

# Powered by PAF<sup>®</sup>

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)

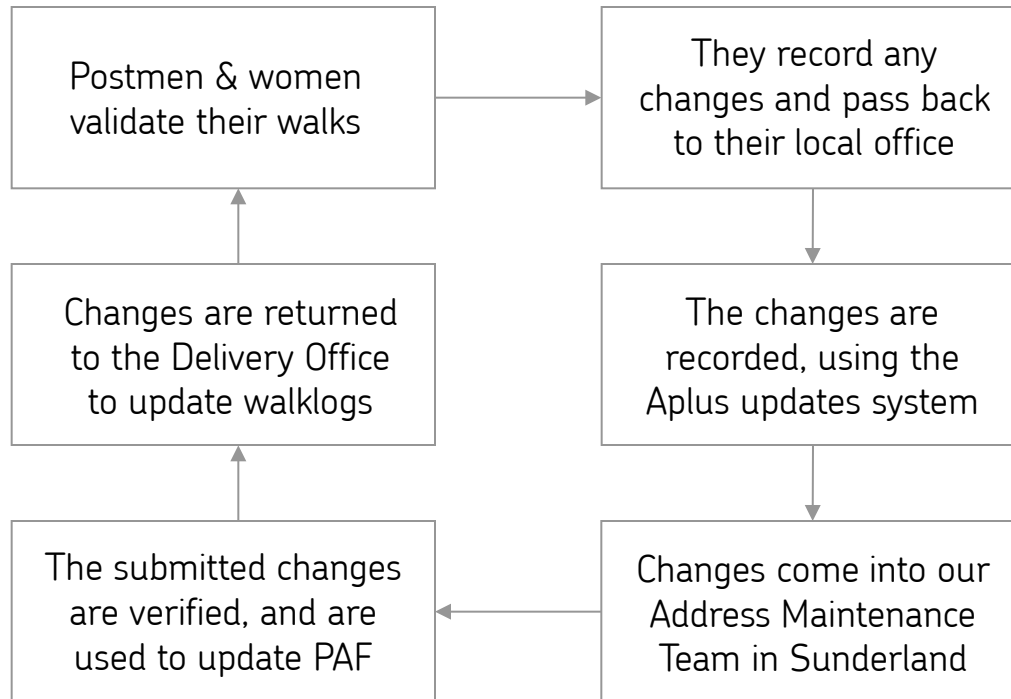
- is the UK's most complete and up to date addressing database.
- contains over 29m residential & business addresses and 1.8m postcodes.
- contains 1.4m business names.
- holds details of 200k vacant properties.
- records are presented in a correct, postally accurate format.
- updates can be purchased on a daily, monthly, quarterly or annual basis.

We supply PAF and the complementary 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 UK Addresses for address look-ups.



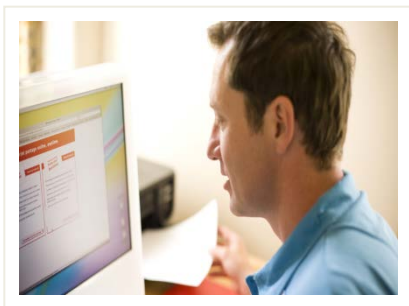
# Maintaining our data

- 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

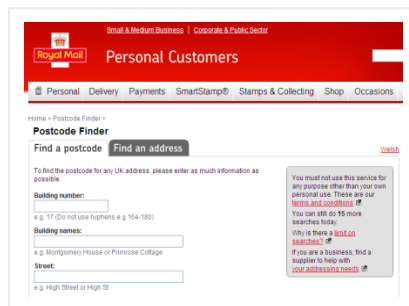


# What is PAF powering?

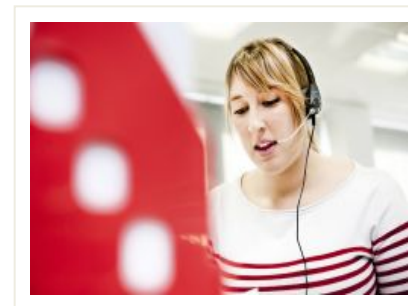
PAF was originally developed to aid mail sortation and delivery. Today PAF is still used for this, but increasingly it is also used to update customer databases, verify customer identities and to develop new location-based technology.



Ordering goods online



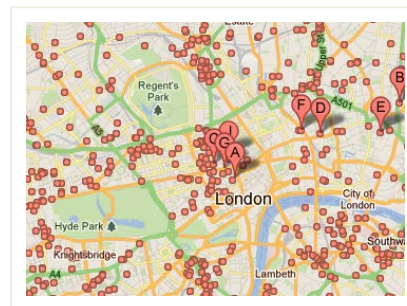
Online address look-ups



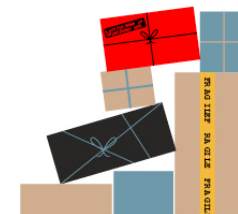
Verifying customer details



Sat Nav's



Digital Maps



# Our marketplace

## Market overview

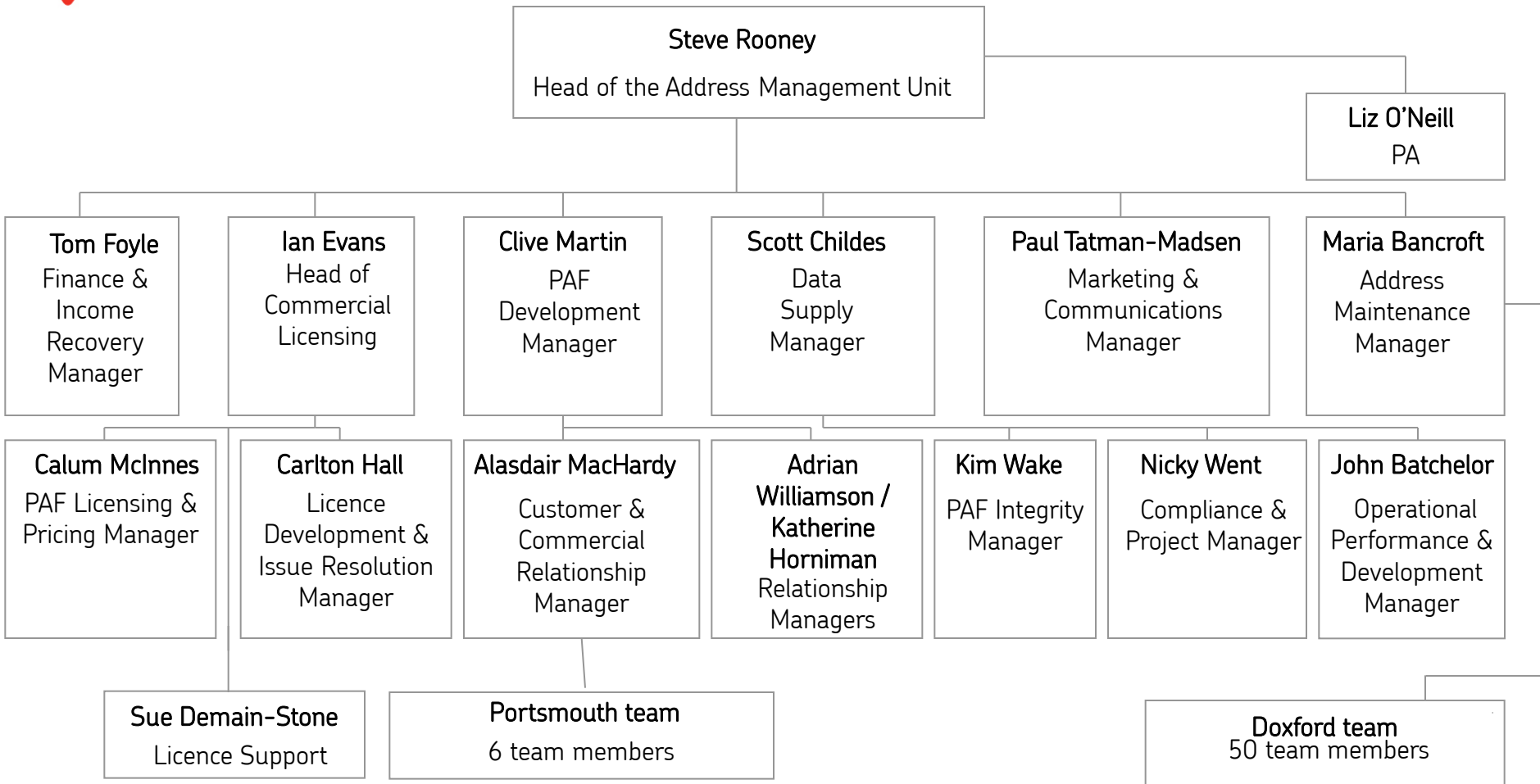
- 37,000 organisations from all sectors of the economy license our addressing datasets
- Businesses who use range from SME's to Corporates. A third of PAF users are organisations with 1 – 5 employees
- PAF End-Users include Banks, Insurance Companies, Supermarkets, Venues, Government departments, Police, 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](http://www.poweredbypaf.com)

[www.poweredbypaf.com](http://www.poweredbypaf.com)

[www.royalmail.com/postcode-finder](http://www.royalmail.com/postcode-finder)

## Call



To change your address  
For general enquiries

0845 606 6854 (option 1)

0845 606 6854 (option 3)

## E-mail



For PAF product enquiries  
and general AMU info

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

\*Calls cost 5p per minute plus your telephone company's network access charge.

