

# 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"> <li>Creative Cloud for education Complete Plan: Two 1-on-1 sessions with an Adobe product expert per year</li> <li>Acrobat DC: 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>
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	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 for education All Apps



Creative Cloud for education Single App



Acrobat Pro DC with services

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)



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



Photoshop and Premiere Elements

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



Acrobat Pro DC (desktop only)



Adobe Media Server family



Technical Communication Suite



Adobe Captivate



Adobe ColdFusion family



Adobe Contribute



Adobe Director



Adobe Flash Builder family



Adobe Font Folio



Adobe FrameMaker family



Adobe FreeHand



Adobe PageMaker Plus



Adobe Photoshop Elements



Photoshop and Premiere Elements bundle



Adobe Photoshop Lightroom



Adobe Premiere Elements



Adobe Presenter Licensed



Adobe RoboHelp family

For more information, visit [www.adobe.com/go/edu\\_buying\\_programs](http://www.adobe.com/go/edu_buying_programs)

\* 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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