

At-a-glance comparison guide














for Commercial and Government organizations

	Value Incentive Plan (VIP) Subscription	Enterprise Term License Agreement (ETLA) Customized agreement	Cumulative Licensing Program (CLP) Volume discount membership	Transactional Licensing Program (TLP) One-time purchase
	Experience dramatically simplified deployment and management through a subscription model.	Tailored for your enterprise-wide needs.	Maintain control of your Adobe software licenses and enjoy significant savings on volume license purchases.	Use one simple transaction for a quick and easy way to manage licenses and save on volume purchases.
Customer Profile	Organizations that want flexibility in their software commitment and the latest Adobe apps, tools, and services	Large enterprises that want a direct relationship with Adobe and access to the latest Adobe apps, tools, and services	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	Subscription	Term	Perpetual*	Perpetual
Agreement Term	Evergreen** agreement with multiple term options available	3 years	2 years	None
Volume Discount	With 50+ licenses <i>Learn more about VIP Select</i>	Negotiable	Available cumulatively	None
Adobe Products	See next page for a list of product offerings for each program			
Access to New Product Features	Get ongoing access to new features and upgrades as soon as they're released for no extra charge	Get ongoing access to new features and upgrades as soon as they're released for no extra charge.	Optional for eligible perpetual products	Upgrade licenses or Upgrade Plan (on eligible products) available for purchase
Software and Deployment Management	<ul style="list-style-type: none"> Simple management and deployment through the Admin Console Package apps using Adobe Creative Cloud Packager and the Adobe Customization Wizard 	<ul style="list-style-type: none"> Personalized orientation call and dedicated Technical Support Manage users and provision entitlements with Adobe Enterprise Dashboard Package apps using Adobe Creative Cloud Packager and Adobe Customization Wizard 	<ul style="list-style-type: none"> Deploy and manage through Adobe's Licensing Website (LWS) Deploy licenses as needed and consolidate into one monthly purchase order 	Deploy and manage through LWS
Support	<ul style="list-style-type: none"> Creative Cloud for teams complete: Two 1-on-1 sessions with an Adobe product expert per year Acrobat Document Cloud: 24/7 phone and chat support for Getting Started 24/5 phone and chat Technical Support 	<ul style="list-style-type: none"> 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 	Available for purchase	Available for purchase
How to Buy	Adobe Authorized Reseller or select Adobe call centers	Contact your Adobe Account Executive.	Adobe Authorized Reseller	Adobe Authorized Reseller
Minimum Initial Purchase	None	Request a consultation.	8,000 points	One license

*Additional term options may be available for Government customers—please contact your reseller.

** With the evergreen membership, your enrollment in VIP does not expire. Additional subscription term options available—please contact your reseller or Adobe.

Adobe products available in each program*

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<p>Creative Cloud for teams and Adobe Document Cloud</p> <ul style="list-style-type: none">  Adobe Creative Cloud Complete  Adobe Creative Cloud Single App  Adobe Acrobat Pro DC  Adobe Acrobat Standard DC 	<p>Creative Cloud for enterprise, Adobe Document Cloud, and other solutions</p> <p>Since ETAs are customized, please work with your Adobe Account Executive to determine the best solution to fit your needs.</p> <ul style="list-style-type: none">  Adobe Creative Cloud for enterprise  Adobe Document Cloud for enterprise—Premium  Adobe Document Cloud for enterprise—Pro  Adobe Document Cloud for enterprise—Standard  Adobe Digital Publishing Suite  Adobe Anywhere  Adobe eLearning Suite  Adobe Technical Communication Suite 	<p>Acrobat DC and other products</p> <ul style="list-style-type: none">  Acrobat Pro DC  Acrobat Standard DC  Adobe Media Server family  Technical Communication Suite  Adobe Captivate  Adobe ColdFusion family  Adobe Contribute  Adobe Director  eLearning Suite  Adobe Flash Builder family  Adobe Font Folio  Adobe FrameMaker family  Adobe FreeHand  Adobe LeanPrint family  Adobe Photoshop Lightroom  Adobe PageMaker Plus  Adobe Photoshop Elements  Photoshop and Premiere Elements bundle  Adobe Premiere Elements  Adobe Presenter Licensed  Adobe RoboHelp family 	<p>Acrobat DC and other products</p> <ul style="list-style-type: none">  Acrobat Pro DC  Acrobat Standard DC  Adobe Media Server family  Technical Communication Suite  Captivate  ColdFusion family  Contribute  Director  eLearning Suite  Flash Builder family  Font Folio  FrameMaker family  FreeHand  LeanPrint family  Lightroom  PageMaker Plus  Photoshop Elements  Photoshop and Premiere Elements bundle  Premiere Elements  Presenter Licensed  RoboHelp family

For more information, visit www.adobe.com/volume-licensing.html

* 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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