

Data & AI Partnerships fact sheet

Licensing scenarios

At Australia Post, we want our resellers to receive the greatest benefit and flexibility from licensing our Data & AI Partnerships data – such as our industry recognised Postal Address File (PAF).

This fact sheet provides you with a snapshot of the various groups who use our Data & AI Partnerships data – and an understanding of how the licensing structure works between each relationship.

How do resellers use the data?

There are four ways you as a reseller can use Data & AI Partnerships data. They are:

Address validation

Allows you to return the correct address by matching, correcting (including adding missing data to an existing address), manipulating, comparing and / or standardising addresses in an existing address database against the Postal Address File (PAF).

Bureau service

Enables you to process an existing address database against AMAS approved software and / or non-AMAS approved software on behalf of other parties or end-users.

Modelling and insights

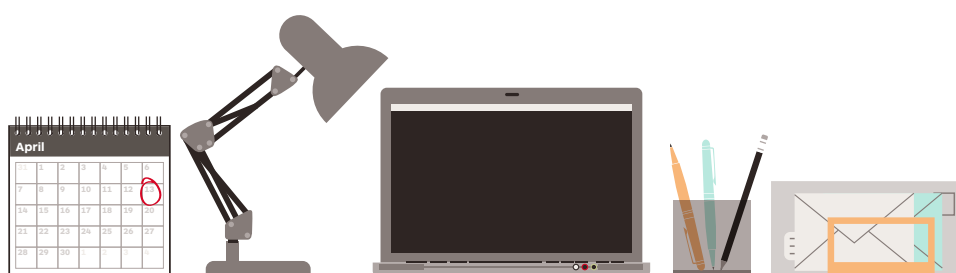
Enables you to combine modelling and insights with the data such as:

- using the PAF to append additional information (attributes or insights in relation to an address) to an existing address database.
- appending any information, attribute or insight to the PAF.
- using any part of the PAF (including a field, attribute, identifier or record) as a way of linking additional information, attribute or insight in any other data.

Raw data

Provides you with extracts from the PAF and / or associated data packages to develop a solution for a customer.

Within each type of use there are different levels of permission for using the data. To help you understand these levels of permissions, the table on the following page provides a snapshot of what you can and cannot do as a reseller.



Who are the key groups?

Before we describe the levels of permission and licensing scenarios, it's important to understand how we define the five groups that will utilise solutions created by Data & AI Partnerships data. They are:

The reseller

A registered solution provider who can create and package up our Data & AI Partnerships data into solutions for various parties.

The bureau service provider

A party that provides bureau services to process an existing address database against Data & AI Partnerships data on behalf of other parties.

The authorised dealer

A party who is authorised by the reseller to distribute any software containing the PAF data as an agent of the reseller.

The third-party provider

A party that incorporates the reseller's solution in an overall solution to on-sell to an end-user, as well as manages the ongoing relationship with the end-user.

The end-user

A single legal entity authorised to use the Data & AI Partnerships data and / or solution provided by the reseller (if applicable).

Levels of permission

Type of use	What you can do as a reseller	What you can't do as a reseller
Address validation solution	<ul style="list-style-type: none"> Develop AMAS address validation software Develop non-AMAS address validation software Provide software to a third-party to on-sell Sell address validation software 	<ul style="list-style-type: none"> Extract data from the PAF (see raw data) Append data to the PAF or use the PAF to append data (see modelling and insights) Provide a bureau service (see bureau service)
Bureau service	<ul style="list-style-type: none"> Use an address validation solution to provide bureau services Validate addresses in a database /list to on-sell 	<ul style="list-style-type: none"> Extract data from the PAF Sell to a reseller
Modelling and insights	<ul style="list-style-type: none"> Use the PAF to append data and provide insights on addresses Append data to the PAF Use the PAF attributes as a link to insights Derive insights from the PAF 	<ul style="list-style-type: none"> Create your own unique ID based on PAF data except for internal processing Sell to another reseller Merge part of the PAF with an existing database / list
Raw data	<ul style="list-style-type: none"> Provide data and services to end-users Use the data for your internal business purposes in the same way as an end-user 	<ul style="list-style-type: none"> Merge part of the PAF with an existing database / list Use the data to perform address validation (see address validation) Sell to another reseller

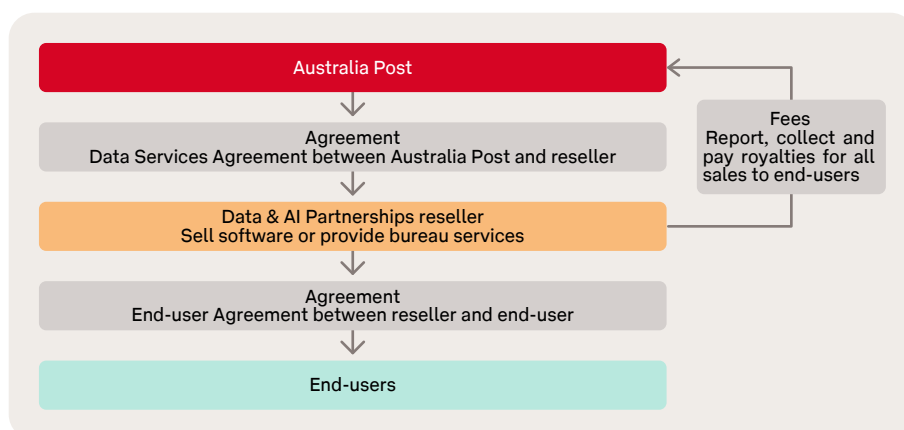
What are the different scenarios?

As a reseller, you may want to be able to use and distribute Data & AI Partnerships data in a number of ways. We've created licensing scenarios to cater for a range of ways the solutions may be provided to your customers.

Here are six scenarios and the relationship between each party.

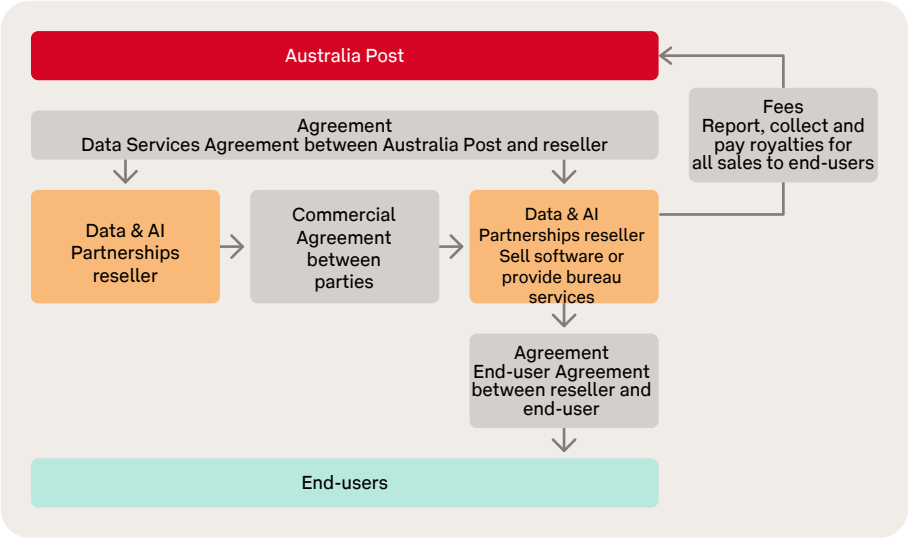
Scenario 1 – reseller and end-user

A reseller develops a solution and sells directly to end-users.



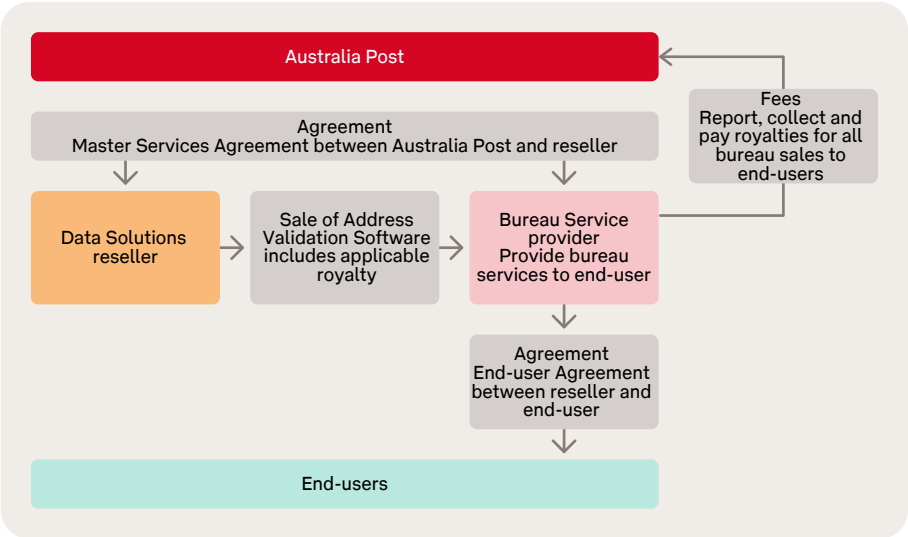
Scenario 2 - reseller, sub-licensee (reseller) and end-user

A reseller sub-licenses their solution to another reseller who has a direct relationship and sells the solution to end-users.



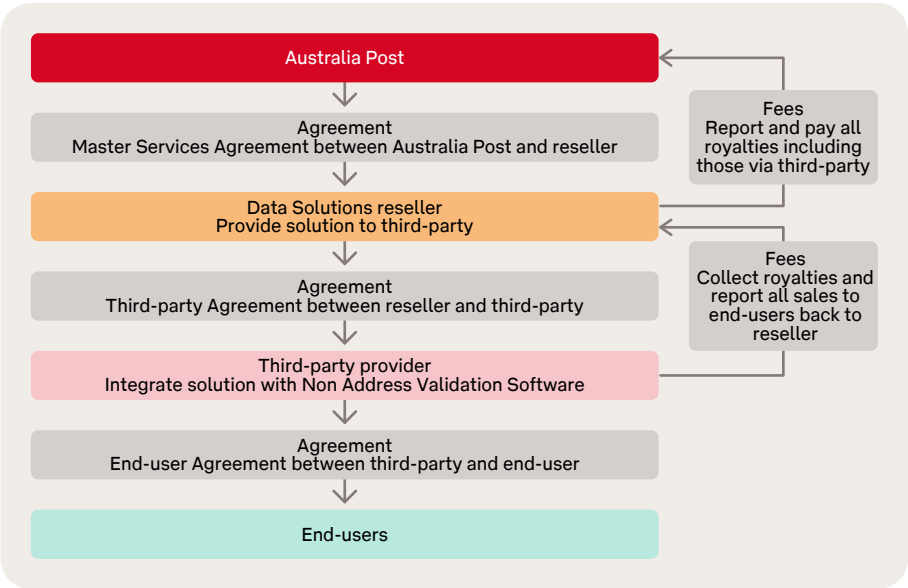
Scenario 3 - reseller, bureau service provider and end-user

A reseller sells their solution to a bureau service provider, who then enters into an agreement directly with Australia Post and provides bureau address validation services to end-users.



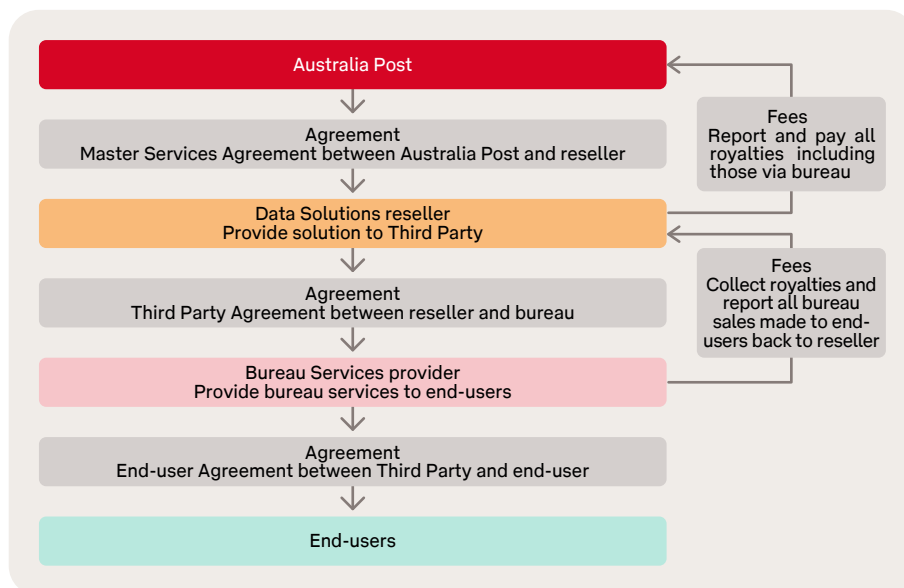
Scenario 4 - reseller, third-party and end-user

A third-party provider integrates the reseller’s software into a larger solution and sells to end-users.



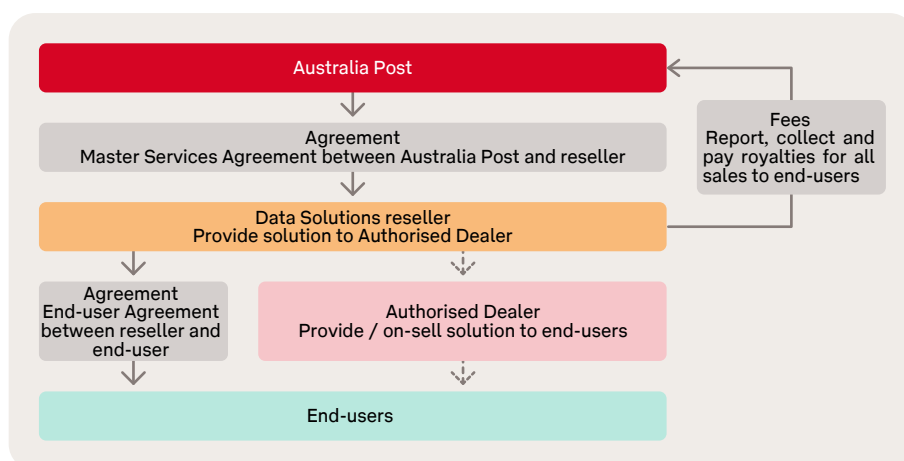
Scenario 5 - reseller, bureau (as third-party) and end-user

A Reseller sells their solution to a bureau service provider who provided bureau address validation services to end-users, and then reports their sales through the reseller rather than directly to Australia Post



Scenario 6 - reseller, authorised dealer and end-user

The authorised dealer of the reseller sells the solution to end-users on the resellers behalf.



Types of fees

Fees are either fixed or variable. Fixed fees apply to an annual registration for access to Data Solutions data, and for annual certification fee for address validation solutions.

Variable fees apply for the usage of Data Solutions data within a solution by the end-user, depending on the type and volume of usage. Refer to the Licensing Agreement for full details of the additional fees, terms and conditions.

If you have any questions or would like to know more about licensing scenarios, please contact the Data Solutions support via email at apdata.help@auspost.com.au.