

F26 583K



Eircodes for Ireland

An outline of the plans for introducing postcodes...
and what they will mean for Irish businesses



EIRCODE

Find life easier.

eircode.ie

Agenda

- › Updates on Eircodes
- › What happens on Eircode Launch?
- › What will Eircode be providing?
- › How to get prepared



Why do we need a Postcode?

Ireland is the only OECD country without a postcode

Key Facts about Addressing in Ireland

- Population: 4.5 million
- Address points: 2.2 million
- Commercial: 200,000

Issues with Irish Addressing

- In excess of 35% of address are Non-Unique
- Surname Clustering prevalent in some areas
- No Standard Addressing
 - Multiple variations
 - Vanity and mistaken addresses
 - Misspellings / spelling variations
- Multiple locations with the same/similar name
- Townlands not signposts, boundaries can overlap
- Cities and towns spanning county boundaries
- English & Irish language versions



Illustrative
only

Eircode - unique to each 'address point'

“Address Point” = every letter box

Routing Key

A
Letter

6
Number

5
Number*

* “W” allowed for only in D6W

Unique Identifier

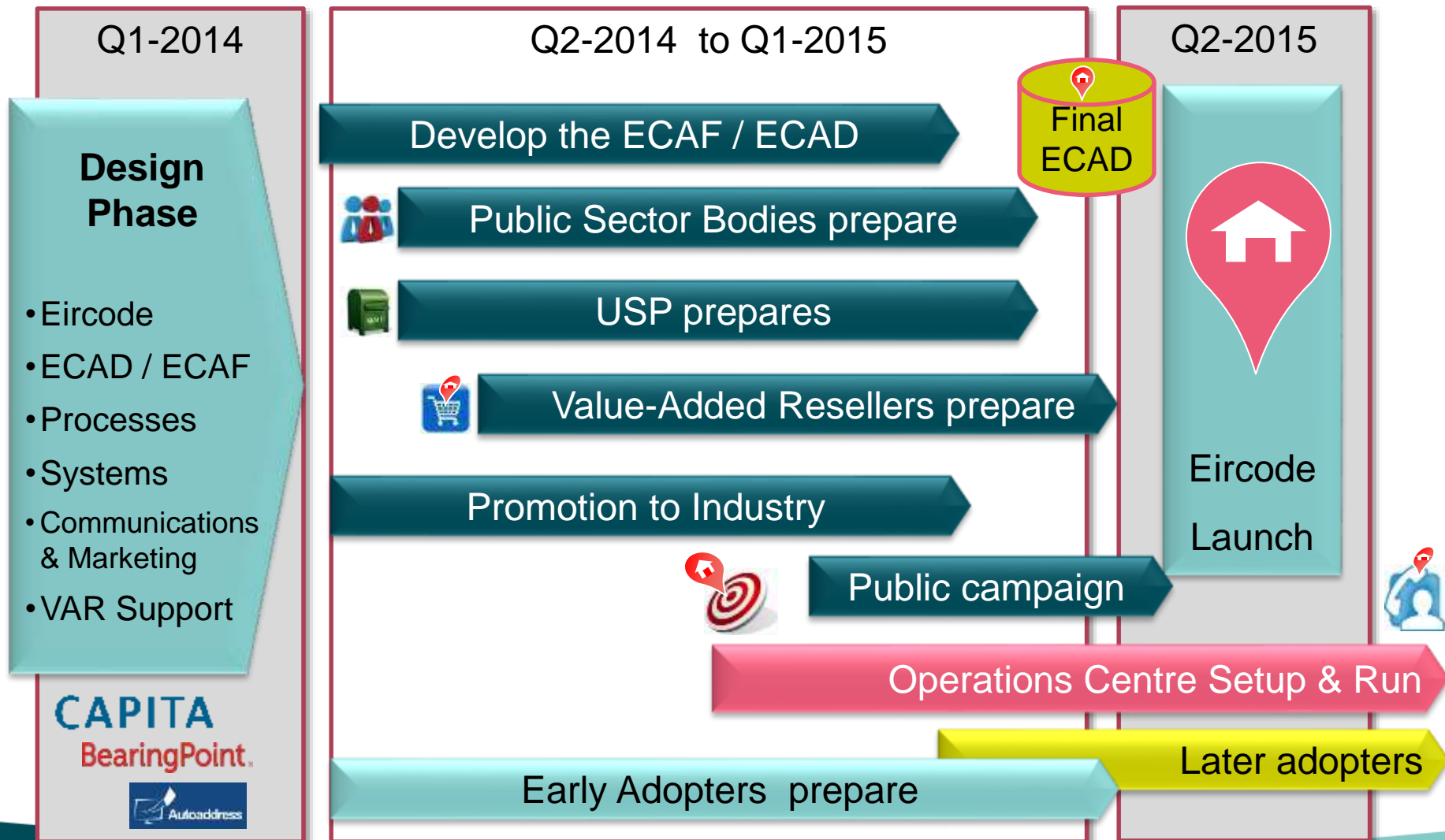
F
Alpha-Numeric

4
Alpha-Numeric

E
Alpha-Numeric

2
Alpha-Numeric

Eircode Programme



Eircode Launch

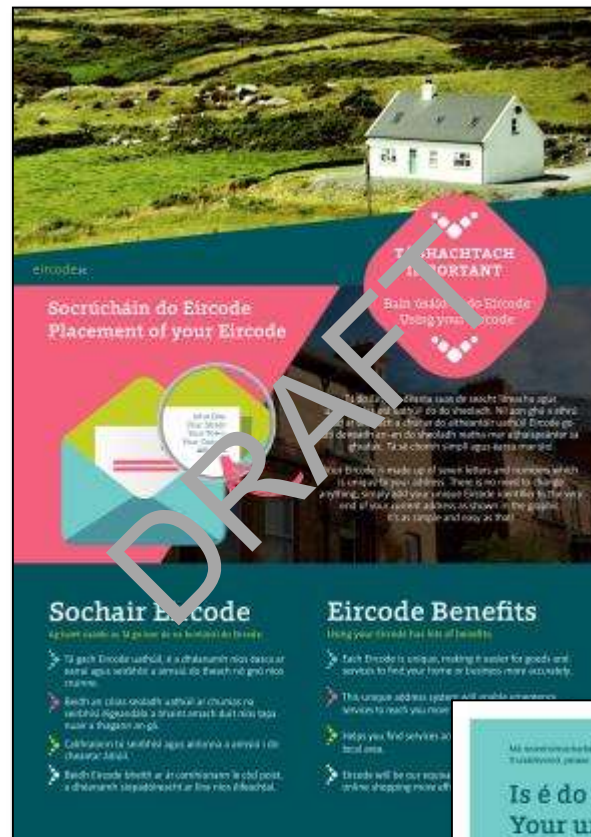


Eircode will be launching in Quarter 2, 2015. The exact launch date will be announced early in the new year.

What will happen during Eircode Launch?

- Consumer focussed media campaign – TV, Radio, press, digital
- ECAD / ECAF available to Eircode Providers and Direct End Users
- Eircode Providers offer services based on Eircodes
- An Post mail systems ready for Eircodes
- All 2.2 million address will receive a letter notifying them of the Eircode for their address
- Community outreach programme in each county
- Public Sector Bodies and Early Adopters will start using Eircodes – requesting Eircodes from customers and sending out mail items containing Eircodes
- Eircode Operations Centre ready for consumer, business queries

Postcode Notification Item (PNI)



Design tested positively in research

82% of participants think this direct mailer would stand out if it came through their door

86% of participants would view this as important information

There will be consultation with:

- National Adult Literacy Association
- National Council for Blind NCBI
- National Disability Authority

Licencing Eircode Data

If you purchase an annual licence to use the ECAD from Eircode or an approved Eircode Provider you will receive a complete edition of your chosen file at the point of purchase, followed by three quarterly update files. The files will be distributed electronically via our secure customer portal.

Businesses have two options to obtain the Eircode Data Set:

1. Purchase the Eircode Data Set through an Eircode Provider. Shortly, our website will be updated with a directory of approved Eircode Providers, giving an indication of their products or services (recommended for small to medium business).
2. Purchase the Eircode Data Set directly and become an Eircode Provider or Direct User.

An **Eircode Provider** is an organisation which is licensed to use Eircode Data in its products and services and can then sell these on to its own customers.

A **Direct User** can only use the Eircode Data Set for internal use; they cannot sell these products or services to other companies.

The Eircode Address Database (ECAD)

Grouping		What it will contain?
ID		A Unique Identifier
Postal Address	Premises	Dept, Organisation; Building Name; Building Number
	Thoroughfare	Primary; Secondary; and Dependent Thoroughfare
	Locality	Primary; Secondary; and Tertiary Locality. Plus Post Town and County
Eircode		The Postcode
Address Reference		Universal Service Provider ID
Geo-Coordinates		X and Y location of the Eircode (address point) and bounding boxes for thoroughfares, etc.
Aliases		An alias address that has been derived from the 'local use address' associated with the 'Postal Address'
Boundary		Boundary data

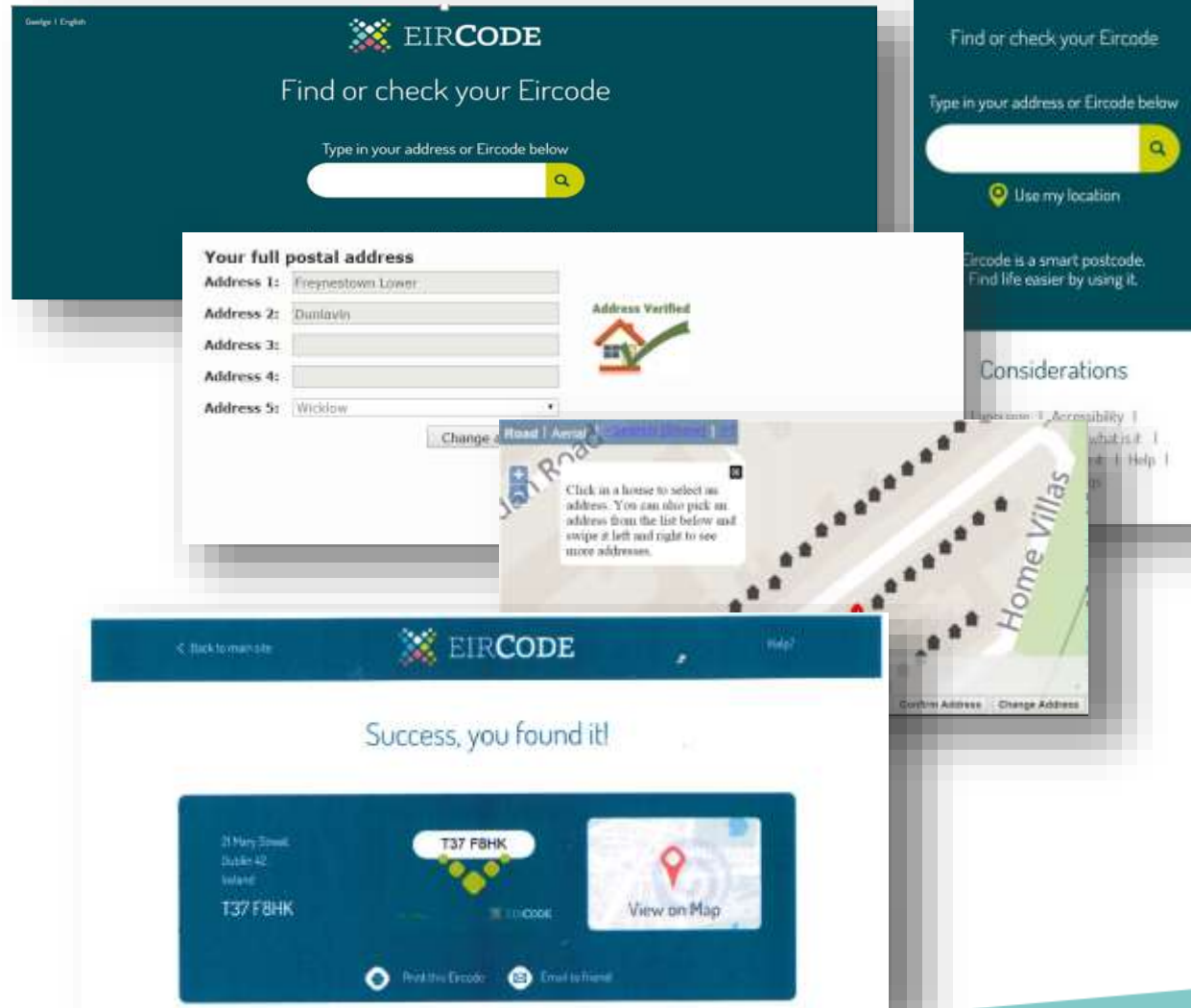
- One record per address point
 - Eircode + address
- Created from the GeoDirectory
- English and Irish addresses
- Updated & distributed regularly
- Basic version (ECAF) also available without
 - Geo-coordinates
 - “Alias” addresses
 - Boundaries
- Main revenue source for Eircode
 - Sold mainly through resellers
 - Open market

Eircode Lookup Facility

Consumer based
look-up facility

Some concepts....

- Web and Mobile lookup facility
- Eircode, address and Map lookup



Business Key Benefits



Logistics planning: being able to optimise routes and delivery schedules: Eircodes are unique to each property, this means it will be easier to find delivery and pick-up points



Faster and more accurate address capture: Eircodes provide for more reliable addresses: with faster and more accurate address capture whether through websites or call centres



Know your customer: better customer service, sales and marketing campaigns: Providing better and faster customer services based on a customer's location making them more efficient



Risk assessment and fraud detection: Organisations will be able to undertake better risk assessments by building up a better picture of their customers and locations. Improved accuracy for credit checking and checks against other databases or third party databases regarding addresses - subject to and in line with existing data protection legislation



Better data management: Using the Eircode, organisations can reconcile, combine, clean up and de-duplicate databases that come from different sources



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



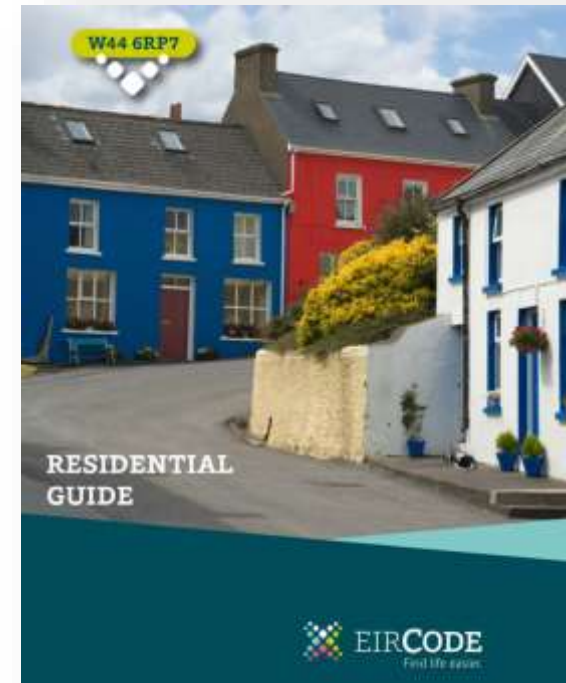
Better planning of services by private and public organisations: If the location of address point is important to individuals or organisations, then the Eircode can help. Better planning of services provides benefits for everyone

Consumer Key Benefits

- Bring in line with the rest of the world
- Does not compromise confidentiality
- Easier to provide address location
- Help you find services and locations easier as you travel
- No address changes

What the general public told us:

- Help with online shopping – negate the requirement to use a fictitious postcode in order to complete purchase
- Help with accurate deliveries of goods and services
- Speedier response from Emergency Services
- Modernises the addressing system and aligns with other countries



Getting ready for Eircodes

Identify the Business Opportunities and Assess Costs

Include Eircode in your Own Address

Hold ECAD locally or use Eircode Provider Service

ICT and Systems Changes to process Eircodes

- Hold an Eircode against each address
- Accept & validate Eircodes
- Display and print Eircodes
- Update Data Exchange Files
- Software Packages – talk to provider

Encode your database and/or collect Eircodes from Customers


Train your staff on new processes

..... and look for new ways of doing things with Eircodes



More Information...www.Eircode.ie





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