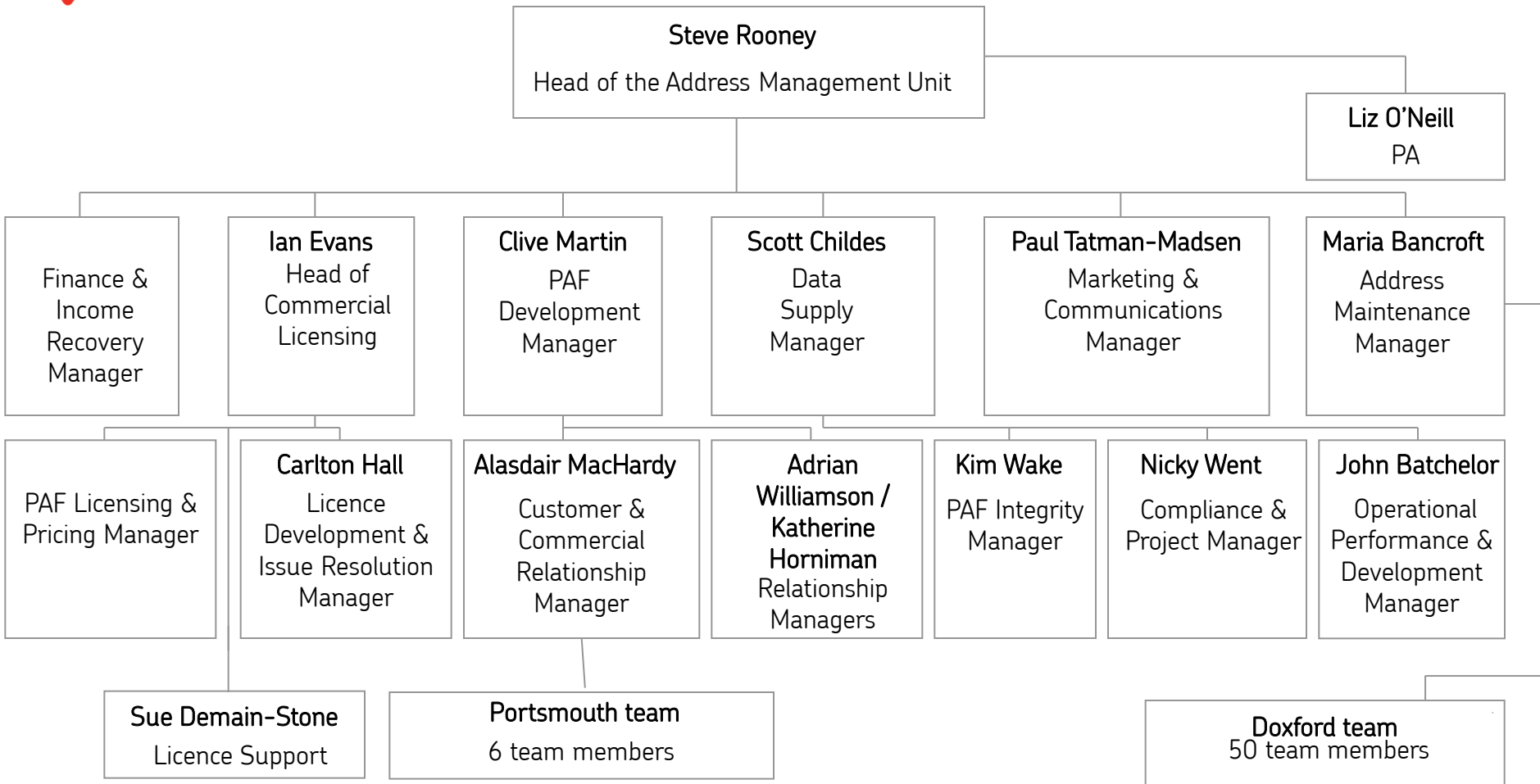
- 37,000 organisations from all sectors of the economy license our addressing datasets
- Businesses who use range from SME's to Corporates. A third of PAF[®] users are organisations with 1 – 5 employees
- PAF[®] End-Users include Banks, Insurance Companies, Supermarkets, Venues, Government departments, Police, retailers, Charities & Football Clubs
- The AMU receives royalties from our c.250 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

- As the rest of Royal Mail, the AMU is regulated by Ofcom. In February 2013, Ofcom published its review of the management of PAF[®] and found Royal Mail to be responsible data owners
- In addition, the management of PAF[®] is monitored by the PAF Advisory Board (PAB)
- The AMU is a ring fenced business unit, responsible for our own P&L accounts

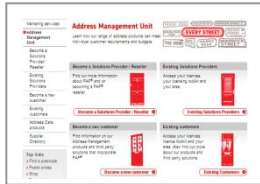


AMU Hierarchy



Where can I find more information

Online



To find a supplier
To find product information
To look up a postcode

www.poweredbypaf.com

www.poweredbypaf.com

www.royalmail.com/postcode-finder

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

