

F26 583K

# Eircodes Update Briefing for IDMA

16 April, 2015



**EIRCODE**<sup>®</sup>  
Find life easier.



[eircode.ie](http://eircode.ie)

# Agenda

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- Quick Recap on Eircode
- Updates on Eircode Launch
- Pricing and Licencing
- Using Eircode / The Benefits
- Q&A – Discussion Panel

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# Recap: Why do we need a postcode?

## Big Issues with Irish Addressing

- 38% of addresses are Non-Unique
- Surname Clustering
- No Standard Addressing
  - Multiple variations
  - Vanity and mistaken addresses
  - Misspellings / spelling variations
  - English & Irish language versions
- Finding an address is not easy
  - Multiple locations with the same/similar name
  - Townlands not signposted, boundaries can overlap
  - Cities and towns spanning county boundaries



# Eircode - unique to each 'address point'

“Address Point” = every letter box

## Routing Key

**A**

Letter

**6**

Number

**5**

Number\*

## Unique Identifier

**F**

Alpha-Numeric

**4**

Alpha-Numeric

**E**

Alpha-Numeric

**2**

Alpha-Numeric

\* “W” allowed for only in D6W

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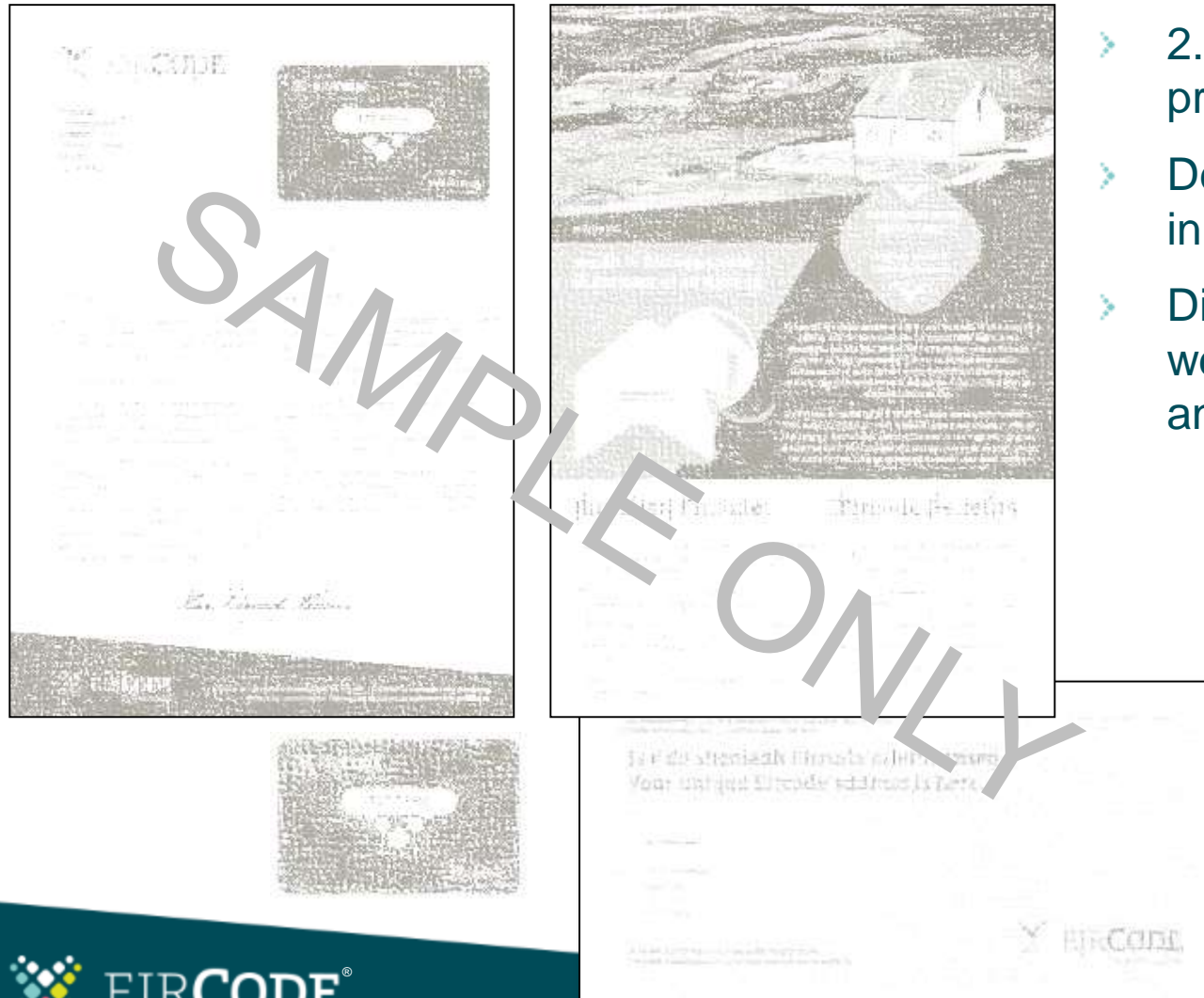
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# Pricing, Sample Data, Documentation

- Launch of Pricing and Licencing
- Sample Data - register on [www.eircode.ie](http://www.eircode.ie) for a copy
- Technical Documents
- Implementation Guide
- Website updates

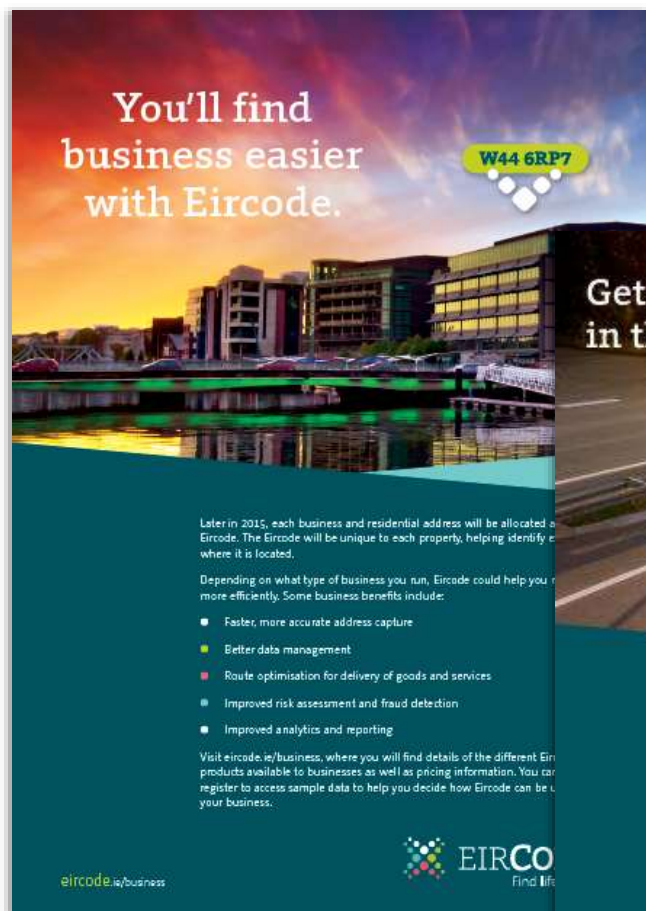


# Postcode Notification Item (PNI)



- 2.2 million PNIs being printed
- Delivered to each address in June
- Disseminated over a 2-3 week period to residential and commercial addresses

# Business Press Advertising



**You'll find business easier with Eircode.**

W44 6RP7

Later in 2015, each business and residential address will be allocated a Eircode. The Eircode will be unique to each property, helping identify exactly where it is located.

Depending on what type of business you run, Eircode could help you run more efficiently. Some business benefits include:

- Faster, more accurate address capture
- Better data management
- Route optimisation for delivery of goods and services
- Improved risk assessment and fraud detection
- Improved analytics and reporting

Visit [eircode.ie/business](http://eircode.ie/business), where you will find details of the different Eircode products available to businesses as well as pricing information. You can also register to access sample data to help you decide how Eircode can be used in your business.

[eircode.ie/business](http://eircode.ie/business)

**EIRCODE**  
Find life easier.



**Get your business heading in the right direction.**

Much more than a postcode, an Eircode is a smart location code for all Irish addresses. An Eircode will identify an individual address and help show exactly where it is located. This means every business will receive a unique Eircode. Having Eircode will provide a number of benefits to businesses and their customers:

- Logistics planning: being able to optimise routes and delivery schedules
- Faster and more accurate address capture
- Better customer service, sales and marketing campaigns
- Risk assessment and fraud detection
- Better data management
- New and emerging services: using address data in new ways
- Better planning of services by private and public organisations

For more information log on to [eircode.ie](http://eircode.ie)

**EIRCODE**  
Find life easier.



**Build customer loyalty more effectively.**

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# Business Briefings and Newsletters

All those who have registered at [www.eircode.ie](http://www.eircode.ie) will receive regular updates leading up to launch

- Additional Briefing Sessions organised
- Regional Sessions in May/June
- Monthly Eircode Business newsletters



# Eircode Finder



- Online tool which will allow the public to look up an Eircode for addresses or find the full address for an Eircode
- Responsive design - desktop, tablet and mobile enabled
- Includes a map function to help with location identification (especially for NUAs)
- Consumer focused – limit on number of searches per day
- Due to launch in the week leading up to dissemination

# Community Outreach Programme



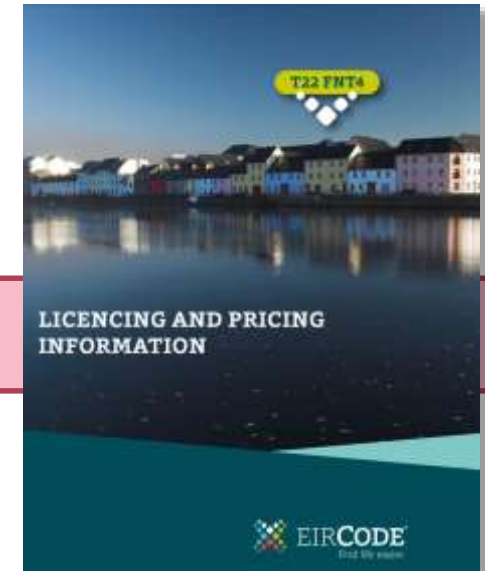
The Wheel aim to assist people who, because of their own particular circumstances, may have difficulties adopting and using Eircodes.

- Targets people the 'mainstream' communications might not otherwise reach - people who are older, have less formal education, live in rural areas, live alone, have few social networks
- Assist them in the use of Eircodes
- The Programme will be implemented at a local level by the appointment of one local organisation per county/area to lead an outreach programme involving many organisations and events.
- The Eircode Community Outreach Programme is managed and coordinated by The Wheel in conjunction with Irish Rural Link.



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# Products Overview



## EIRCODE ADDRESS DATABASE (ECAD)

The ECAD is a database containing address information for all 2.2 million addresses in Ireland and includes the following for each address:

- USP postal address
- The Eircode
- Geo-coordinates of the centroid of the address
- Aliases of address elements relating to the address

The ECAD also contains additional data e.g. boundary data and building information.



## EIRCODE ADDRESS FILE (ECAF)

The ECAF is a file containing all 2.2 million address points with the USP postal addresses and the related Eircode.

*Note: the ECAD and ECAF are databases of address points and do not contain the names of private individuals*

# Licencing Overview

## EIRCODE PROVIDER LICENCE

For Eircode Providers that will **resell Eircode data products and/or provide a value added solution** that includes Eircode data.

- The Eircode Provider can sell End User licences for either the ECAF or ECAD on a per-user or per-transaction basis to its customers.
- Eircode Providers will need to provide a data usage return each month, ensure Eircode's End User licence terms and conditions are included in their own licence to their customers and ensure compliance.



## DIRECT END USER LICENCE

For users who wish to purchase Eircode data products **directly from Eircode**.

- The Direct End User can use the data for internal use within its own systems/business but cannot re-sell any products or services they create using Eircode data to third parties.
- The Direct End User is responsible for ensuring that they record and return accurate usage figures to Eircode on a monthly basis.



# Pricing - ECAD



## DATA ACCESS FEE

An Annual Data Access fee is payable to gain access to Eircode data products via a secure customer portal. The fee is relevant to the Licence Type.

Licence Type	Annual Fee
Eircode Provider	€1,000
Direct End User	€500

# Pricing - ECAD

## DATA USAGE FEES



Data usage is charged on a Per User or Per Transaction basis.

Per User	From	To	Per User
	1	10	€180
	11	50	€150
	51	100	€120
	101	262	€100
	263	∞	€0

Maximum Per User data fee is €30,000.

Per Transaction	From	To	Per Transaction
	1	100	€0.050
	101	1,000	€0.045
	1,001	10,000	€0.040
	10,001	100,000	€0.035
	100,001	981,499	€0.030
	981,500	∞	€0.010

# Pricing - ECAF



## DATA USAGE FEES

Data usage for the ECAF is charged on a Per User or Per Transaction basis.

Per User		
No. of Users	Price	
1 – 83	€60 Per User	Per User/Single Fees are payable annually in advance. An incremental charge will be applied if additional users are added during the licence period.
84 - ∞	€5,000 Single Fee	

Per Transaction	
€4 per block of 100 Transactions	Companies can purchase transactions in advance (minimum order of 100 transactions).

Use on Website	
€3,000 Single Fee	The fee, payable annually in advance, per entity and allows unlimited transactions of the ECAF data on their website by their customers.

Group/Legal Entity	
€25,000 Single Fee	An identifiable grouping of organisations (e.g. insurance brokers, car dealerships, franchises etc.) can share a copy of the ECAF for a common purpose. The fee is payable annually in advance.

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# Business Key Benefits



**Faster and more accurate address capture:** An Eircode provides a more reliable addresses: with faster and more accurate address capture whether through websites or call centres



**Easier to Locate an address:** Being able to optimise delivery routes and schedule visits by field staff. Each Eircode is unique to a property – this means it will be easier to find an address.



**Know your customer: better customer service, location profiling and segmentation:** Providing better and faster customer services based on a customer's location, making customer operations more efficient, improved sales and marketing



**Business intelligence and better data management:** Using Eircode, organisations can reconcile, combine, clean-up and de-duplicate databases, even those that come from different sources



**Better planning of services:** If the location of an address point is important to individuals or organisations, then the Eircode can help. Better planning of services by private and public organisations provides benefits for everyone.



**New and emerging services; using address data in new ways:** The market is evolving all the time producing new or more sophisticated services, which will use the new Eircode to enhance offerings



# Faster and more accurate address capture

Please enter your Eircode:

A55 G3PR



14 Glenbrook Lawn, The Gallops, Leopardstown, Dublin 18

Illustrative Only



# Easier to Locate an address

We have 68 stores across Ireland. Just type in where you are to find your nearest store.

## Enter an Eircode

Illustrative Only




OR



## Stores near Winetavern Street, Dublin, Ireland



1

**MARY STREET**

0.7 km

2

**GRAFTON STREET**

0.8 km

3

**HENRY STREET**

0.9 km

1

**MARY STREET**

**Contact**

**Address**

Mary Street, 30

**Days**

Monday 10:00 - 18.00  
 Tuesday 10:00 - 18.00  
 Wednesday 10:00 - 18.00  
 Thursday 10:00 - 18.06  
 Friday 10:00 - 18.07  
 Saturday 10:00 - 18.08

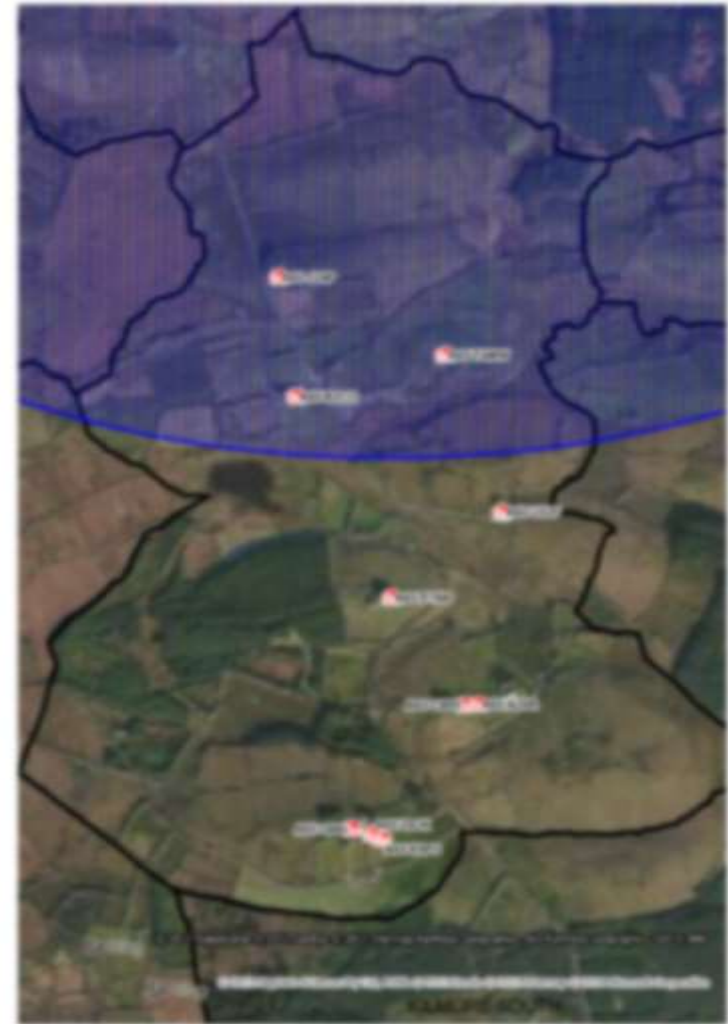
**Opening Hours**



# Know your customer: location profiling and segmentation

## Marketing Example

## Map View

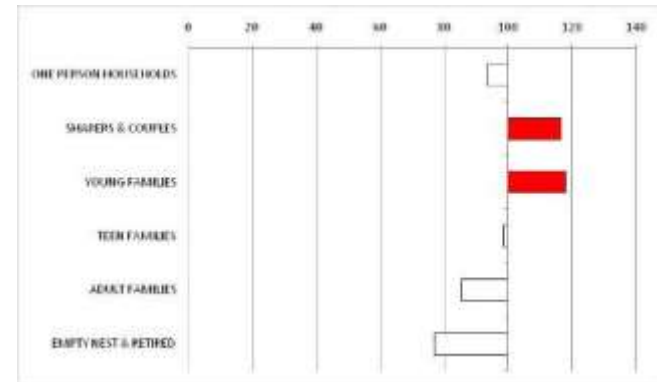


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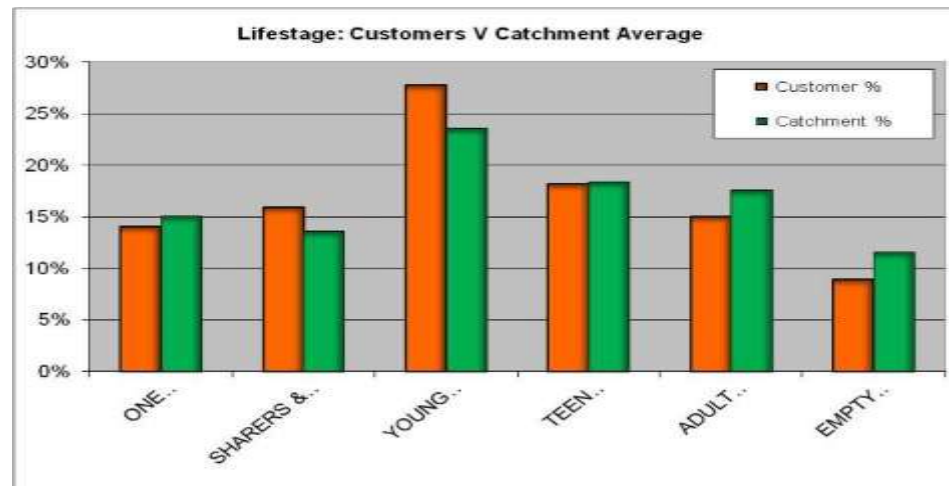


# Business intelligence and better data management

LIFESTAGE	Customer %	Catchment %	Index
ONE PERSON HOUSEHOLDS	14%	15%	93
SHARERS & COUPLES	16%	14%	117
YOUNG FAMILIES	28%	24%	118
TEEN FAMILIES	18%	18%	99
ADULT FAMILIES	15%	18%	85
EMPTY NEST & RETIRED	9%	12%	77
	100%	100%	



Illustrative Only





## Better planning of services

Banking  
Example





# New and emerging services; using address data in new ways

**Over to you!**

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# Thank You

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