

Case study: Driving Standards Agency



“Training and studying using PDFs presents a low level of environmental impact while avoiding significant issues surrounding printing, distribution, inks, varnishes and disposal associated with traditional books.”

Tom Newholm, Sustainable Development Manager, DSA

“The introduction of the PDF version, allowing instructors the ability to search and highlight text during a training session, has been warmly welcomed by all instructors across our UK sites.”

Patrick Henry, Driver Development Manager, Kuehne + Nagel Ltd

TSO has been the publishing partner of the Driving Standards Agency (DSA) for 20 years, providing solutions that cover the whole publishing lifecycle, from the development of new products to their design, multi-format production, sales and marketing and distribution. In 2009 we introduced PDF versions to provide fast electronic delivery of DSA titles.

The challenge

The information provided in DSA publications is essential for helping learners to prepare for their theory and practical driving tests and to ensure more experienced and vocational drivers and riders have up-to-date information to keep them safe on the road. DSA titles were available in a range of formats including books, CDs and DVDs, and a British Sign Language guide to the Highway Code. In response to customer requests TSO identified a need for an additional format that would make the information in these documents even more accessible and provide greater flexibility and ease of navigation.

The solution

TSO developed DSA publications in downloadable PDF formats to provide the additional functionality that customers need. The PDFs can be downloaded from our online bookshop www.tsoshop.co.uk, increasing accessibility by providing users with access to the publications as soon as they need it.

Instead of waiting for a delivery or visiting the high street, customers now have instant access to official information and guidance from DSA at the push of a button. Once the publications are downloaded, customers with laptops and portable devices can access the information wherever and whenever they need it. The electronic format also increases the options for navigating the text, enabling users to search the entire book for information on relevant topics, bookmark items of interest and link quickly to associated webpages. Customers also have the option to print relevant sections or the entire book themselves. All downloads from www.tsoshop.co.uk are DRM protected so they cannot be copied, pasted or shared and printing rights are restricted to protect the official content.

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The new PDF format also increases efficiency and sustainability. Sustainability is improved through the reduction in resources used to produce printed copies, including paper, inks and varnishes. The environmental costs of transporting publications from the printer and to the customer are also reduced, as are the effects of disposal at the end of the life of the book.

More information can be found at www.tsoshop.co.uk/PDF

Service mix

- Multi-format production
- eCommerce
- Order-taking and customer services
- Marketing

Next steps

TSO and DSA intend to further widen the portfolio of titles available in PDF format, including investigating the development of PDFs which organisations could make available via their intranets.

Results

- Eight DSA titles are already available in PDF format, with more to follow over the coming months
- Improved functionality and accessibility for users
- Instant access to official guidance for learners and experienced drivers.

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