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

Transactional Licensing Program (TLP)

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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

One-time purchases of desktop products purchase 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

Adobe products available in each program*

Value Incentive Plan (VIP)



Creative Cloud All Apps



All Apps + Adobe Stock



Creative Cloud Single App



Acrobat Pro DC with services



Acrobat Standard DC with services

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)



Adobe ColdFusion family



Adobe FrameMaker family



Adobe Photoshop Lightroom



Acrobat Standard DC (desktop only)



Adobe Contribute



Adobe FreeHand

Adobe Premiere

Elements



Adobe Media Server family



Adobe Director



Adobe PageMaker Plus



Adobe Presenter Licensed



Technical Communication Suite



Adobe Flash Builder family



Adobe Photoshop Elements



Adobe Presenter Video Express



Adobe Captivate



Adobe Font Folio



Photoshop and **Premiere Elements** bundle



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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