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EIRCODES FOR IRELAND

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

Location codes for Irish addresses
www.eircode.ie



EIRCODE

Four questions answered

- › What is the Eircode strategy?
- › How will Eircodes be delivered?
- › Will Eircodes be of benefit to you?
- › What do you need to do?



Why do we need an Eircode?

Ireland is the only OECD country without a postcode

Issues with Irish Addressing

We have the highest proportion on Non-Unique Addresses in the western world
>35%

Surname Clustering adds to the issue

No Standard Addressing

- Multiple variations
- Vanity addresses

English & Irish language versions of addresses

All of the problems and inefficiencies that go with that:

- Administrative, Commercial, Logistics, Economic



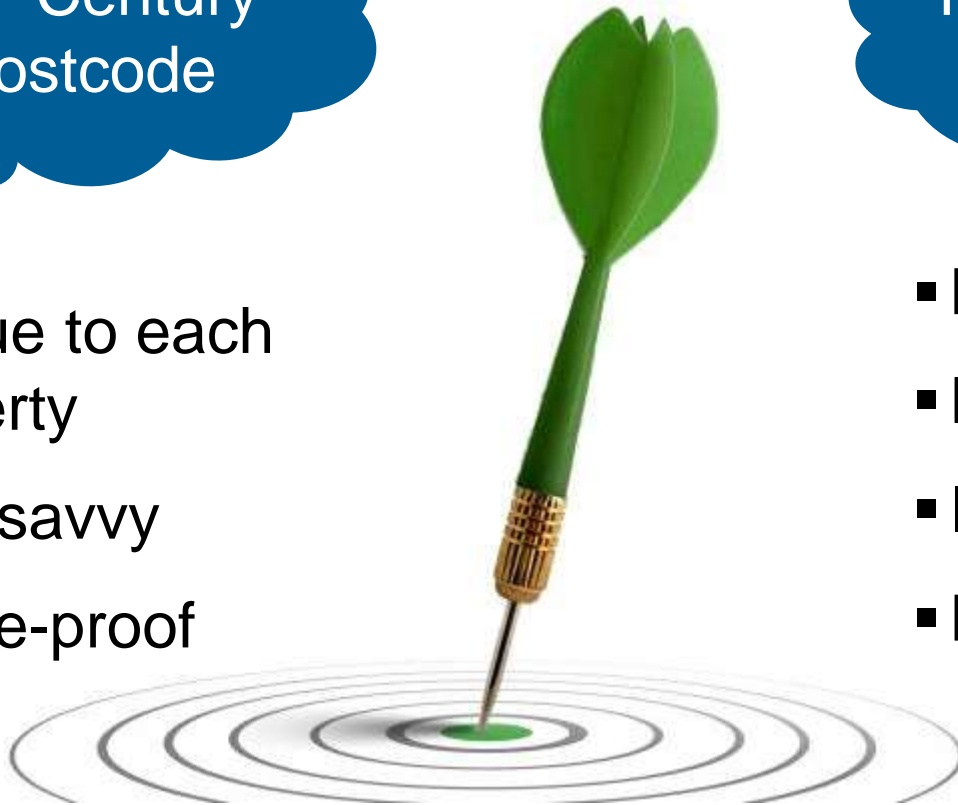
A strategy designed for success

21st Century
postcode

- Unique to each property
- Tech savvy
- Future-proof

Rapid take-up
of Eircodes

- Memorable
- Known & Visible
- Immediate value
- No address changes



15-month programme to implement Eircodes

Eircode Launch Date

- › Spring 2015
- › Notified to each address
- › Eircodes appear
- › Many new services

Eircode delivers the new service

- › 10-15 year licence
- › Design Eircode
- › Produces the ECAF / ECAD
- › Encode 15 public databases
- › Supports solution providers / Value Added Resellers
- › Promotes usage
- › Runs the Launch campaign

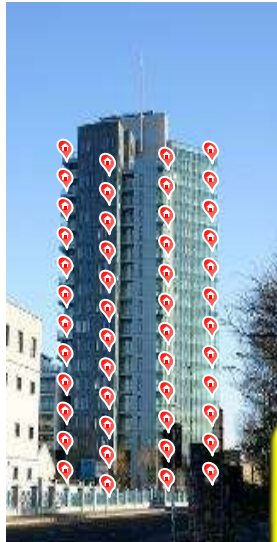
CAPITA

BearingPoint®



Eircode - unique to each 'address point'

“Address Point” = every letter box



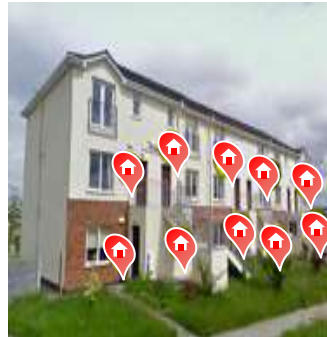
Routing Key



Unique Identifier



* "W" allowed for only in D6W



What gets an Eircode?

- All addresses in permanent structures that receive mail will be assigned an Eircode.
- All postal addresses and their corresponding Eircode will be stored in the Eircode Address File (ECAF)
- The Eircode will relate to the property or building, not to the business(es) in the building
- Within multi-unit buildings, Eircodes will be assigned to each unit, e.g. apartment in residential building; shop-unit in a shopping centre ... but not to each tenant in a multi-tenancy building
- A building with both residential and non-residential addresses will receive unique Eircodes for each unit.

“If the Universal Service Provider has identified it as an address point, then it will get an Eircode”

The ECAF will underpin usage & new services

The ECAF cross-references Eircodes and addresses *

Address			Eircode *
11 Main St	Swords	Co. Dublin	G23 T2DE
12 Main St	Swords	Co. Dublin	G23 B3HH
13 Main St	Swords	Co. Dublin	G23 JHLE
::	::	:	:
22 Church Road	Lismore	Waterford	R18 A8GF
23 Church Road	Lismore	Waterford	R18 P7JT
::	::	:	:
	Tyholland	Monaghan	C44 KBTN
	Tyholland	Monaghan	C44 X4DS
:	:	:	:

* illustrative only

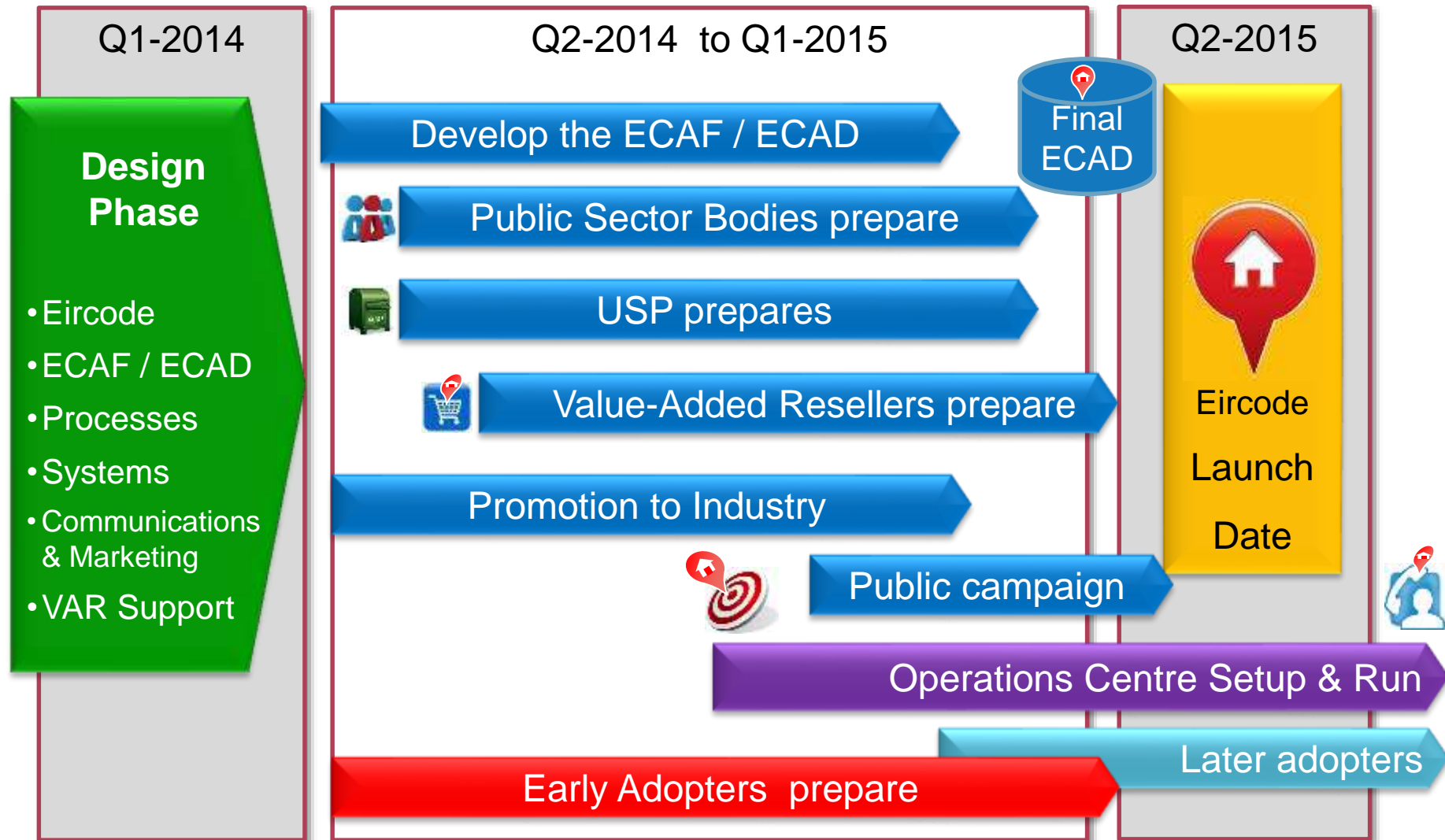
- One record per address point
 - Eircode + address
- Created from the GeoDirectory
- English and Irish addresses
- Enhanced version (ECAD) will have additional data:
 - Geo-coordinates
 - “Alias” addresses
- Updated & distributed regularly
- Main revenue source for Eircode
 - Sold mainly through resellers
 - Open market

Eircode Address Database (ECAD)

- ECAD will contain the same information as the ECAF, but will also include the geographical x and y coordinates and a list of Aliases.
- It will be a structured database and not a flat file
- Design still being finalised

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'

We have a structured implementation programme



Benefits of Eircodes will vary by industry



Examples of anticipated benefits:

- › More reliable addresses: with faster & more accurate address capture
- › More targeted customer service, sales & marketing campaigns
- › More accurate delivery, less returned mail
- › Customer analysis, segmentation and profiling
- › Data management - combining data sets, open data, deduplication
- › Supports deliveries and logistics planning (route optimisation, dynamic scheduling), field staff
- › Risk analysis: geo-concentrations
- › Know-your-customer, fraud detection

Many new services will emerge:

- Innovative products & services
- International **Value-Added Resellers** coming from mature Eircode markets creating new jobs and investing in Ireland

Getting ready for Eircodes

Systems must be updated to process Eircodes

- › Accept & validate Eircodes through on-line, portals, mobile .. and interfaces with external parties or between systems
- › Incorporate Eircode into addresses
 - Show Eircodes on screens, websites, etc
 - Print Eircodes (Maybe pre-sort mail)

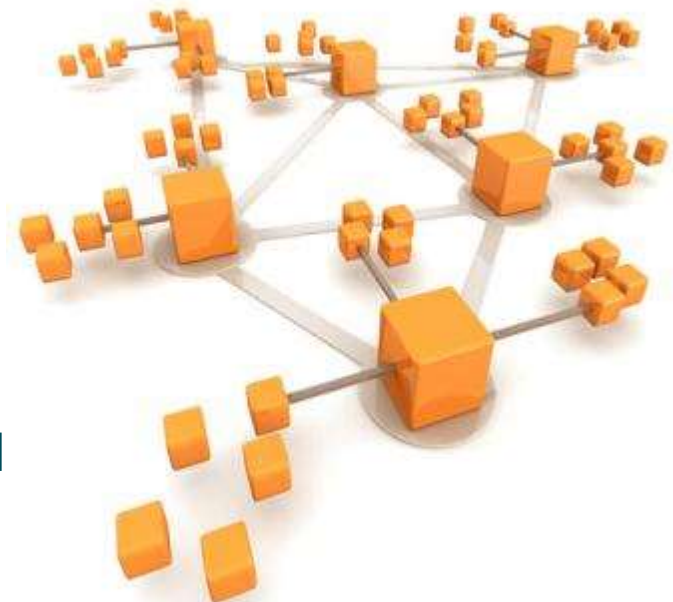
Databases must accommodate Eircodes

- › Hold Eircode as separate row/field
- › Encode current databases

Processes & forms may need to be updated

- › Show Eircode on all documents
- › Capture Eircodes on forms, etc

..... and any new Business Opportunities need to be implemented



You have decisions to make about Eircodes

Early or late adopter?

- No obligation to use Eircodes .. can 'wait-and-see' .. what risks?
- Will we miss out on benefits or be seen as 'not cool'?

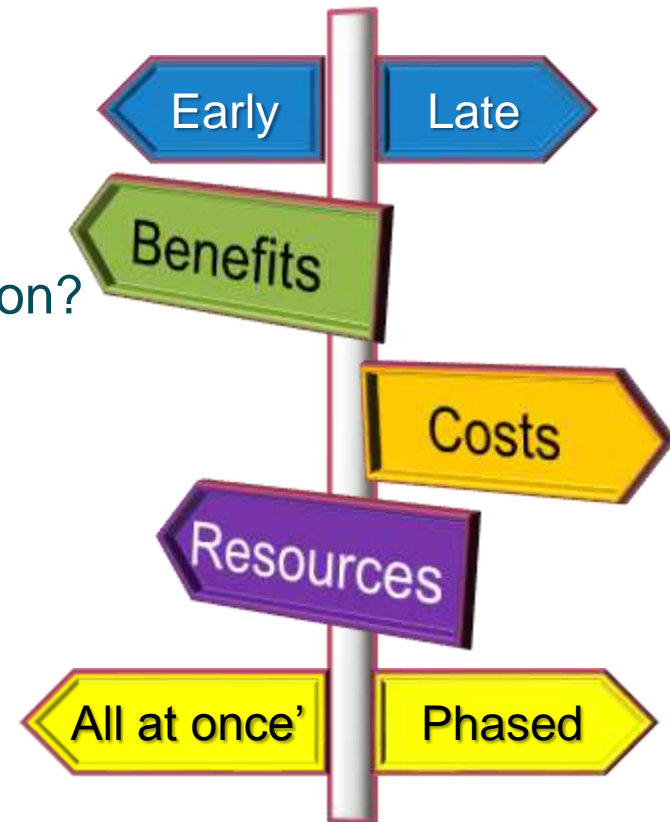
Benefits?

- How important are accurate addresses?
- Customer profiling/segmentation?
- Field staff / logistics support? Fraud detection?

Costs?

- To adapt our systems and databases?
- Postcoding of existing databases?

Can we switchover on a phased basis?



The first step is do a “Eircode Impact Assessment”



An Impact Assessment answers the following questions:

- › What are the business opportunities worth to us?
- › How much work is required to Eircode-enable our systems?
- › How will we Eircode existing databases?
- › What other changes do we need to make?
- › What options have we got? Can we phase the switchover?



Questions & answers



More Information...www.Eircode.ie



The screenshot shows the Eircode website homepage. At the top, there is a navigation bar with links for Home, Overview, and FAQs. The main header features the Eircode logo, which consists of a colorful grid of dots followed by the word "EIRCODE" in a bold, sans-serif font. Below the header, a dark teal banner contains the text "Location codes for Irish addresses" and a paragraph stating: "In 2015, Ireland will make a little bit of history. We're taking an exciting design leap to set a new world standard with our unique postcode system. It's called Eircode." A yellow button with the text "Find out more >" is positioned below the paragraph. The background of the page is a scenic photograph of a white house with a grey roof, situated in a lush green field with rolling hills in the background. A yellow speech bubble with the Eircode "A65 F4E2" is positioned above the house. At the bottom of the page, there is a dark teal footer containing the Department of Communications, Energy and Natural Resources logo and name, the Eircode copyright notice "©Eircode 2014. All Rights Reserved. Privacy & Terms", and the Eircode logo.

Home | Overview | FAQs

EIRCODE

Location codes for Irish addresses

In 2015, Ireland will make a little bit of history. We're taking an exciting design leap to set a new world standard with our unique postcode system. It's called Eircode.

[Find out more >](#)

A65 F4E2

Department of Communications, Energy and Natural Resources
An Roinn Cumarsáide, Fuinnimh agus Aeráiníocht

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