

# Adobe Buying Programs Comparison Guide

## for Commercial and Government organizations

### Value Incentive Plan (VIP)

Subscription licensing with term-length options and loyalty rewards

### Enterprise Term License Agreement (ETLA)

Tailored for your enterprise-wide needs in a 3-year agreement

Customer profile	Organizations that want flexibility to meet evolving needs and access to the latest Adobe apps, tools, and services	A 3-year agreement with cloud and desktop offerings designed for large enterprises
License type	Subscription	Term
Agreement term	1 to 3 years*	3 years
Discounts	Available through VIP Select	Negotiable
Products (See full list on following page)	Adobe Creative Cloud, Adobe Acrobat DC, Adobe Stock for teams, Adobe Captivate, Adobe Presenter, and Adobe Presenter Video Express	Creative Cloud for enterprise, Adobe Document Cloud for enterprise, Adobe Captivate, Adobe Presenter, and Adobe Stock for enterprise
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	Online tool to easily manage licenses, users, and deployment	Online tool to easily manage licenses, users, and deployment
Support	Support included; varies by product	Support included; varies by product
How to buy	Adobe Authorized Reseller or select Adobe call centers	Contact your Adobe Account Executive

### Cumulative Licensing Program (CLP)

Volume licensing program for purchase of desktop products

### Transactional Licensing Program (TLP)

One-time purchases of desktop products— with no contracts

Customer profile	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
License type	Perpetual*	Perpetual
Agreement term	2 years	None
Volume discount	Available cumulatively	None
Products (See full list on following page)	Acrobat 2017 (desktop version only) and other desktop products	Acrobat 2017 (desktop version 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 Reseller	Adobe Authorized Reseller

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

## Adobe products available in each program\*

### Value Incentive Plan (VIP)



Creative Cloud for teams  
Creative Cloud for enterprise



Acrobat Pro DC for teams  
Acrobat Pro DC for enterprise



Acrobat Standard DC for teams  
Acrobat Standard DC for enterprise



Adobe Presenter



Adobe Technical  
Communication Suite



Adobe Stock for teams



Adobe RoboHelp family



Adobe FrameMaker family



Adobe Captivate



Adobe Presenter Video Express

### Enterprise Term License Agreement (ETLA)



Creative Cloud for enterprise



Adobe Document Cloud for enterprise



Adobe Stock for enterprise



Adobe RoboHelp family



Adobe Captivate



Adobe Presenter



Adobe Technical Communication Suite



Adobe FrameMaker family

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



Acrobat Pro 2017 (desktop only)



Acrobat Standard 2017  
(desktop only)



Adobe Technical  
Communication Suite



Adobe Captivate



Adobe ColdFusion family



Adobe Flash Builder family



Adobe Font Folio



Adobe FrameMaker family



Adobe FreeHand



Adobe Photoshop Elements



Photoshop and Premiere  
Elements bundle



Adobe Photoshop Lightroom



Adobe Premiere Elements



Adobe Presenter Licensed



Adobe Presenter  
Video Express



Adobe RoboHelp family

For more information, visit [www.adobe.com/howtobuy/buying-programs.html](http://www.adobe.com/howtobuy/buying-programs.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.

**Note:** VIP offerings in the People's Republic of China (PRC) include Creative Cloud for teams All Apps and Creative Cloud Single Apps. If purchasing licenses in the PRC, please contact a reseller in the PRC.

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