

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

Transactional Licensing Program (TLP)

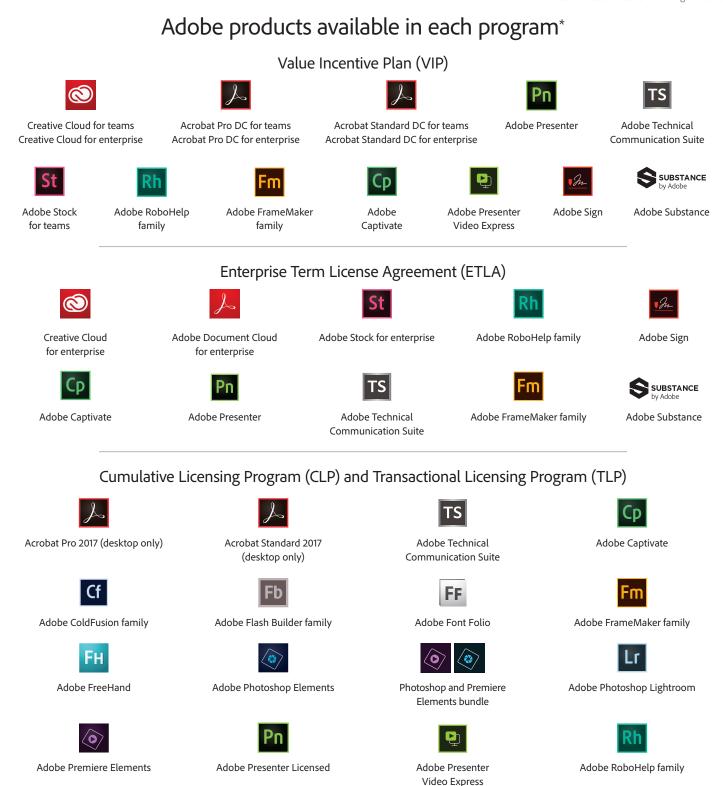
Organizations that want flexibility to meet evolving needs and access to the latest Adobe apps, tools, and services	A 3-year agreement with cloud and desktop offerings designed for large enterprises
Subscription	Term
1 to 3 years*	3 years
Available through VIP Select	Negotiable
Adobe Creative Cloud, 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 features and upgrades as soon as they're released	Access to new features and upgrades as soon as they're released
Online tool to easily manage licenses, users, and deployment	Online tool to easily manage licenses, users, and deployment
Support included; varies by product	Support included; varies by product
Adobe Authorized Reseller or select Adobe call centers	Contact your Adobe Account Executive
	access to the latest Adobe apps, tools, and services Subscription 1 to 3 years* Available through VIP Select Adobe Creative Cloud, Adobe Acrobat DC, Adobe Stock for teams, Adobe Captivate, Adobe Presenter, and Adobe Presenter Video Express Access to new features and upgrades as soon as they're released Online tool to easily manage licenses, users, and deployment Support included; varies by product

Cumulative Licensing Program (CLP)

Volume licensing program for One-time purchases of desktop productspurchase of desktop products with no contracts Customer profile Organizations that want to extend discount levels globally and to Organizations that want administrative simplicity and a quick and their affiliates and subsidiaries easy one-time transaction License type Perpetual* Perpetual Agreement term 2 years None Volume discount Available cumulatively None Products Acrobat 2017 (desktop version only) and other desktop products Acrobat 2017 (desktop version only) and other desktop products (See full list on following page) Optional for eligible desktop products Optional for eligible desktop products Access to new product features Deploy and manage through Adobe's Licensing Website (LWS) Deploy and manage through Adobe's Licensing Website (LWS) License management Available for purchase Available for purchase Support Adobe Authorized Reseller Adobe Authorized Reseller How to buy

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

Adobe Buying Programs comparison guide for Commercial and Government organizations



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.

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