



# Adobe Transactional Licensing Program

The quick and easy way to save on volume purchases and manage your Adobe software licenses with one simple transaction

## Key benefits of TLP :

- Attractive volume pricing
- No minimum order size
- No membership required
- One simple and flexible purchase transaction
- Automatically applied savings
- Qualification for higher discount levels with larger orders
- Enhanced discount level with Upgrade Plan coverage
- Quick and easy order placement and fulfillment for streamlined deployment
- Electronic Software Distribution (ESD) provided at no additional charge
- All serial numbers, quantity of units ordered, platforms, and product licenses are published on the same license certificate

Adobe's Transactional Licensing Program (TLP), one of the Adobe Buying Programs, makes it easy to get volume pricing with no membership requirements and no agreements to sign.

## Save money

Why buy retail software when you can qualify to get the same products at a lower price and with additional benefits? For every eligible TLP order of new or upgrade Adobe software licenses, or of Upgrade Plan, you receive points. Your discount level is based on the total point value of each volume license order placed. The more licenses you acquire in a single transaction, the more opportunity you have to save on the entire order. It's that simple.

## Gain control of your software licenses

Keeping track of individual retail purchases and subsequent software usage across your entire organization can be resource-intensive. By acquiring Adobe software licenses through TLP, you will have a permanent record of the licenses your organization has ordered. TLP provides access to Adobe's Licensing Web Site (LWS), the easy-to-use, password-protected portal that enables you to track and manage your Adobe software licenses online in one

central location. With Adobe's LWS, you can run reports, track order history, access serial numbers, and download available software. You can also grant others within your organization access to Adobe's LWS with their own unique login based on their e-mail address.

## Easily deploy software

In addition, TLP orders provide a single serial number per product (per platform) across your entire organization, so IT staff can build a standard image for installation on each machine to get users up and running quickly. By ordering your software through TLP and using Adobe's LWS to manage your licenses, you can eliminate the countless hours it often takes to monitor deployed retail software while ensuring your organization is in compliance with its Adobe software licenses.

## Access helpful licensing resources

Adobe Buying Programs customers can also take advantage of community resources, such as white papers and eSeminars, that are available through a dedicated website. With topics customized for licensing and purchasing professionals, these resources provide tips, techniques, and best practices that reflect today's global way of doing business.

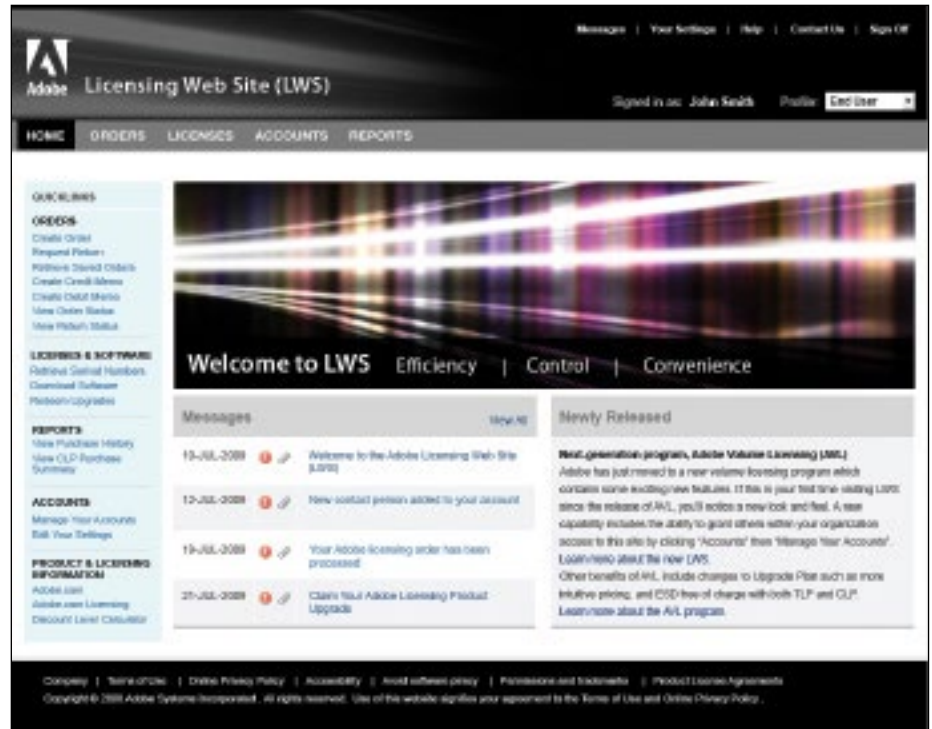
**TLP is ideal for:**

- Small to midsize businesses
- Creative agencies
- Educational institutions
- Government agencies

TLP offers targeted programs for commercial, education, and government organizations with features tailored specifically for those markets.

**Efficiently manage software upgrades with Upgrade Plan**

As an Adobe Buying Programs customer, you also have the option to purchase upgrade coverage for select Adobe software licenses through Upgrade Plan. By investing in Upgrade Plan, your organization can more efficiently manage software upgrades and achieve budget predictability. Upgrade Plan enables you to purchase the right to any future upgrades released during your Upgrade Plan coverage period at a percentage of the license price. Upgrade Plan is offered per product, so you have the option to cover one or all of your Adobe software licenses. Not only does this coverage save your organization money, but it also provides automatic update notifications as well as timely access to the latest product versions. In addition, Upgrade Plan purchases contribute to the total points of a TLP order, so you can maximize your discount.



Easily track and manage your Adobe software licenses through Adobe's password-protected Licensing Web Site. Use it to run reports, track order history, access serial numbers, and download software.

**For more information**

To learn more about Adobe Buying Programs, contact your Adobe sales representative or visit [www.adobe.com/aboutadobe/volumelicensing](http://www.adobe.com/aboutadobe/volumelicensing).



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