

Adobe Buying Programs Comparison Guide for Education

Value Incentive Plan (VIP)

Subscription licensing with
term-length options and loyalty rewards

Enterprise Term License Agreement (ETLA)

Tailored for your
enterprise-wide needs

Customer profile	Institutions that want flexibility to meet evolving needs and access to the latest Adobe apps, tools, and services; available for nonprofits	A 3-year agreement with cloud and desktop offerings designed for large organizations, including education institutions and school districts
License type	Subscription	Term
Agreement term	1 to 4 years	3 years
Discounts	Available through VIP Select	Negotiable
Products (See full list on following page)	Adobe Creative Cloud for education (Named-user, Device, and K-12 site licenses), and Adobe Acrobat DC with services	Creative Cloud for enterprise, Adobe Document Cloud, Adobe Captivate and Adobe Presenter
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 Named-user licenses, manage users, and deploy licenses through the Admin Console	Manage users and deploy licenses through the Adobe Enterprise Dashboard
Support	<ul style="list-style-type: none"> • Creative Cloud for education Complete Plan: • 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 	<ul style="list-style-type: none"> • Enterprise Support included • Creative Cloud for enterprise includes dedicated IT support, plus the option to schedule 1-on-1 30-minute Expert Services sessions
How to buy	Adobe Authorized Education Reseller or select Adobe call centers	Contact your Adobe Account Executive

Cumulative Licensing Program (CLP)

Volume licensing program for
purchase of perpetual desktop products

Transactional Licensing Program (TLP)

One-time purchases of perpetual desktop products—
with no contracts

Customer profile	Institutions or districts that want to extend discount levels across multiple departments, schools or campuses	Organizations that want administrative simplicity and a quick and easy one-time transaction; available for nonprofits
License type	Perpetual	Perpetual
Agreement term	2 years	None
Volume discount	Available cumulatively or through Upgrade	None
Products and solutions (See full list on following page)	Acrobat DC (desktop only) and other desktop products	Acrobat DC (desktop 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 Education Reseller	Adobe Authorized Education Reseller

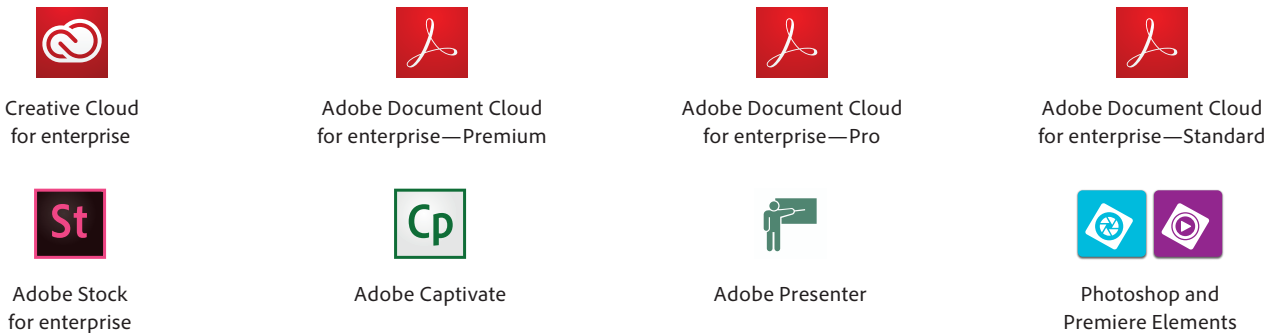
Adobe products available in each program*

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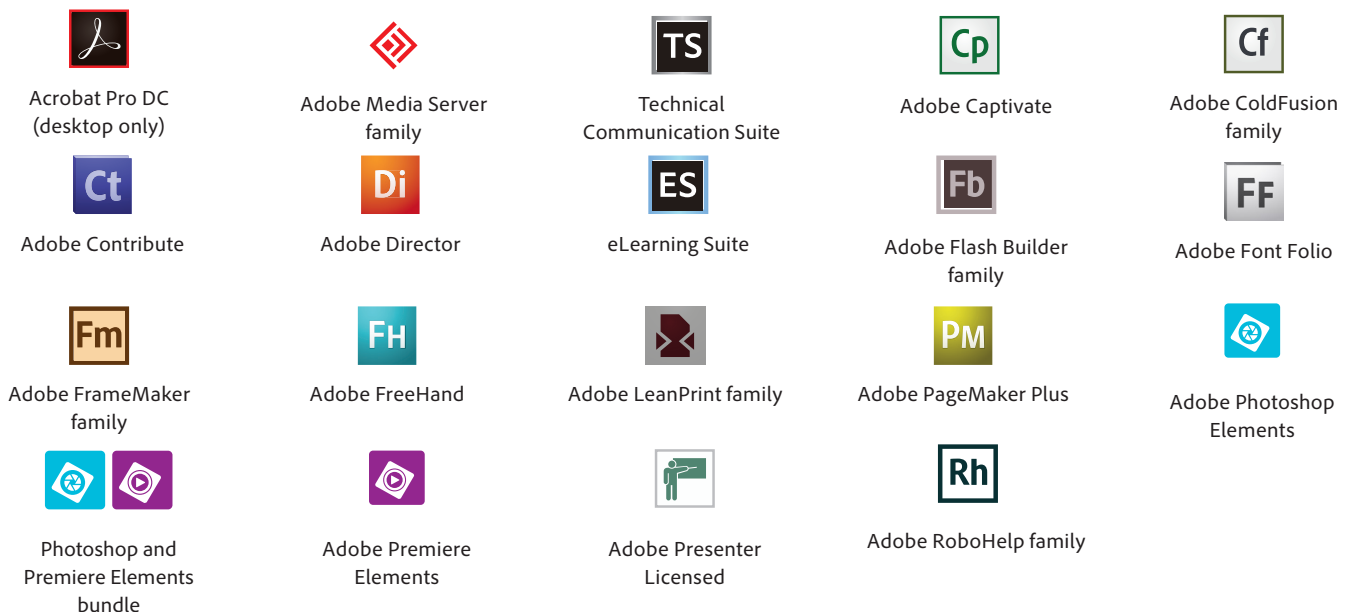


Creative Cloud gives your institution our entire collection of creative tools—including Photoshop, Illustrator, InDesign and Adobe Premiere Pro—plus some really great mobile apps. With Acrobat DC, educators, students, staff members, and administrators can create, edit, sign and share PDFs, as well as collaborate on assignments and projects using PDFs.

Enterprise Term License Agreement (ETLA)



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



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