

At-a-glance comparison guide

for Education institutions

	Value Incentive Plan (VIP) Subscription	Enterprise Term License Agreement (ETLA) Customized agreement	Education Enterprise Agreement (EEA) K-12 term license	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 institution-wide needs.	Give primary and secondary institutions access to the latest Adobe products over a 1- or 2-year term.	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.
Customer Profile	Institutions that want flexibility in their software commitment and the latest Adobe apps, tools, and services	Large institutions that want a direct relationship with Adobe and access to the latest Adobe apps, tools, and services	Primary and secondary institutions that need to license on a per-full-time-equivalent (FTE) basis	Institutions that want to extend discount levels globally and to their affiliates and subsidiaries	Institutions that want administrative simplicity and a quick and easy one-time transaction
License Type	Subscription	Term	Term	Perpetual	Perpetual
Agreement Term	Evergreen agreement with multiple term options available	3 years	1 or 2 years	2 years	None
Volume Discount	Transactional discount: 50+ licenses Assured discount: 250+ licenses	Negotiable	Available based on FTE	Available cumulatively	None
Adobe Products	See next page for a list of product offerings for each program				
Access to New Product Features	Get ongoing access to new features and upgrades as soon as they're released for no extra charge	Included	Get ongoing access to new features and upgrades as soon as they're released for no extra charge, and deploy only when you're ready	Optional for eligible perpetual products	Upgrade licenses or Upgrade Plan (on eligible products) available for purchase
Software and Deployment Management	<ul style="list-style-type: none"> Simple management and deployment through the Admin Console Package apps using Adobe Creative Cloud Packager and the Adobe Customization Wizard 	<ul style="list-style-type: none"> Personalized orientation call and dedicated Technical Support Manage users and provision entitlements with Adobe Enterprise Dashboard Package apps using Adobe Creative Cloud Packager and the Adobe Customization Wizard 	Deploy and manage through Adobe's Licensing Website (LWS) and Creative Cloud Packager	Deploy and manage through LWS	Deploy and manage through LWS
Support	<ul style="list-style-type: none"> Creative Cloud for education Complete: Two 1-on-1 sessions with an Adobe product expert per year Adobe Acrobat Document Cloud: 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 ability to schedule 10 1-on-1 60-minute Expert Services sessions per year 	Not available	Available for purchase	Available for purchase
How to Buy	Adobe Authorized Education Reseller or select Adobe call centers	Contact your Adobe Account Executive	Adobe Authorized Education Reseller	Adobe Authorized Education Reseller	Adobe Authorized Education Reseller
Minimum Initial Purchase	None	Request a consultation	Small schools: 20 FTE Large schools: 70 FTE Legal entity**: 300 FTE	5,000 points	One license

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

**Legal entity: A legal entity having responsibility for the procurement and contract management of multiple primary and secondary schools (for example: district, county, state, or other education government agency).

Adobe products available in each program†

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<p>Creative Cloud for education</p> <p>Get the complete set of Creative Cloud apps and services or choose a single-app plan for individuals or computers. Both include extras that make setup and management fast, easy, and flexible. Online services for named-user licenses only.</p> <p>Adobe Acrobat Pro DC</p> <p>All-new Adobe Acrobat Pro DC with Adobe Document Cloud services includes completely reimagined PDF tools that let students, faculty, and staff create, edit, sign, and track documents in the classroom, at the office, or on the go.</p>	<p>Creative Cloud for enterprise, Adobe Document Cloud, and other products</p> <p>Creative Cloud for enterprise brings together everything you need to empower faculty, staff, and students across your institution to do their greatest work. Get the latest versions of creative apps and services along with centralized license management tools to help IT easily manage your deployment.</p> <ul style="list-style-type: none"> Adobe Creative Cloud for enterprise Document Cloud for enterprise—Premium Document Cloud for enterprise—Pro Document Cloud for enterprise—Standard Adobe Presenter Licensed Adobe eLearning Suite Adobe Premiere Elements Adobe Photoshop Elements Adobe Captivate <p>Photoshop Elements, Premiere Elements, and Captivate bundle</p>	<p>Creative Cloud desktop apps</p> <p>The Creative Cloud product offering under EEA provides access to specific creative apps and Acrobat Pro DC (without services or storage) frequently used by primary and secondary schools.</p> <p>Optional add-on bundles</p> <p>Bundle 1:</p> <ul style="list-style-type: none"> Presenter Captivate <p>Bundle 2:</p> <ul style="list-style-type: none"> Premiere Elements Photoshop Elements 	<p>Acrobat Pro DC and other products</p> <ul style="list-style-type: none"> Acrobat Pro DC Acrobat Standard DC Adobe Media Server family Adobe Technical Communication Suite Captivate Adobe ColdFusion family Adobe Contribute Adobe Director Adobe eLearning Suite Adobe Flash Builder family Adobe Font Folio Adobe FrameMaker family Adobe FreeHand Adobe LeanPrint family Adobe PageMaker Plus Photoshop Elements Photoshop and Premiere Elements bundle Premiere Elements Presenter Licensed Adobe RoboHelp Office Adobe Type Classics for Learning 	<p>Acrobat Pro DC and other products</p> <ul style="list-style-type: none"> Acrobat Pro DC Acrobat Standard DC Adobe Media Server family Adobe Technical Communication Suite Captivate ColdFusion family Contribute Director eLearning Suite Flash Builder family Font Folio FrameMaker family FreeHand LeanPrint family PageMaker Plus Photoshop Elements Photoshop and Premiere Elements bundle Premiere Elements Presenter Licensed RoboHelp Office Type Classics for Learning

For more information:
 Call 800-656-7702 or email info@smstechsolutions.com



† 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. Adobe, the Adobe logo, Adobe Premiere, Acrobat, Captivate, ColdFusion, Contribute, Creative Cloud, Creative Suite, Director, Flash, Flash Builder, Font Folio, FrameMaker, FreeHand, InDesign, PageMaker, Photoshop, and RoboHelp are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.
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