Adobe Buying Programs Comparison Guide
for Education

	Value Incentive Plan (VIP)	**Enterprise Term License Agreement (ETLA)**
	Subscription licensing with term-length options and loyalty rewards	Tailored for your enterprise-wide needs
Customer profile	Institutions that want flexibility to meet evolving needs and access to the latest Adobe apps, tools, and services; available for nonprofits	A 3-year agreement with cloud and desktop offerings designed for large organizations, including education institutions and school districts
License type	Subscription	Term
Agreement term	1 to 4 years	3 years
Discounts	Available through VIP Select	Negotiable
Products (See full list on following page)	Adobe Creative Cloud for education (Named-user, Device, and K-12 site and district licenses) and Adobe Acrobat Pro DC with services	Creative Cloud for enterprise, Adobe Document Cloud, Adobe Captivate and Adobe Presenter
Access to new product features	Access to new features and upgrades as soon as they're released	Access to new features and upgrades as soon as they're released
License management	Add Named-user licenses, manage users, and deploy licenses through the Admin Console	Manage users and deploy licenses through the Adobe Enterprise Dashboard
Support	• Creative Cloud for education All Apps: Two 1-on-1 sessions with an Adobe product expert per year • Acrobat DC: 24/7 phone and chat support for Getting Started • 24/5 phone and chat Technical Support	• Enterprise Support included • Creative Cloud for enterprise includes dedicated IT support, plus the ability to schedule an unlimited number of 1-on-1 30-minute Expert Services sessions
How to buy	Adobe Authorized Education Reseller or select Adobe call centers	Contact your Adobe Account Executive

	Cumulative Licensing Program (CLP)	**Transactional Licensing Program (TLP)**
	Volume licensing program for purchase of perpetual desktop products	One-time purchases of perpetual desktop products—with no contracts
Customer profile	Institutions or districts that want to extend discount levels across multiple departments, schools or campuses	Organizations that want administrative simplicity and a quick and easy one-time transaction; available for nonprofits
License type	Perpetual	Perpetual
Agreement term	2 years	None
Volume discount	Available cumulatively	None
Products and solutions (See full list on following page)	Acrobat DC (desktop only) and other desktop products	Acrobat DC (desktop only) and other desktop products
Access to new product features	Optional for eligible desktop products	Optional for eligible desktop products
License management	Deploy and manage through Adobe's Licensing Website (LWS)	Deploy and manage through Adobe's Licensing Website (LWS)
Support	Available for purchase	Available for purchase
How to buy	Adobe Authorized Education Reseller	Adobe Authorized Education Reseller

Adobe products available in each program*

Value Incentive Plan (VIP)

Creative Cloud for education All Apps
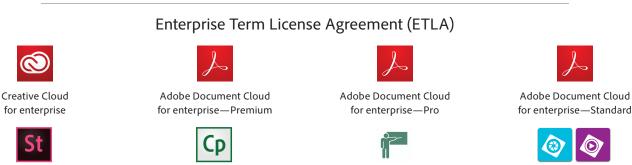
Creative Cloud for education Single App

Creative Cloud for education All Apps + Adobe Stock

Creative Cloud for education K-12 site†
(100 device license minimum)

Creative Cloud for education K-12 district†
(500 device license minimum)

Adobe Stock

Acrobat Pro DC
with services

Creative Cloud gives your institution our entire collection of creative tools—including Photoshop, Illustrator, InDesign and Premiere Pro—plus some really great mobile apps. With Acrobat Pro DC, educators, students, staff members and administrators can create, edit, sign and share PDFs, as well as collaborate on assignments and projects using PDFs.

Enterprise Term License Agreement (ETLA)

Creative Cloud
for enterprise

Adobe Document Cloud
for enterprise—Premium

Adobe Document Cloud
for enterprise—Pro

Adobe Document Cloud
for enterprise—Standard

Adobe Stock
for enterprise

Adobe Captivate

Adobe Presenter

Photoshop and
Premiere Elements

Cumulative Licensing Program (CLP) and Transactional Licensing Program (TLP)

Acrobat Pro DC
(desktop only)

Adobe Media Server
family

Technical
Communication Suite

Adobe Captivate

Adobe ColdFusion
family

Adobe Contribute

Adobe Director

Adobe Flash Builder
family

Adobe Font Folio

Adobe FrameMaker
family

Adobe FreeHand

Adobe PageMaker Plus

Adobe Photoshop
Elements

Photoshop and Premiere
Elements bundle

Adobe Photoshop
Lightroom

Adobe Premiere
Elements

Adobe Presenter
Licensed

Adobe RoboHelp family

For more information
*www.adobe.com/go/
edu_buying_programs*

* Product offerings are subject to future modifications and may be updated from time to time to incorporate product changes. Please contact your
   Adobe representative for a complete list of products offered.

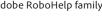† Available for qualified Primary and Secondary schools and districts