

DX has partnered with AFD Software, an address management specialist, to bring you a DX address cleansing service.

The DX recognises the importance of clean data and the benefits of the DX service to its members and as such we have negotiated a solution on your behalf.

The DX address cleansing service checks and appends the latest DX Member addresses to your own data, ready for uploading back into your mailing database or marketing database. In addition to our range of DX Directory Services, a cleansed DX database will ensure your company is making the most of its DX Membership and enjoying its valuable benefits.

To request your DX database cleanse, or find out more, visit www.afd.co.uk/dxdatamatch

1. How do I submit my data?

To access the free service, you will need to complete a simple form at www.afd.co.uk/dxdatamatch. Once approved, AFD will email you with your account code and a link to enable you to use the service. You will be asked to accept the terms and conditions of the service and upload your file via a secure SSL connection to the AFD server, and given a download key for your use once the data has been matched.

2. How do I pay for the service?

On submission of your data, AFD will count the records and issue a proforma invoice. AFD can accept payment by BACS, credit card, debit card or cheque. Full details will appear on the proforma invoice.

3. What fields do I need to supply?

Your data extract must include the following fields:

Full company name

Postal address, including full postcode

DX number (where available)

DX Exchange (where available)

Please also ensure you include any primary key or unique identifier you may require to re-import the updated data into your own system.

4. How can I be sure my data is secure?

The AFD Software website has a VeriSign SSL Certificate. Verisign is the leading secure socket layer (SSL) Certificate Authority enabling secure e-commerce and communications for web sites, intranets, and extranets. Data is held on a secure area of a secure server which is not backed up and can only be accessed by the system and a maximum of 4 AFD security-cleared staff. To ensure the security and protection of your data, terms and conditions will apply to this service. You will be asked to accept these terms before submitting your data.

5. How do I know when my data has been updated?

Once the DX matching process is completed (target turnaround within 3 working days of Customer upload as standard), you will be sent an email allowing you to download the file via an SSL connection using your account code and the key you were provided at the time of uploading the file.

6. How long will my updated data be available?

You will have up to fifteen working days following the email notification being sent to download your data. After this time it will be deleted.

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7. In what format can the data be supplied?

Data should be supplied as a Comma Delimited Text File (CSV File) with the first row containing the field names. This is a common file format which can be exported from most database platforms and spreadsheet packages, and helps keep the file size down. This file should be placed in a ZIP file to reduce the file-size when submitting it to the service. We are also willing to accept other ANSI or ASCII text formats as long as they contain a common field separator (e.g. a tab, pipe, tilde, etc) and records are separated by a line feed, carriage return or both.

8. In what format will I receive the data back?

The data will be supplied back to you in a ZIP file containing a CSV (or ANSI/ASCII) file in the same format that was supplied to us. A DX Number and DX Exchange file will have been added to the data and populated where a match has been found.

9. What will the health check report tell me?

A health check on your address book will be conducted by an AFD specialist. A PDF summary report on the general state of your database, the accuracy of your postcode addresses and any problems identified will be emailed to you. AFD provide a range of address management solutions which may be able to provide further assistance to you in helping your firm maintain an accurate and healthy database.

10. Excel tells me that the file exceeds the maximum permitted length, why is this?

Please note that only delimited or CSV files should be submitted to this service. The service does not accept Excel files. Excel has an inbuilt size limit so if you are checking a .csv file by using Excel it will not display more than around 65,000 records. CSV files have no upper limit so you can still submit the full file as exported from your database.

11. My data base is across several systems, how can I upload multiple files?

Each Comma Delimited Text File (CSV file) must be uploaded separately in its own WinZip file to reduce the size. If more than one file is to be processed you must complete and submit a separate request form for each file. For each request form submitted a separate account code and download key will be provided. Please keep a record of these codes as they will be needed to download your cleansed data for each file submitted.

12. Will I be charged per file of data uploaded when I process my data?

Where applicable the charge for this service is per file submitted. Therefore each file submitted will require payment based on the size of the file uploaded.

After you have Cleansed your data keep it up to date with one of our FREE DX Directory Services:

- **DX Desktop Directory:** FREE addressing software enabling you to search for DX addresses with MS Word. Create your own mailing lists or customised directory (recommended)
- **DX Online Directory:** providing flexible search options and free, instant access to the very latest Membership (recommended)
- **DX Download Directory:** a PDF file to share on your Intranet or desktop
- **DX Printed Directory:** order a full hard-copy directory as a useful back-up, typically delivered within 72 hours

Secure Data Transfer process

This diagram illustrates the process we follow to ensure the highest possible security and protection of data, for our address book cleansing service.

