



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	Adobe Sign	Adobe Substance

Enterprise Term License Agreement (ETLA)

				
Creative Cloud for enterprise	Adobe Document Cloud for enterprise	Adobe Stock for enterprise	Adobe RoboHelp family	Adobe Sign
				
Adobe Captivate	Adobe Presenter	Adobe Technical Communication Suite	Adobe FrameMaker family	Adobe Substance

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

* 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 and Creative Cloud for enterprise. If purchasing licenses in the PRC, please contact a reseller in the PRC.

Adobe, the Adobe logo, the Adobe PDF logo, the Creative Cloud logo, Adobe Premiere, Acrobat, Captivate, ColdFusion, Creative Cloud, Flash, Flash Builder, Font Folio, FrameMaker, FreeHand, Illustrator, InDesign, Lightroom, Photoshop, and RoboHelp are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2020 Adobe. All rights reserved. 3/20