
Post Codes

Key Message

A comprehensive system of Post Codes that can be used by postal operators, government services and businesses, needs to be seen as a critical aspect of Ireland's national economic infrastructure.



Locational Data has been used for commercial and service purposes for a significant period of time

Use of Post Code data

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Traditionally;

- European Trading Merchants

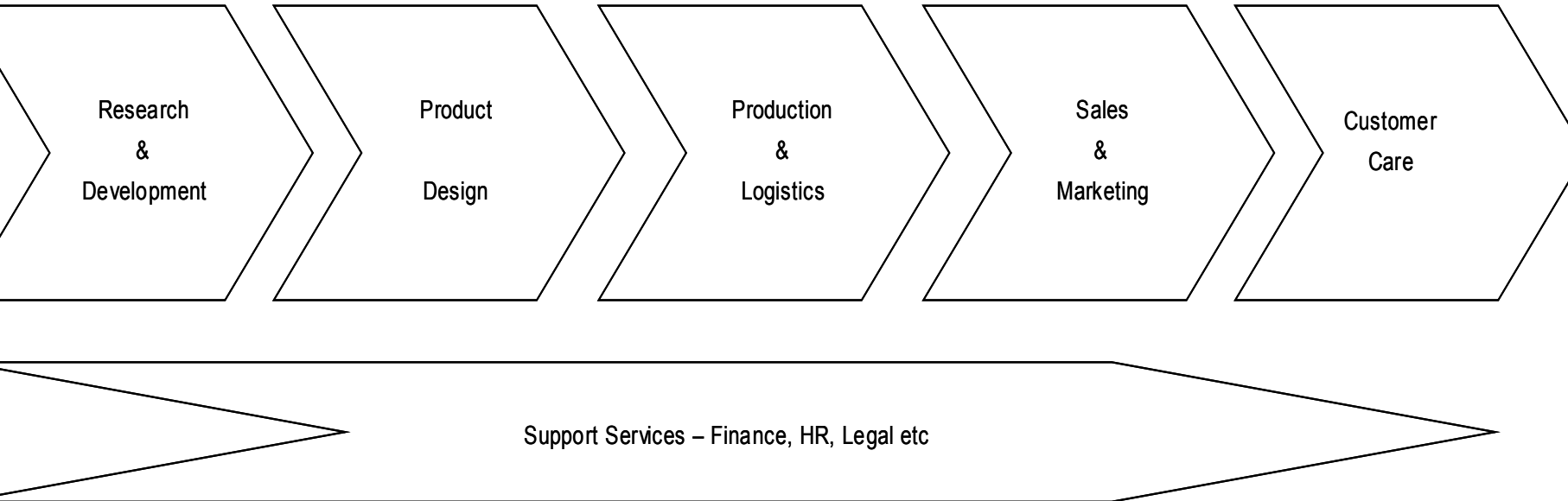
More recently;

- Government Services
- Local Government Services
- Businesses (CRM – Customer Attraction, Retention, Extension)
- Legislation

The traditional Value Chain took a very myopic view of the customer/citizen and saw few points of contact.

Use of Post Code data

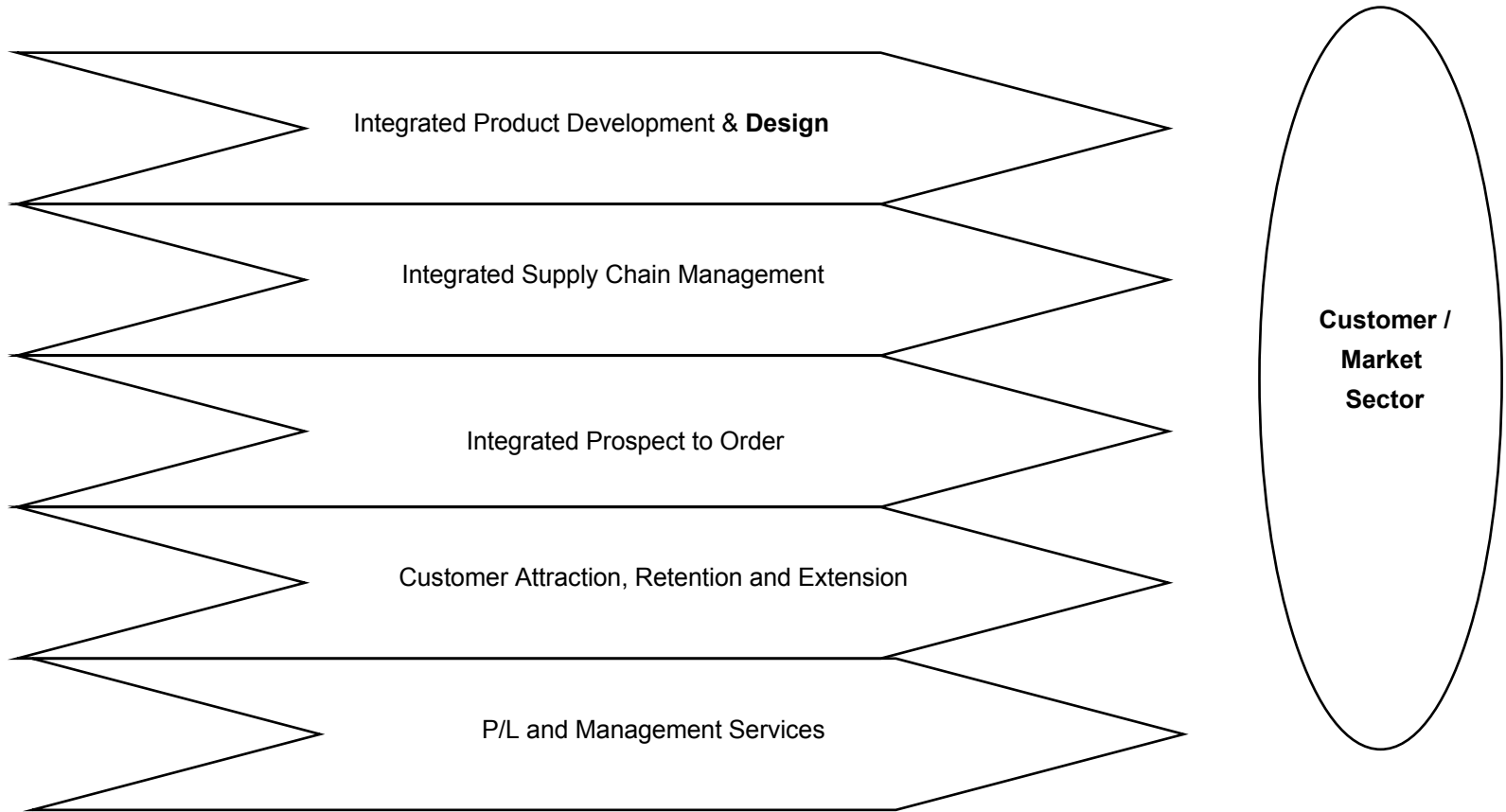
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A new value chain shows that there are multiple points of contact and that all need more precise information to be effective.

Use of Post Code data

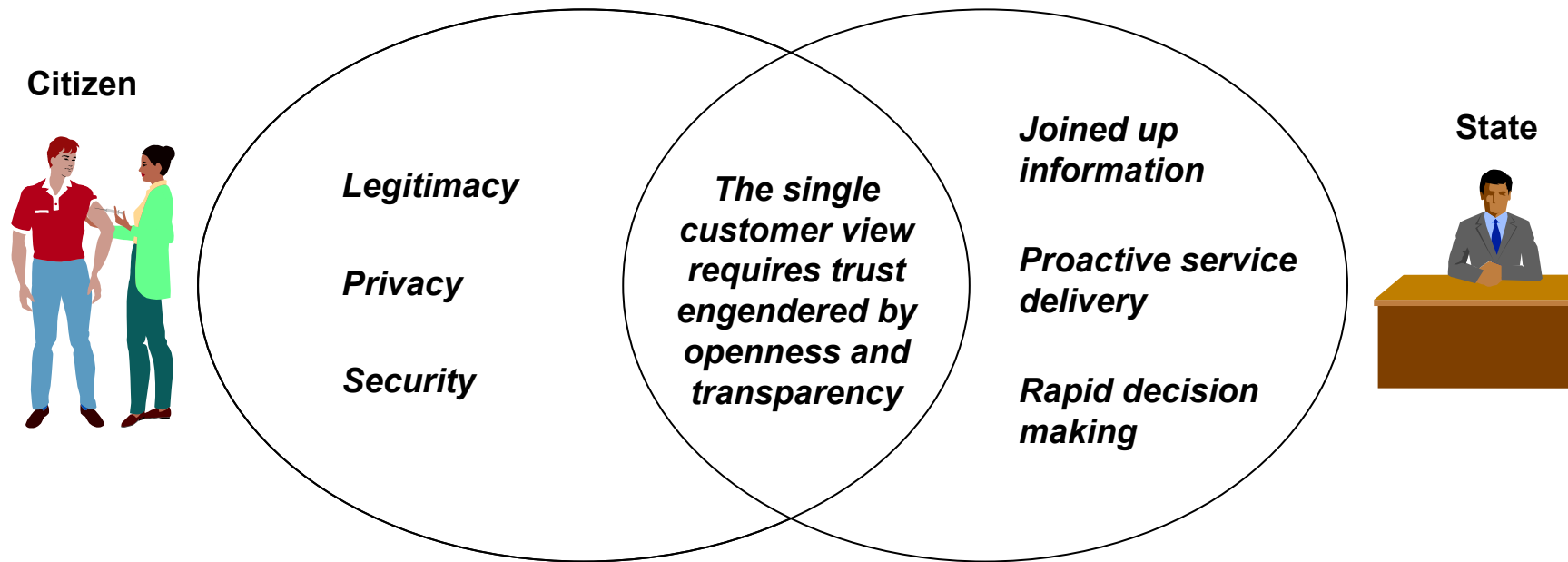
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Organising around the citizen means a new relationship between the individual and the state

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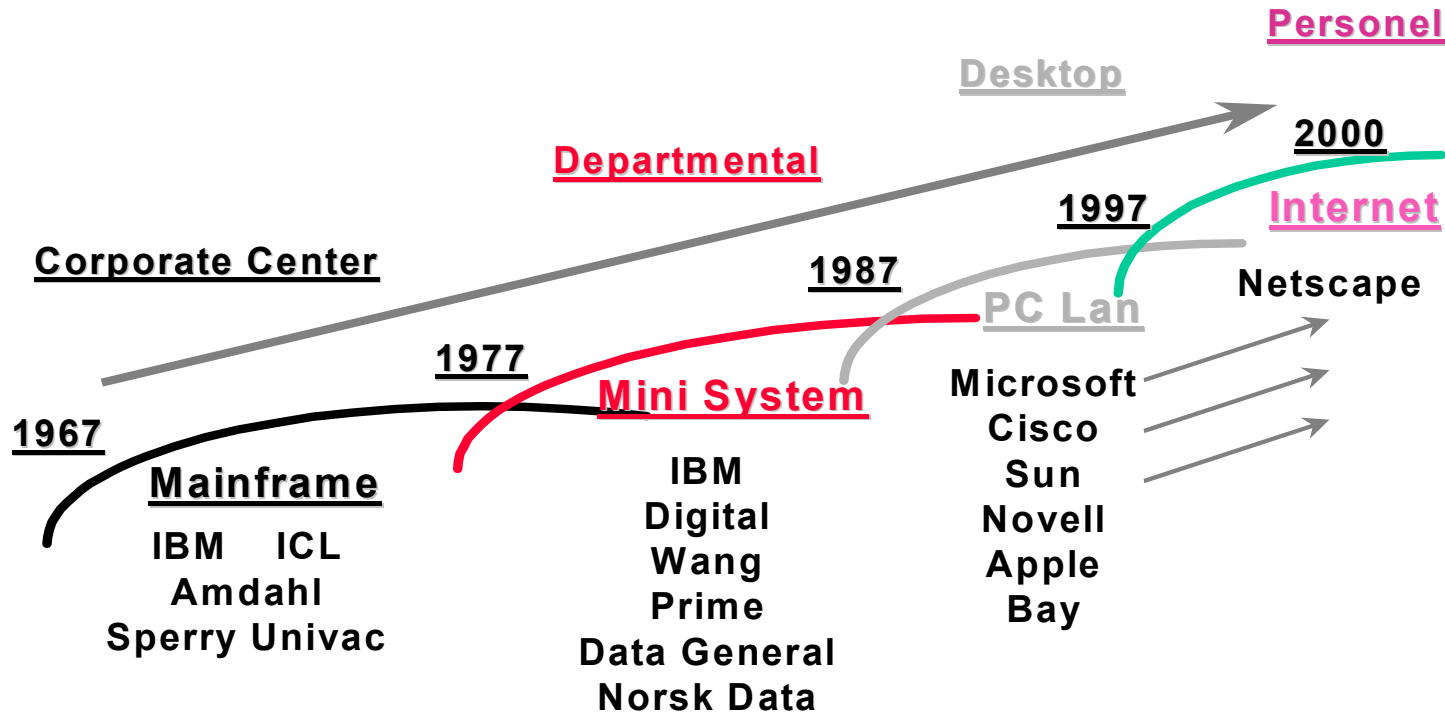
Spatial Data is at the core of Government Services and Post Code data is a means of achieving this.

Technology shifts demonstrate a step change in capability every 10 years.

Use of Post Code data



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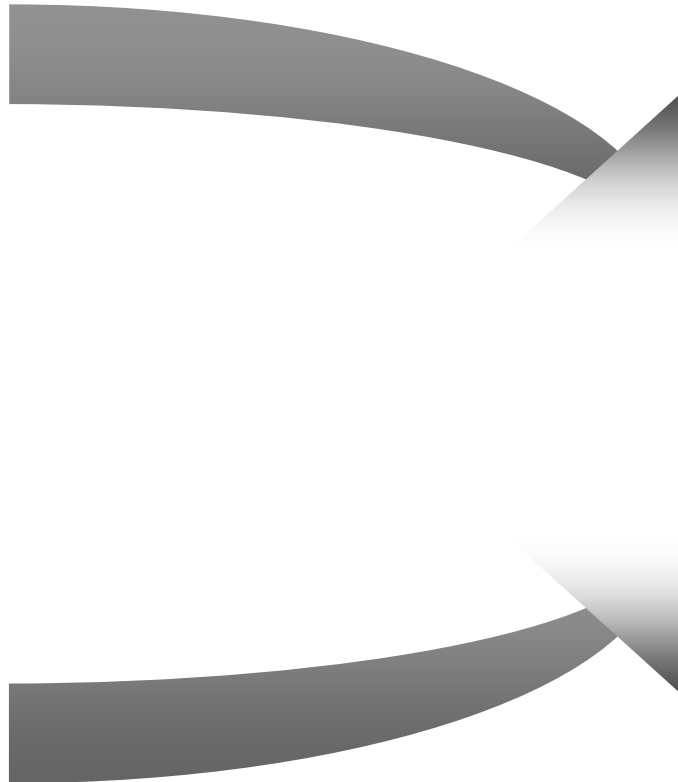


Major change in technology/capability every decade

The burden of complexity is removed from the user and replaced with functionality at their disposal.

There are two approaches to this conclusion

Use of Post Code data



Effective services in
•Government
•Local Government
•Business

**National
Competitiveness**

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