

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

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| 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

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| 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 |

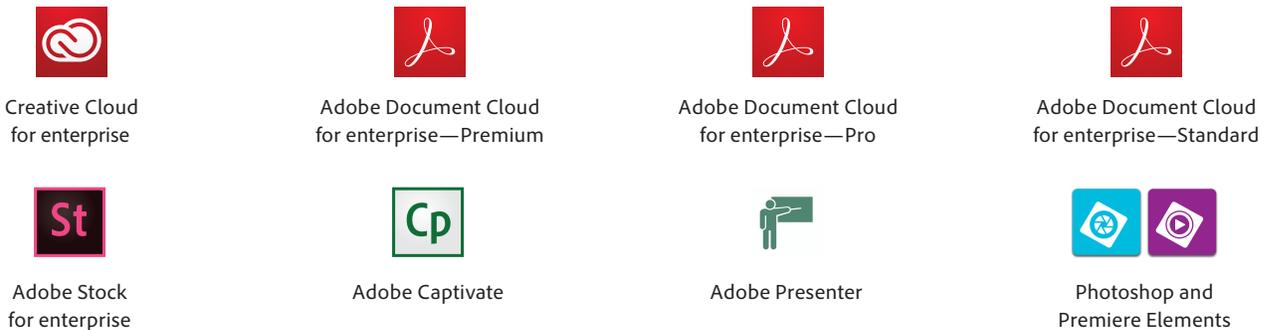
Adobe products available in each program*

Value Incentive Plan (VIP)

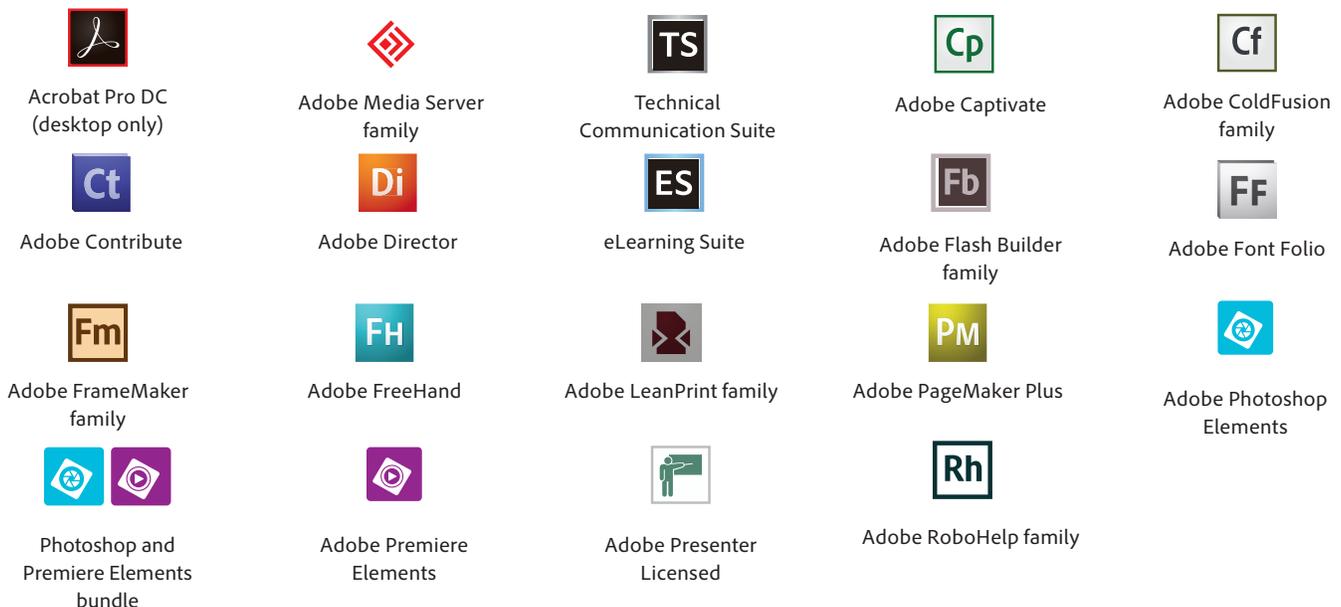


Creative Cloud gives your institution our entire collection of creative tools—including Photoshop, Illustrator, InDesign and Adobe Premiere Pro—plus some really great mobile apps. With Acrobat DC, educators, students, staff members, and administrators can create, edit, sign and share PDFs, as well as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