



PoCAD vs. PCAD

PoCAD™ data replaced the PCAD™ data on Jan 17, 2011.

PoCAD™ data includes all deliverable *mailing* addresses.

The main difference is that the PoCAD™ data can only be used in batch mode i.e. only blocks of transactions can be corrected at a time. There can be no one-off corrections or look-ups. As well, NCOA (National Change of Address) *must* be run in batch mode using PoCAD™ data.

Another very important difference is PoCAD™ requires an address to be complete; if an address has a unit, suite or apartment number, this must be included in the address in order to make it complete in PoCAD™. Without it, the address will be not be correct and will become part of your Uncorrectable addresses.

While iAddress™ users have never had direct access to the Canada Post address data, it is displayed in the Look-up screen when manually correcting or looking up an address. As of January 17, 2011 the iAddress™ Look-up and iAddress™ Development Component have only used the PCAD™. This means an address may appear as valid within the range during look-up but may be flagged as invalid when compared to the more precise PoCAD™ data.

It is important therefore, to check collected addresses against the PoCAD™ data by regularly running the software in batch mode. The percent of your data that becomes "uncorrectable" will again depend on the factors mentioned earlier. The data used in the iAddress™ Look-up is the PCAD™ data (Postal Code Address Data) which continues to be the data that was used in the past prior to PoCAD™. The issue is that the two databases are not exactly the same, i.e.:

PCAD™ (a range-based database) might say:

1-99 ODD Main Street A1A 1A1

Whereas PoCAD™ might say:

1-23 ODD Main Street A1A 1A1

31-57 ODD Main Street A1A 1A1

61-85 ODD Main Street A1A 1A1

93-99 ODD Main Street A1A 1A1

So, if you have an address such as 25 Main Street, the Validation Report will say it is Uncorrectable. However, if you look it up in the iAddress™ Look-up (which uses PCAD™), it will show that it is valid. When you are finished with your

addresses in the iAddress™ Look-up and close View Database, iAddress™ runs the addresses you edited against the PoCAD™ database. If they are still not valid, ***it will not*** update the Validation Report.

The bottom line is that the iAddress™ Look-up screen is now strictly a "suggestion" tool to help find some basic information on addresses that might help determine what they really should be. If the address should have a unit, suite or apartment number, iAddress™ will let you know that. If the address has multiple spelling mistakes and minor errors that can be manually corrected, those should be picked up and validated against PoCAD™ after you exit View Database.

Our Customer newsletters that reference these data changes and updates are:

October 2010
November 2010
January 2011
February 2011
March 2011
April 2011
May 2011
June 2011

Past newsletters can be accessed from iAddress™ under the Help menu.