



# iAddress Updater

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## Questionable Addresses

This is a reminder that Questionable Addresses will now be reflected on your Validation Report (Statement of Accuracy). There are two types of Questionable Addresses: Apartment or Rural. These will be detailed on your Validation report as:

Apartment Questionable and Valid

Apartment Questionable and Corrected

Rural Questionable and Valid

Rural Questionable and Corrected

A sample Validation Report appears below:

```

Job Name:                               demoList-2010
Software & Version Number:              iAddress Version
Customer Name:                           Flagship Software Ltd.
Customer Address:                         100 Fern Valley Cres
Customer Telephone Number:                (416) 410-6337
Customer Number:                           1234567
Date of Mailing Selected:                 2010-03-14
Expiry date of Delivery Mode Data CD:     2010-05-13
Serial Number of Delivery Mode Data CD:   P3102025562101

Options:
Mixed Case
Add Accents
Western Style
Shorten Streets
update valid
Place space in Postal Code (OM)
Minimum SERP Rural Standards

Language options:                         Automatic

valid:                                     3885
Corrected Addresses:                       1342
Uncorrectable Addresses:                   279
Foreign Addresses:                         0

Apartment questionable and valid:         0
Apartment questionable and Corrected:    0
Rural questionable and valid:             0
Rural questionable and Corrected:         0

Percent valid Before correction:           70.6%
Percent valid:                             94.9%

Total Records:                             5506

Date ffile processed:                      2010-03-14
Time of Mailing:                           12:00:00 AM
Address Accuracy Expiry date:              2011-03-14

```

Apartment addresses will be marked as questionable when there is no unit information on the original record and no unit number in the Canada Post data. Rural addresses will be marked as questionable when there is insufficient data in the address components (such as a delivery mode or street address) to correctly identify the address. These records are validated based on the Postal Code<sup>OM</sup> but are unlikely to be deliverable.

You can check for Questionable Addresses in the new field "iaddstatus" when this functionality is enabled in iAddress. Questionable addresses will be marked as QA (Questionable Apartment Address) or QR (Questionable Rural Address). Additionally, you will also be able to export Questionable Addresses (exactly like you can export valid, corrected and uncorrectable addresses currently), delete Questionable Addresses (like you can with uncorrectable and foreign addresses currently) and you will be able to filter the View Database to show only Questionable Addresses.

At the moment, Questionable Addresses will not negatively impact your accuracy percentage. However, questionable apartment addresses will affect the percentage within the next 18 months to 2 years. These addresses should be updated with the missing information or be removed from the mailing list.



## Geocoding Available Soon

Flagship Software is proud to announce that we are adding a geo-coding module to the iAddress<sup>TM</sup> software. Geocoding will determine the latitude and longitude of each postal code in your mailing list. The closest postal code and the distance results will be returned. You may also enter a list of postal codes to match against your mailing list to determine which postal code is closest to each of your records.

We anticipate release of the Geocode module by the end of the summer. Additional details such as screen shots will be included in the June newsletter. If you are interested in the geocoding module, please e-mail Carolyn Trebell at [carolyn@flagshipsoftware.com](mailto:carolyn@flagshipsoftware.com).



## PoCAD

As somewhat prematurely mentioned in the previous newsletter, Canada Post will be introducing its Point of Call database next year. We can now tell you that the official date is January 17, 2011. At this time, databases will be corrected against the Point of Call data rather than the current data. The Point of Call data has been a major effort for Canada Post to ensure all non-rural addresses are accurately reflected (rural is more difficult to validate and will not be completed for several years).

For mailers familiar with the US system, the PoCAD data is similar to Delivery Point Validation (DPV) data and will carry many of the same usage restrictions. How this will impact the correction process has yet to be determined. We will continue to update you as more information becomes available.

## Business Desktop 2.0

Good news, sort of! Canada Post has decided for the time being, to continue to offer the desktop version of the Electronic Shipping Tools (VCD) as well as the online version. This will allow them sufficient time to improve and stabilize the Business Desktop 2.0 software. It is still our recommendation to avoid using 2.0 and continue using either VCD or the online EST systems.

Please be aware that, due to significant changes in Business Desktop 2.0 over the past months, the usage instructions provided in the January 2010 newsletter are no longer valid. We will attempt to use the program again in the coming months and will provide updated instructions at that time.

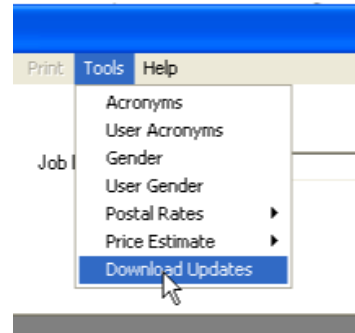
## To CD or not to CD?



Many of our customers have opted out of receiving monthly iAddress™ CDs and use the downloading features exclusively.

If you are currently downloading software and data updates and would prefer not to receive CDs, please e-mail [virginia@flagshipsoftware.com](mailto:virginia@flagshipsoftware.com).

To download updates go to Tools, Download Updates:



Then, click on **Data**:



and click on the **Download** tab. Then, choose the available data that you want to download by clicking on it:



Please be assured that if you require a physical copy of the software at any point (eg. to install on a new computer), we would be happy to mail it to you at that time.

## Flagship Training Course

Our training course covers *iAddress*™ in detail, hands-on workshops focusing on preparing and sorting a mailing, and includes lunch!

Our next course is **June 2, 2010**. This is our **last training course** until September 15th. No training courses will be held in July or August. However, we do provide web-based training! If you require some training please contact Carolyn Trebell at [carolyn@flagshipsoftware.com](mailto:carolyn@flagshipsoftware.com) to book a web session or to receive a registration form.



100 Fern Valley Crescent, Richmond Hill, Ontario, L4E 2J4

Tel: (416) 410-6357 Toll Free: 1-866-672-0007 Fax: (905) 773-7791

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