Adobe Buying Programs

Adobe VIP Program Guide
Education

May 24, 2016

Simplify licensing across the institution while saving through volume discounts.

The Adobe Value Incentive Plan (VIP) is a subscription licensing program that makes it convenient for institutions of all sizes to purchase, deploy and manage Adobe products.
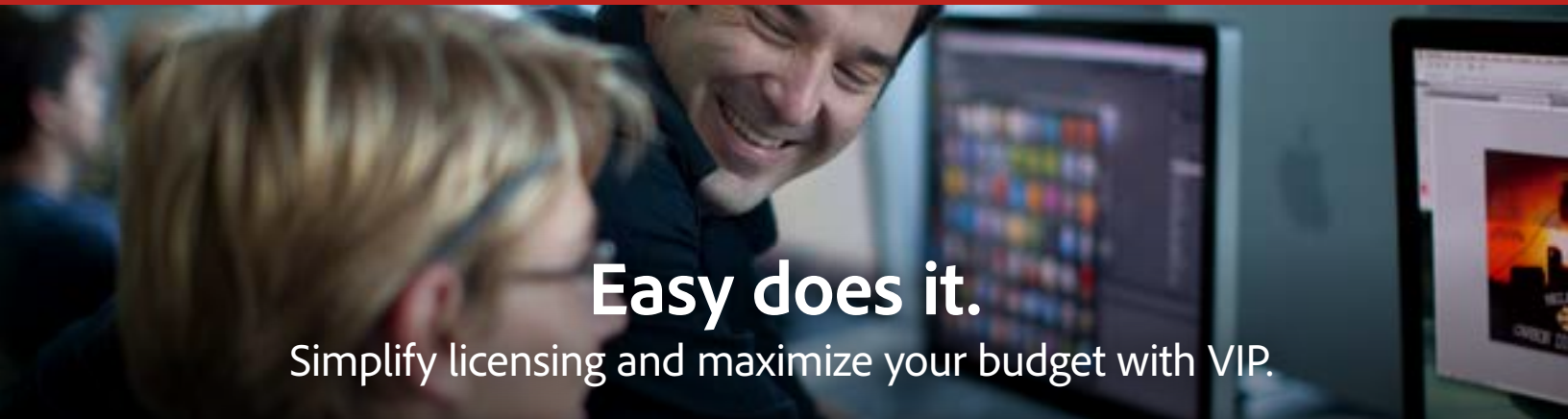
Note: If your institution requires information about the VIP program for Commercial and Government customers, please refer to the Commercial and Government version of the Adobe VIP Program Guide.

Qualified nonprofit organizations are permitted to purchase through VIP using the Education price list. For information on Nonprofit eligibility, refer to the *Nonprofit eligibility guidelines* on Adobe.com.

Contents

Easy does it.
Simplify licensing and maximize your budget with VIP.

The Adobe Value Incentive Plan (VIP) is a subscription licensing program with simple and secure management capabilities, flexible terms that give educational institutions lots of choices, and discount levels that increase as you make additional purchases. And qualified Members can save even more with VIP Select.

Easy access to Adobe Creative Cloud and Adobe Acrobat DC

In a few simple steps using the VIP Admin Console, give educators, students and staff the latest versions of the tools they need.

Term of your choice with lots of flexibility

You choose the length of the subscription term—1 year, 18 months or up to 4 years. Easily add and remove licenses as needed.

VIP is ideal for meeting needs in classrooms, labs, across campus and beyond.

Meet institution-wide needs

With VIP, you can purchase named-user licenses or device licenses to use on institutionally owned computers in classrooms and labs. There's also a K–12 site license. Additionally, there is work-at-home licensing for educators, as well as bring-your-own-device support for students.

Save through volume discounts

Volume discounts can make all the difference to your budgets—giving your students and staff the creative and administrative tools they need to succeed. Education institutions who purchase 50 or more licenses may qualify for special savings at VIP Select discount levels.

Maintain centralized control

Centralized deployment gives educators, students and administrators access to new products as soon as they're released. And with the Admin Console, you always know how many licenses are deployed and who is using them. To support changing needs, you can also easily assign and un-assign users.

Save. On your terms.
Find a VIP option that's right for your institution.

Annual subscription		Extended subscription
1 year	Subscription length	Up to 4 years
Pay up front	Payment	Pay up front
VIP Select: 50+ licenses		VIP Select: 50+ licenses
Discount on all purchases	Discount	Discount on all purchases
Link affiliated VIPs	Payment and subscription length options	Option to pay annually at a set price* for 3 years (with license commitment) Link affiliated VIPs

*If transaction is through a reseller, then Member's pricing is determined by the reseller. Certain currencies may be affected by fluctuations in exchange rates.

Here are a few examples of different needs and VIP solutions:

"We are now looking far into the future, providing tools to our students to empower them to become great creative thinkers."

Tamy Smalskas, Director of college & career readiness, McKinney ISD, Texas

Discount on all purchases with VIP Select
Need: A larger institution has evolving, expanding software needs and would like added discounts.

VIP Solution: With VIP Select, the institution can purchase 50 licenses or more at one time and get a set discount level on all subsequent purchases in a term. And the institution can qualify for even higher discount levels if it purchases at least 250 licenses or 1,000 licenses.

Budget predictability with VIP Select
Need: A K-12 district is on a tight but guaranteed budget, with funding coming at the same time each year.

VIP Solution: In addition to the discount level—on all purchases—with VIP Select, the extended subscription option allows the organization to pay annually with a set price* on the license quantity defined at the beginning of the agreement. It can add additional licenses at the same price for up to four years.

Device licensing for hands-on learning—with home use options for primary and secondary schools
Need: An institution has different students using the same computers and workstations in classrooms and labs.

VIP Solution: Creative Cloud for education device licenses provide the ability to license software to a specific machine instead of a named user or with a serial number. Users never have to sign in or enter a serial number to use the software. Licenses are tied to machine deployment pools, which are created automatically when you order products. With VIP device licenses, primary and secondary schools may authorize active faculty and enrolled students to use software at home on personal computers.

Linked Membership with VIP Select
Need: Departments or schools within a large institution or district have vastly different software needs but would like to benefit as much as possible from volume discounts.

VIP Solution: Linked Membership allows for purchasing and managing licenses separately by the departments or schools while ensuring that all qualified departments or schools receive the combined high-volume reward of those aggregated purchases. Reaching 50 licenses qualifies for the discounts of VIP Select.
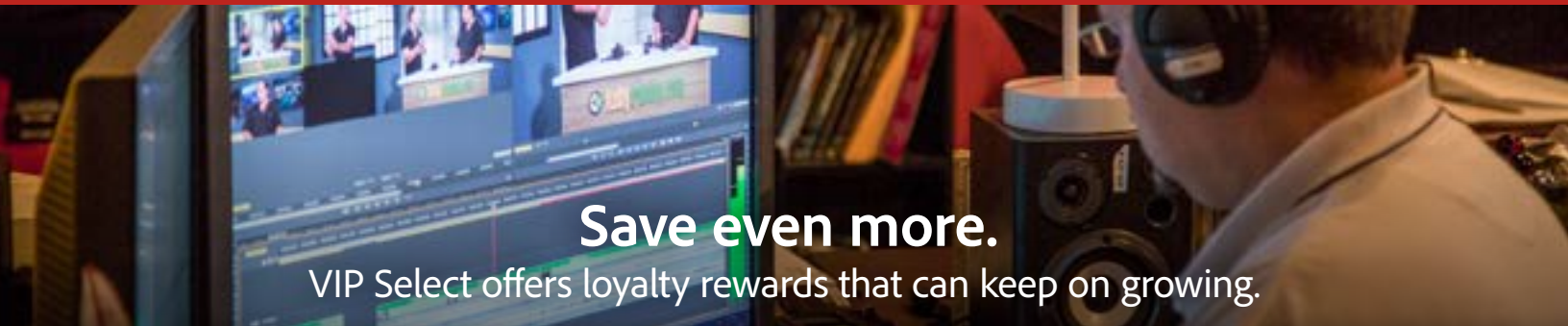
Save even more.
VIP Select offers loyalty rewards that can keep on growing.

VIP Members can save even more when they qualify for VIP Select by purchasing 50 licenses or more during a subscription term. And they can save on top of that by purchasing 250 or 1,000 licenses or more.
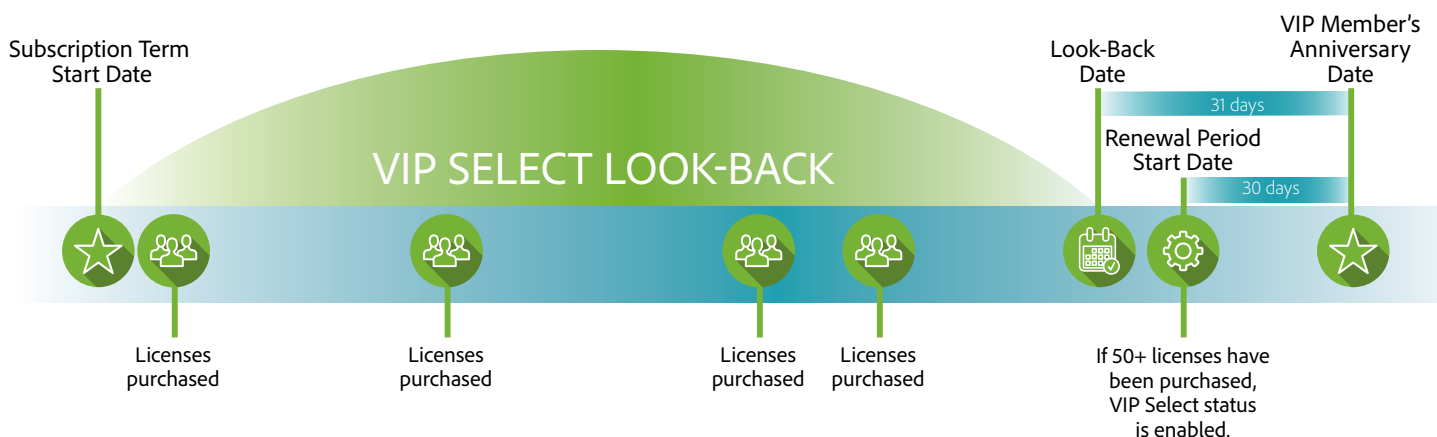
VIP Select
1,000+ Licenses

VIP Select
250-999 Licenses

VIP Select
50-249 Licenses

VIP
1-49 Licenses
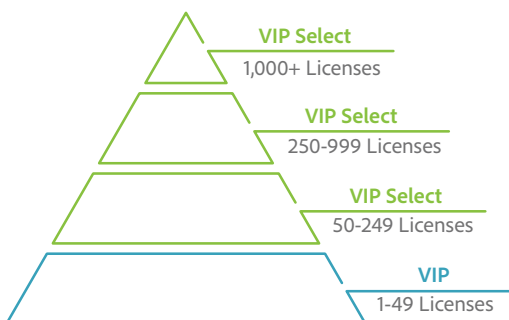
VIP discount levels

Discount Level	License Quantity	Discount	Membership Status
4	1,000+	Yes	VIP Select
3	250–999	Yes	VIP Select
2	50–249	Yes	VIP Select
1	1–49	None	VIP

Look-back as the way to qualify for VIP Select:

31 days before your Anniversary Date, Adobe determines whether your institution is eligible for VIP Select. This is done by looking back at the total number of licenses purchased during your current subscription term. If this total is more than 50 licenses, subsequent orders of any size qualify for the initial VIP Select discount. Then, of course, the 250- and 1,000-license thresholds can bring even greater discounts.

Subscription Term Start Date

Look-Back Date

VIP Member's Anniversary Date

31 days

Renewal Period Start Date

30 days

VIP SELECT LOOK-BACK

Licenses purchased

Licenses purchased

Licenses purchased

Licenses purchased

If 50+ licenses have been purchased, VIP Select status is enabled.

Enrollment

With VIP, enrollment is simple. Contact your Account Manager (either an Adobe representative or an Adobe Authorized Education Reseller—see below*), receive an invitation to VIP, read and accept the terms and conditions and you are ready to place your first order.

How to enroll

To enroll, contact your Account Manager and provide the following basic information:

- Market segment (Education)
- Institution name
- Address
- Designated VIP Admin's name and email

The designated VIP Admin listed will receive an email from Adobe asking the contact to read and accept the legal terms and conditions of the VIP Program. Once the terms and conditions have been accepted, your institution is assigned a VIP Number and is given administrative access to the Admin Console.

VIP Number: It's your institution's account ID

A VIP Number is a unique identifying number that designates your institution as a member of the VIP program. You should keep track of your VIP Number and provide it to your Account Manager(s) prior to purchasing any licenses. This number will remain in effect as long as your institution chooses to participate in VIP.

Your initial order

Once your institution receives a VIP Number, you can then place your initial order directly with an Account Manager. You can order at the time of enrollment, or anytime after.

Tip

When a VIP Number is assigned to an institution, this single VIP Number should be used for all orders placed during the subscription term. If Adobe or an Adobe Authorized Education Reseller submits a new enrollment for an existing VIP Member, and a new VIP Number is created, the institution will have two different accounts and cannot combine license totals to receive a higher discount level. If multiple VIP numbers for one institution are appropriate, they can be managed by one VIP Admin in the Admin Console.
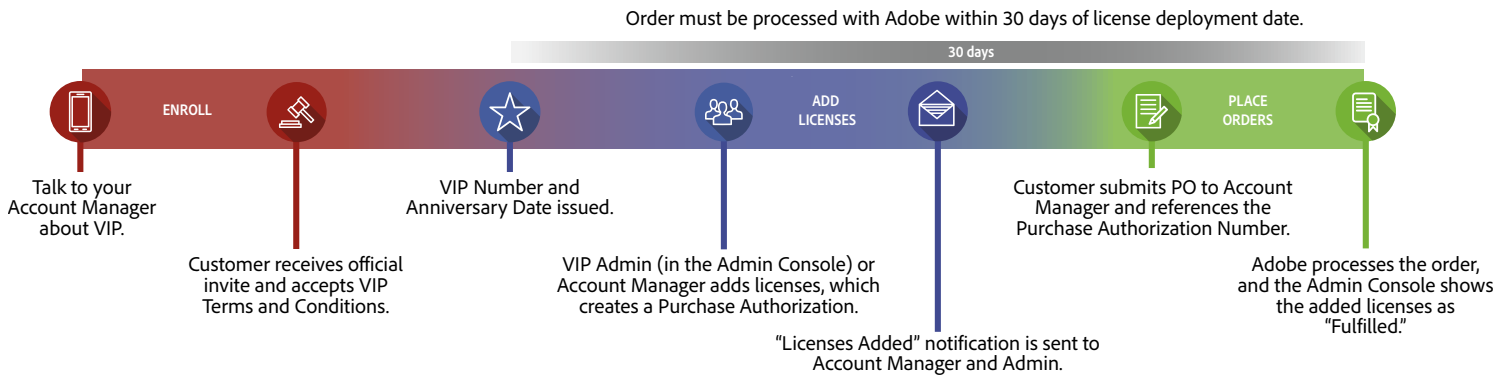
Jump to other sections:

*Important: "Account Manager" means either (i) Adobe Authorized Education Reseller, if a transaction is through a reseller, or (ii) Adobe representative, if a transaction is direct with Adobe.

Getting started with VIP: It's quick and easy

Joining VIP and then purchasing software licenses is simple and quick. The first easy step: Contact an Account Manager (either an Adobe representative or an Adobe Authorized Education Reseller) to request membership. You don't have to be a huge institution to join—even schools or departments ordering a few licenses benefit from VIP Membership.

Order must be processed with Adobe within 30 days of license deployment date.

30 days

ENROLL — ADD LICENSES — PLACE ORDERS

Talk to your Account Manager about VIP.

Customer receives official invite and accepts VIP Terms and Conditions.

VIP Number and Anniversary Date issued.

VIP Admin (in the Admin Console) or Account Manager adds licenses, which creates a Purchase Authorization.

"Licenses Added" notification is sent to Account Manager and Admin.

Customer submits PO to Account Manager and references the Purchase Authorization Number.

Adobe processes the order, and the Admin Console shows the added licenses as "Fulfilled."

Enrollment

1. Contact your Account Manager and provide information about your needs.
2. Designate a VIP Admin. This is the first person with access to the institution's Admin Console, where they can add licenses and manage users.

   The VIP Admin will need an Adobe ID to associate with the VIP number. Use an existing Adobe ID or create a new one.
3. The VIP Admin will receive an official invitation to VIP via email.
4. Accept VIP Terms and Conditions.
5. Receive your VIP number.

Adding Licenses

1. Add licenses—through the Admin Console or with your Account Manager—and place your initial order.
2. Add licenses at any time throughout your subscription term with ease through the Admin Console.

Payments and Renewals

1. You must make payment or issue a purchase order for the initial licenses within 30 days of receiving your VIP number.
2. Renew at the end of your term, placing renewal orders within the 30 days before the Anniversary Date. You can change products or conduct partial renewals at this time.

Ready to get started?

With VIP, you can budget more predictably, lower your up-front costs and leverage volume discounts. Set your own Anniversary Date to align your buying cycle, and rest assured that your software will always be in compliance.

Call Adobe at 800-443-8158 or contact your *Adobe Authorized Education Reseller.*

Creative Cloud for education offering

In some regions, a Creative Cloud for education offering is available for primary and secondary schools as well as legal entities* (i.e. school districts). Benefits may be available for qualified institutions that make a single transaction for one of the following:

- 100 licenses or more per school site under a school site VIP, for use only at the purchasing school site
- 100 licenses or more under a legal entity VIP, for use in administrative offices, and/or a fully owned educational training center used to educate active faculty and staff, and/or enrolled primary and secondary school students
- 500 licenses or more under a legal entity VIP, for use in qualified primary and secondary school sites, and/or administrative offices, and/or a fully owned educational training center used to educate active faculty and staff, and/or enrolled primary and secondary school students

Find out whether your institution is eligible: Contact your Account Manager for more details.

*Legal entity refers to an organization that has responsibility for the procurement and contract management of multiple individual primary and/or secondary schools, for example, a district, county, state, or government agency.

> "[The] Admin Console keeps everything organized, and adding new seats is easy."
>
> *Justin Lang,*
> *senior technical*
> *production manager,*
> *Sympoz*

Adding and Deploying Licenses

Once you are enrolled in VIP, adding and deploying licenses is easy. Using the online Admin Console, you can add licenses and inform faculty members, students, staff and administrators that the software has been deployed for them. To support changing teaching, learning and administrative needs, you can also easily assign and un-assign users.

The Admin Console: A tool that makes it all so easy

The Admin Console is the centralized management tool that you use to easily add and administer licenses and monitor storage. Log-in is easy with your Adobe ID and password.

See the *Admin Console Help* pages on Adobe.com for more information.

Adding licenses

Orders may be placed by VIP Members at any time throughout the VIP subscription term. Members may contact their Account Manager, or they may indicate their intent to purchase by adding licenses in the Admin Console, and then submitting an order to their Account Manager.

VIP Members have the ability to add Named-user licenses of available products directly through the Admin Console for immediate deployment. Once licenses have been added, they are considered deployed, regardless of whether the licenses have been assigned to specific users. (Note: With Named-user Licenses, deployment ties the usage of Adobe apps and services to an individual user.) Members may also place their product orders directly with Adobe or their Adobe Authorized Education Reseller prior to deployment. Each license has two allowed activations.

Purchase Order or payment must be received within 30 days of adding licenses

VIP Members must issue a purchase order or make payment for licenses within 30 days of licenses being added. If Adobe has not received your order within that time, you will be unable to add additional licenses or products. If your institution does not issue a purchase order for deployed licenses within 60 days, Adobe has the right to suspend access to those license(s).

> 💡 **Tip**
>
> If the person who is being assigned licenses has an Adobe ID, please use the email address associated with that person's Adobe ID.

> ❗ **Important**
>
> Reminder: Although your institution can add licenses through the Admin Console, you still must work directly with Adobe or your Adobe Authorized Education Reseller to submit a purchase order for any licenses that have been deployed. Failure to do so may result in licenses being suspended.

Removing licenses
License purchase authorizations may be removed from your institution's membership within 30 days of being added. Please contact Adobe or your Adobe Authorized Education Reseller to remove licenses. After 30 days, licenses may not be removed.

Deployment management
Deployment management is one of the key features of VIP. VIP Administrators have the ability to view information about deployed/added licenses, such as which individuals currently have deployed licenses, and the number of licenses purchased vs. the number of licenses deployed. VIP Admins may assign, unassign and reassign licenses from the Admin Console.

Assigning licenses
After adding licenses from the Admin Console, the VIP Admin has the ability to assign the added licenses to specific users by sending them an invitation. In order to assign licenses, the Admin must input the email address of the specific user into the Admin Console. The assigned user(s) will receive an email invitation to use the specified license. The email will outline the next steps for the end-user(s) to gain access to their products.

Creative Cloud for education device licensing
Institutions may purchase Creative Cloud device licenses for use on specific institutionally owned computers instead of purchasing for a named user. This type of license is ideal for environments such as classrooms or labs. Important: Individuals using device licenses are required to be active faculty or staff, or are enrolled students at the eligible institution. Users never have to sign in or enter a serial number to use the software. Licenses are tied to machine deployment pools, which are created automatically when you order products.

Teacher home use and individual student access—for primary and secondary schools only
Primary and secondary school VIP device licenses may be deployed on a personal home computer by active faculty, and by enrolled students on institution-owned computers if authorized by their institution. VIP device licenses may also be deployed on students' personal computers in the case of Bring-Your-Own-Device (BYOD) requirements.

Placing a VIP order for device licenses
Creative Cloud for education customers must place a VIP order with an Adobe Authorized Education Reseller for device licenses. Adobe then creates a deployment pool for the products ordered. For example, if you purchase 100 Creative Cloud Complete licenses and 50 Photoshop licenses, two deployment pools are created.

Activating device licenses
Licenses are activated on a device after they have been packaged using Creative Cloud Packager and deployed manually or with third-party tools. Device licenses are assigned when the first application is launched on a device in the designated classroom or lab.

Returning device licenses
Licenses may be returned from your institution's membership within 14 days of being ordered. Please contact your Adobe Authorized Education Reseller to return licenses. After 14 days, licenses may not be returned.

Regional deployment
VIP Members must purchase for the country where their team members reside (for team members residing in the European Economic Area, "country" shall mean the European Economic Area). To the extent there is inconsistency between this restriction and terms stated in an applicable end-user license agreement, this restriction shall govern.

⭐ **Individual student access**

VIP supports Bring-Your-Own-Device (BYOD) environments in schools and universities. Currently enrolled students age 13 years and older are eligible to access named-user licenses for using Adobe products on their personal computer if authorized by their institution.

> "… we are really saving time during the purchase and deployment process. Keeping track of our software inventory has become far easier and the time required to re-assign a license has been reduced by up to 80%."
>
> *Christopher Lindemann,*
> *IT department team lead,*
> *InnoGames*

Administration

With VIP, administration of licenses is very manageable and flexible, with subscription term options to meet your institution's needs. And there's no contract renewal or renegotiation necessary—only licenses need renewing each term, and you can adjust quantity and change products as needed. *See the Renewal section for more information*.

Subscription term options: annual and extended

VIP offers two subscription term options to fit your institution's needs:

Annual subscription

Annual subscription allows VIP Members to pay up front for a 12-month license subscription. Your Anniversary Date is 13 months from acceptance of the VIP terms and conditions.
Note: All terms default to the annual subscription during the renewal period.

Extended subscription

Extended subscription provides new VIP Members an extended, pay-up-front term. This option makes it even easier for you to meet the purchasing and budgeting needs for your institution. With this option, you receive extended license periods and can select an Anniversary Date that aligns with your institution's budget schedule. Please talk to your Account Manager about this option before signing up for VIP.

Long-term savings with 3-year option—under VIP Select
The extended term subscription for VIP Select includes a 3-year option that allows your institution to pay annually at a set price* on the license quantity defined at the beginning of the agreement. Additional licenses can be added—at the annual subscription price.

VIP Select Members can take advantage of this option by accepting the 3-year commit amendment in the Admin Console. *Learn more about qualifying for VIP Select*.

Returns

Returns are accepted if the entire purchase order is returned, and if the licenses are not currently in use.

Purchases made under a VIP membership may be returned for one of the following reasons only:

- The VIP Member does not agree with the terms and conditions of the End-User License Agreement.
- The wrong product, platform, or quantity was purchased. (This could include Adobe providing the item requested on Adobe's or the Adobe Authorized Education Reseller's purchase order, but this information does not match what the VIP Member ordered.)
- The VIP Member receives a duplicate shipment or duplicate billing (due to a duplicate purchase order from Adobe or the Member's Adobe Authorized Education Reseller).

> **!** **Important**
>
> Adobe must approve and issue a Returned Materials Authorization (RMA) for any return request. The VIP Member must make the return request with Adobe or their Adobe Authorized Education Reseller within 14 days of placing the order with Adobe or their Reseller. The request must state the reason for the return and provide proof of the original order date.

Cancellation of VIP Membership and Changes in Terms

Once you are enrolled in VIP, your membership remains effective until you choose to leave the program by giving a 30-day notice of cancellation, Adobe terminates the program, or Adobe terminates the membership due to a breach of program terms and conditions. The program terms and conditions are subject to change at any time. You will be presented with updated terms and conditions the next time you log in if there are any changes.

Dates

With VIP, dates are important for the ongoing management and renewal of licenses. For example, once your institution enrolls and makes an initial order, an Anniversary Date will be established to determine when licenses must be renewed.

Anniversary Date

The Adobe VIP Anniversary Date is an important part of the VIP program. The Anniversary Date affects several key factors:

- It serves as the date each year when all subscription licenses must be renewed.
- It determines when all licenses purchased throughout the subscription year co-terminate.
  Note: Subscriptions begin on the day licenses are added, and expire the day prior to the Anniversary Date. (See *Renewal section* for more info.)
- It determines the Monthly Proration Date. (See section below.)
- It serves as the basis for any monthly proration calculations.

The Anniversary Date is automatically calculated as one year and one month (13 months) from the date the VIP terms and conditions are accepted. (See the exceptions listed in the *End-of-Month Anniversary Dates section*.) For example, if ABC Company accepts the VIP terms and conditions on January 16, 2016, the company would have its first Anniversary Date on February 16, 2017.

Timeline for establishing a VIP Anniversary Date
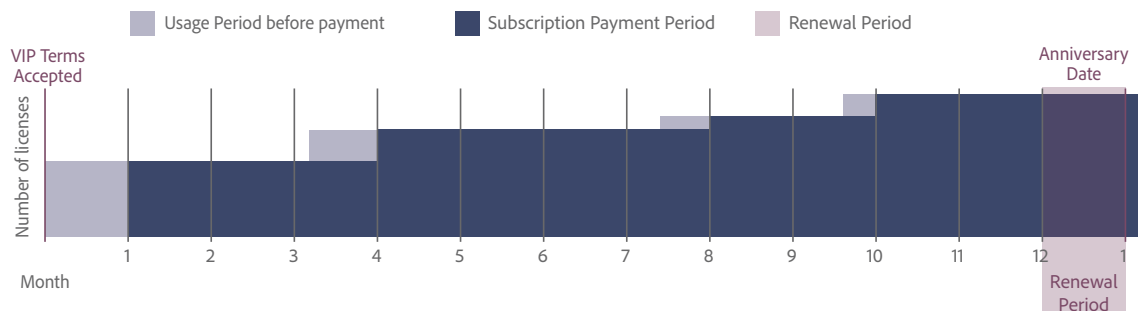
Monthly Proration Date

The cost of licenses is prorated so you pay only for the number of months used. There are no partial-month subscriptions, and VIP makes this adjustment to a full month by using the Anniversary Date to set the monthly proration start date.

Regardless of the month the license is added, the Monthly Proration Date (the date by which the license subscription is calculated) will always begin on the same date of the month as the Anniversary Date and end the day before the Anniversary Date. For example, if the Anniversary Date is January 15, 2016, the Monthly Proration Date would be the 15th of each month. (See the exceptions listed on the *End-of-Month Anniversary Dates section* below.)

> ⭐ Example
>
> XYZ Institution, which has an upcoming Anniversary Date of February 16, 2017, adds additional licenses on October 1, 2016. The institution's Monthly Proration Date is the 16th of the month. Therefore, XYZ Institution is charged for 4 months of subscription (October 16, 2016–February 15, 2017). In this example, the new users have 15 days in October when they can use the software before the paid period.

Paid Period

The paid period for VIP Members is the period of time members pay for use of their licenses each year. The paid period begins on the Monthly Proration Date and always ends (co-terminates) on the day before the VIP Anniversary Date.

> ❗ Important
>
> • You will always be charged for a full month, regardless of when you added licenses.
> • It is possible that licenses are added prior to the actual start day of the paid period. Members always have access to use their software immediately.

End-of-Month Anniversary Dates

If an Anniversary Date falls on the 29th, 30th, or 31st day of a month, then when adding licenses, the subscription month start date may shift depending upon whether or not a specific month has the same number of days as the month of the VIP Anniversary Date. Refer to the table below for further guidelines, and see the example below.

If VIP start day is…	…then the Subscription start day will be…
1–28	1–28 respectively
29	29 or 1 (if no 29 exists)
30	30 or 1 (if no 30 exists)
31	31 or 1 (if no 31 exists)

> ⭐ Example
>
> If the member enrolls on May 31, the Anniversary Date is set as July 1, since the month of June only has 30 days.

Renewal

Renewing licenses is a smooth process for your institution's VIP Admins, who are notified via the Admin Console and by email as the Anniversary Date approaches. When renewing, there's a lot of flexibility: you can change products, make partial renewals and adjust your license quantity.

Renewing licenses

All licenses purchased through VIP must be renewed by the Anniversary Date each year in order for your institution to continue using the products. Contact Adobe or your Adobe Authorized Education Reseller to place a renewal order. Any licenses for which no renewal order has been placed will be removed.

Renewal period

Renewal orders can be placed 30 days prior to the Anniversary Date and are due on the Anniversary Date. During this time, you may place your renewal orders through Adobe or your Adobe Authorized Education Reseller.

Renewal notifications

VIP Admins will begin receiving email notifications from Adobe at the following intervals:

· 30 days prior to the Anniversary Date (time to renew)

· On the Anniversary Date (renewal past due)

· If no purchase order is processed, customer will be notified before access to their software is removed.

Renewing all licenses

VIP Members who wish to renew all of their existing licenses should contact Adobe or their Adobe Authorized Education Reseller to obtain a quote for all of the institution's licenses due for renewal. No additional action is required in the Admin Console.

When the VIP Admin logs into the Admin Console, an alert will appear notifying the Admin of the approaching Anniversary Date with the suggestion to contact Adobe or the Adobe Authorized Education Reseller to place a renewal order.

Changing products at the Anniversary Date

If you wish to change products at the time of the Anniversary Date, you may do so when placing a renewal order with Adobe or your Adobe Authorized Education Reseller. After the order has been processed by Adobe, you must:

1. Use the Admin Console to designate which licenses of the existing product(s) to renew.

2. Assign licenses in the Admin Console for any new products added.

Partial renewal

If you wish to renew only some of your licenses during a renewal period, you will need to contact Adobe or your Adobe Authorized Education Reseller to place your order. The VIP Admin must select the licenses to be renewed in the Admin Console within 30 days of the Anniversary Date. If you do not select which licenses to renew, Adobe will automatically renew licenses based on the following:

1. Active licenses—the oldest have priority

2. Licenses to which the invitation was sent but never accepted

3. Licenses that have never been assigned

Expiration of licenses

Licenses not renewed by the Anniversary Date are considered expired and will be removed from the account.

To reactivate licenses after they have been removed from the Admin Console, a new order must be placed. The VIP Admin will then re-assign the license to the end-user, who must then re-sync their storage from Adobe.com.

Removing licenses

If you do not renew your licenses, Adobe will automatically remove licenses within 31 days past due, in the following order until the appropriate number of licenses is reached:

1. Licenses that have never been assigned

2. Licenses to which the invitation was sent but never accepted

3. The newest licenses assigned

Support and Resources

Before and after your enrollment in VIP, Adobe or Adobe Authorized Education Resellers can provide you the information and support you need to help your institution fully benefit from the program.

Additional online resources for institutions

Creative Cloud for education

Creative Cloud for teams

Creative Cloud Packager help

Adobe Acrobat DC

Admin Console help

Creative Cloud for education device licensing

Adobe Value Incentive Plan VIP Terms & Conditions

Adobe Buying Programs

VIP video

Customer Care

For program support, please contact your Adobe Account Manager—or Adobe licensing Customer Care at

- *Australia*
- *Austria, Germany, Switzerland (German speaking)*
- *Belgium, France, Switzerland (French speaking)*
- *Italy, Switzerland (Italian speaking)*
- *Japan*
- *Latin America*

- *Netherlands*
- *New Zealand*
- *South East Asia*
- *Spain*
- *Sweden*
- *United Kingdom*

1-800-443-8158. Outside the U.S. and Canada, click on the corresponding location:

All other locales go to *Adobe Buying Programs Help* for additional contact information or contact your institution's local Adobe Authorized Education Reseller.

Learn more about VIP:

Contact an Adobe representative at 800-443-8158.

Find an Adobe Authorized Education Reseller.

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San Jose, CA 95110-2704
USA
www.adobe.com