



# At-a-glance comparison guide

for Commercial and Government organizations

	Value Incentive Plan (VIP) Subscription	Enterprise Term License Agreement (ETLA) Customized agreement	Cumulative Licensing Program (CLP) Volume discount membership	Transactional Licensing Program (TLP) One-time purchase
	Experience dramatically simplified deployment and management through a subscription model.	Tailored for your enterprise-wide needs.	Maintain control of your Adobe software licenses and enjoy significant savings on volume license purchases.	Use one simple transaction for a quick and easy way to manage licenses and save on volume purchases.
<b>Customer Profile</b>	Organizations that want flexibility in their software commitment and the latest Adobe apps, tools, and services	Large enterprises that want a direct relationship with Adobe and access to the latest Adobe apps, tools, and services	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
<b>License Type</b>	Subscription	Term	Perpetual*	Perpetual
<b>Agreement Term</b>	Evergreen with annual subscriptions**	3 years	2 years	None
<b>Volume Discount</b>	<ul style="list-style-type: none"> <li>Transactional discounting (50-249 licenses)</li> <li>VIP Select (250+ licenses)</li> </ul> <i>Learn more about VIP Select</i>	Negotiable	Available cumulatively	None
<b>Adobe Products</b>	See full list of product offerings for each program on next page.			
<b>Access to New Product Features</b>	Get ongoing access to new features and upgrades as soon as they're released for no extra charge	Get ongoing access to new features and upgrades as soon as they're released for no extra charge.	Optional for eligible perpetual products	Upgrade licenses or Upgrade Plan (on eligible products) available for purchase
<b>Software and Deployment Management</b>	<ul style="list-style-type: none"> <li>Simple management and deployment through the Admin Console</li> <li>Package apps using Adobe Creative Cloud Packager and the Adobe Customization Wizard</li> </ul>	<ul style="list-style-type: none"> <li>Personalized orientation call and dedicated Technical Support</li> <li>Manage users and provision entitlements with Adobe Enterprise Dashboard</li> <li>Package apps using Adobe Creative Cloud Packager and Adobe Customization Wizard</li> </ul>	<ul style="list-style-type: none"> <li>Deploy and manage through Adobe's Licensing Website (LWS)</li> <li>Deploy licenses as needed and consolidate into one monthly purchase order</li> </ul>	Deploy and manage through LWS
<b>Support</b>	<ul style="list-style-type: none"> <li>Creative Cloud for teams complete: two 1-on-1 sessions with an Adobe product expert per year</li> <li>Acrobat Document Cloud: 24/7 phone and chat support for Getting Started</li> <li>24/5 phone and chat Technical Support</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise Support included</li> <li>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</li> </ul>	Available for purchase	Available for purchase
<b>How to Buy</b>	Adobe Authorized Reseller or select Adobe call centers	Contact your Adobe Account Executive.	Adobe Authorized Reseller	Adobe Authorized Reseller
<b>Minimum Initial Purchase</b>	None	Request a consultation.	8,000 points	One license

\*Additional term options may be available for Government customers—please contact your reseller.

\*\* With the evergreen membership, your enrollment in VIP does not expire. Additional subscription term options available—please contact your reseller or Adobe.

Adobe products available in each program\*

<b>Value Incentive Plan (VIP)</b> Subscription	<b>Enterprise Term License Agreement (ETLA)</b> Customized agreement	<b>Cumulative Licensing Program (CLP)</b> Volume discount membership	<b>Transactional Licensing Program (TLP)</b> One-time
<p><b>Creative Cloud for teams and Adobe Document Cloud</b></p> <ul style="list-style-type: none"> <li> Adobe Creative Cloud Complete</li> <li> Adobe Creative Cloud Single App</li> <li> Adobe Acrobat Pro DC</li> <li> Adobe Acrobat Standard DC</li> </ul>	<p><b>Creative Cloud for enterprise, Adobe Document Cloud, and other solutions</b></p> <p>Since ETAs are customized, please work with your Adobe Account Executive to determine the best solution to fit your needs.</p> <ul style="list-style-type: none"> <li> Adobe Creative Cloud for enterprise</li> <li> Adobe Document Cloud for enterprise—Premium</li> <li> Adobe Document Cloud for enterprise—Pro</li> <li> Adobe Document Cloud for enterprise—Standard</li> <li> Adobe Digital Publishing Suite</li> <li> Adobe Anywhere</li> <li> Adobe eLearning Suite</li> <li> Adobe Technical Communication Suite</li> </ul>	<p><b>Acrobat DC and other products</b></p> <ul style="list-style-type: none"> <li> Acrobat Pro DC</li> <li> Acrobat Standard DC</li> <li> Adobe Media Server family</li> <li> Technical Communication Suite</li> <li> Adobe Captivate</li> <li> Adobe ColdFusion family</li> <li> Adobe Contribute</li> <li> Adobe Director</li> <li> eLearning Suite</li> <li> Adobe Flash Builder family</li> <li> Adobe Font Folio</li> <li> Adobe FrameMaker family</li> <li> Adobe FreeHand</li> <li> Adobe LeanPrint family</li> <li> Adobe Photoshop Lightroom</li> <li> Adobe PageMaker Plus</li> <li> Adobe Photoshop Elements</li> <li> Photoshop and Premiere Elements bundle</li> <li> Adobe Premiere Elements</li> <li> Adobe Presenter Licensed</li> <li> Adobe RoboHelp family</li> </ul>	<p><b>Acrobat DC and other products</b></p> <ul style="list-style-type: none"> <li> Acrobat Pro DC</li> <li> Acrobat Standard DC</li> <li> Adobe Media Server family</li> <li> Technical Communication Suite</li> <li> Captivate</li> <li> ColdFusion family</li> <li> Contribute</li> <li> Director</li> <li> eLearning Suite</li> <li> Flash Builder family</li> <li> Font Folio</li> <li> FrameMaker family</li> <li> FreeHand</li> <li> LeanPrint family</li> <li> Lightroom</li> <li> PageMaker Plus</li> <li> Photoshop Elements</li> <li> Photoshop and Premiere Elements bundle</li> <li> Premiere Elements</li> <li> Presenter Licensed</li> <li> RoboHelp family</li> </ul>

For more information, visit [www.adobe.com/volume-licensing.html](http://www.adobe.com/volume-licensing.html)