Adobe Buying Programs Comparison Guide

for Commercial and Government organizations

	Value Incentive Plan (VIP) Subscription licensing with term-length options and loyalty rewards	Enterprise Term License Agreement (ETLA) Tailored for your enterprise-wide needs in a 3-year agreement
Customer profile	Organizations that want flexibility to meet evolving needs and access to the latest Adobe apps, tools, and services	A 3-year agreement with cloud and desktop offerings designed for large enterprises
License type	Subscription	Term
Agreement term	1 to 3 years*	3 years
Discounts	Available through VIP Select	Negotiable
Products (See full list on following page)	Adobe Creative Cloud for teams, Adobe Acrobat DC with services and Adobe Stock	Creative Cloud for enterprise, Adobe Document Cloud for enterprise and other solutions
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 licenses, manage users, and deploy licenses through the Admin Console	Manage users and deploy licenses through the Adobe Enterprise Dashboard
Support	• Creative Cloud for teams 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 Reseller or select Adobe call centers	Contact your Adobe Account Executive

	Cumulative Licensing Program (CLP) Volume licensing program for purchase of desktop products	Transactional Licensing Program (TLP) One-time purchases of desktop products—with no contracts
Customer profile	Organizations that want to extend discount levels globally and to their affiliates and subsidiaries	Organizations that want administrative simplicity and a quick and easy one-time transaction
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 version only) and other desktop products	Acrobat DC (desktop version 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 Reseller	Adobe Authorized Reseller

*Additional term options may be available for Government customers—please contact your Adobe Authorized Reseller.

Adobe products available in each program*

Value Incentive Plan (VIP)

- Creative Cloud All Apps
- Creative Cloud All Apps + Adobe Stock
- Creative Cloud Single App
- Acrobat Pro DC with services
- Acrobat Standard DC with services
- Adobe Stock

Creative Cloud gives you our entire collection of creative tools—including Photoshop, Illustrator, InDesign and Adobe Premiere Pro—plus some really great mobile apps. With Acrobat DC, you can create, edit, sign and share PDFs. And Adobe Stock allows you to find world-class images right inside Photoshop and other Creative Cloud apps.

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
- Adobe Technical Communication Suite

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

- Acrobat Pro DC (desktop only)
- Acrobat Standard 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 Presenter Video Express
- Adobe RoboHelp family

For more information, visit *http://www.adobe.com/go/buyingprograms*

* 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.

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