



Adobe Buying Programs

# Adobe VIP Program Guide

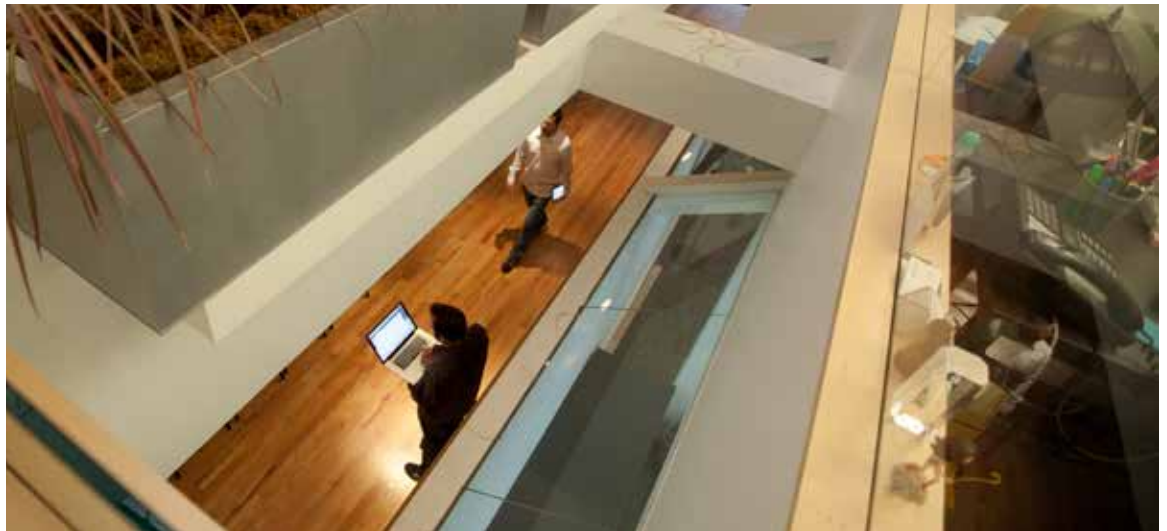
## Commercial and Government

June 26, 2019

Simplify licensing across the organization while saving through volume discounts.

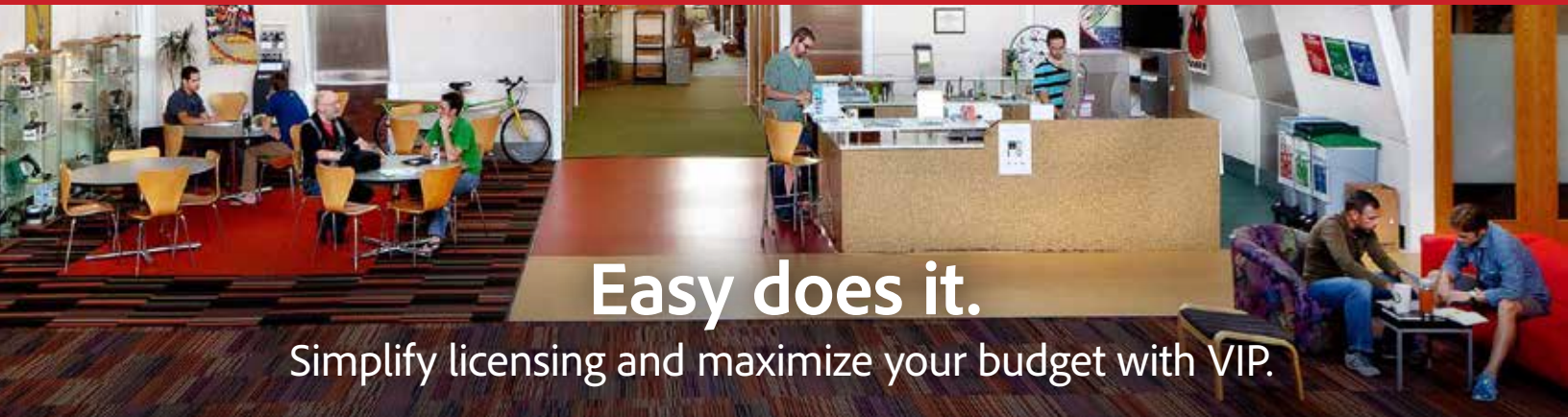
The Adobe Value Incentive Plan (VIP) is a subscription licensing program that makes it convenient for organizations of all sizes to purchase, deploy and manage Adobe products.

**Note:** Educational institutions and nonprofits should use the Education version of the *Adobe VIP Program Guide*.



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# Easy does it.

## Simplify licensing and maximize your budget with VIP.

The Adobe Value Incentive Plan (VIP) is a subscription licensing program with simple and secure management capabilities, flexible terms that give you lots of choices, and discount levels that increase as you make additional purchases. And qualified Members can save even more with VIP Select.



### Easy access to Adobe subscription apps and services

VIP helps organizations of all sizes manage licenses of industry-leading Adobe apps like Creative Cloud, Acrobat DC, Adobe Stock, Captivate, and Presenter Video Express.



### Term of your choice—annual or extended—with lots of flexibility

You choose the length of the subscription term—1 year, 18 months, or longer.

VIP is ideal for organizations of all kinds, from small work groups to entire enterprises.



### VIP for enterprise-wide needs

It's a given that large organizations have rapidly expanding and evolving needs. VIP is designed to meet those changing needs. Membership is ongoing, managing users and licenses is easy with the Admin Console, and, as purchases increase, VIP Select offers even greater savings.



### VIP for IT

VIP is full of features that make IT's life easier. Whether assigning licenses to 3 or 300 employees, deployment is a snap with the Admin Console, and it's easy to assign or unassign licenses at any time. And advanced 24/7 tech support ensures deployments keep running.



### VIP for government needs

Whether a department or agency needs a few licenses or hundreds, VIP has an option to fit a limited budget, align with that budget's cycles, and meet stringent security standards. With a centralized license management tool, you can easily and securely administer licenses and monitor storage.



### VIP for procurement specialists

Scale with ease. There's lower upfront spending, and you get exclusive feature updates at no additional cost. It's easy to adapt as the team grows, and volume purchases lead to more savings. You can choose your Anniversary Date, which means purchases prorate to the same date—and you avoid surprises.

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# Save. On your terms.

Find a VIP option that's right for your organization.

Annual subscription		Extended subscription	
1 year	Subscription length	Up to 3 years	
Pay up front	Payment	Pay up front†	
VIP Select: 10+ licenses		VIP Select: 10+ licenses	
Discount on all purchases	Discount	Discount on all purchases	
Link affiliated VIPs	Payment and subscription length options	Set price* for 3 years with license commitment (paid annually‡) Link affiliated VIPs	

† Education and Government may pay up front for up to 4 years. ‡ 3-year set partner price agreement is not available to customers with pay up-front extended subscription.

\* Specific pricing is always between the Account Manager and the VIP Member. Certain currencies may be affected by fluctuations in exchange rates.

## Here are a few examples of different needs and VIP solutions:

“Excellent licensing, more predictable, affordable costs, and more creative exploration—it’s exactly what our creative and IT teams were looking for.”

*Jon Ostroushko, Mac admin, solutions architect, and creative user, Quality Bicycle Products*

### Discount on all purchases with VIP Select

**Need:** An organization has evolving, expanding software needs and would like added discounts.

**VIP Solution:** With VIP Select, the organization can purchase 10 licenses or more at one time and get a set discount level on all subsequent purchases in a term. And the organization can qualify for even higher discount levels with purchases of 50 or 100 licenses.

### Budget predictability with VIP

**Need:** An organization is on a tight but guaranteed budget, with funding coming at the same time each year.

**VIP Solution:** The organization chooses its annual payment date to align with its predictable influx of technology funding.

### Extended subscription with VIP Select, including a 3-year commit option

**Need:** An organization seeks budget predictability but isn’t certain about exactly how many licenses it will need over the next few years.

**VIP Solution:** In addition to the discount level—on all purchases—with VIP Select, the extended subscription option allows the organization to pay annually with a set price\* on the license quantity defined at the beginning of the agreement. The organization can add additional licenses at the same price for up to three years. And by signing up for 3-year commit, customers get a deeper discount than they would when signing up for 1 year.

### Linked Membership with VIP Select

**Need:** A consortium or affiliated organizations have vastly different software needs but would like to benefit as much as possible from volume discounts.

**VIP Solution:** Linked Membership allows for purchasing and managing licenses separately by the affiliates while ensuring that all qualified affiliates receive the combined high-volume reward of those aggregated purchases. Reaching 10 licenses qualifies for the discounts of VIP Select.

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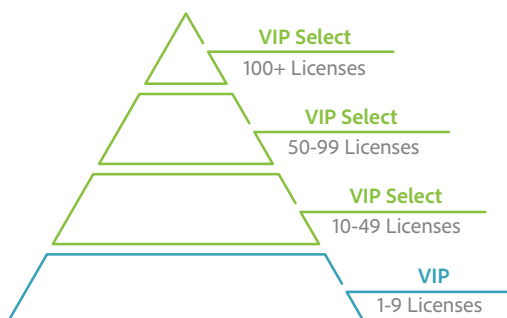
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# Save even more.

VIP Select offers loyalty rewards that can keep on growing.

VIP Members can save even more when they qualify for VIP Select by purchasing 10 licenses\* or more during a subscription term. And they can save on top of that by purchasing 50 or 100 licenses or more.



## VIP discount levels

Discount Level	License Quantity	Discount	Membership Status
4	100+	Yes	VIP Select
3	50-99	Yes	VIP Select
2	10-49	Yes	VIP Select
1	1-9	None	VIP

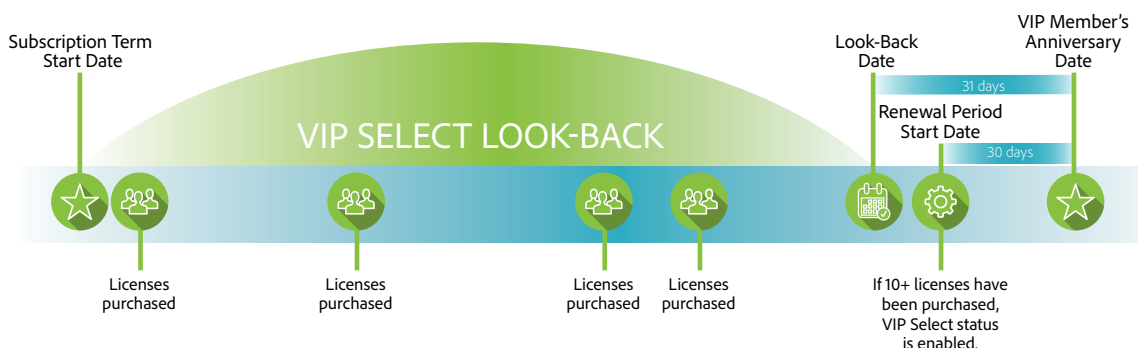
## Look-back as the way to qualify for VIP Select:

### Qualify for VIP Select with a single purchase:

VIP Members with fewer than 10 licenses automatically qualify for VIP Select with a single order of 10 or more licenses. Simply place an order for the minimum license quantity, and your membership will automatically upgrade to VIP Select and the corresponding benefits.

### Qualify for VIP Select at renewal:

If you're looking to order 10 or more licenses over the course of the subscription term, you can qualify for VIP Select with an automated look-back. 31 days before your Anniversary Date, Adobe tallies the total number of licenses purchased during your current subscription term. If this total is more than 10 licenses, subsequent orders of any size qualify for the initial VIP Select discount. Then, of course, the 50- and 100-license thresholds can bring even greater discounts.



\*Standalone Adobe Stock subscriptions do not count toward VIP Select total.

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## VIP Select Members qualify for 3-year commit

After qualifying for VIP Select, your organization has the option to receive set pricing for up to three years when you commit to 10+ licenses.

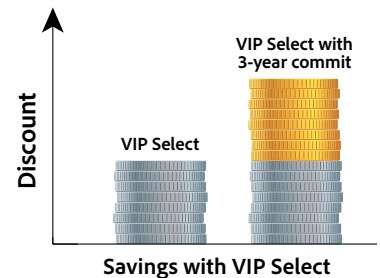
### Allows extended budgeting and multi-year savings—on all purchases

VIP Select with 3-year commit allows budgeting for extended years at a set price\* on a defined license quantity. You qualify for discounting on all VIP purchases during the term (up to 3 years, through 2 renewals). And you can add incremental licenses—while only requiring the committed quantity be maintained.

### Additional discounts with 3-year commit

**For Commercial and Government customers:** Committing to 3 years comes with an even bigger discount than the 1-year subscriptions. When VIP Select Members accept the 3-year commit, their license tier is transitioned to one with additional discounts.\*\*

To learn about specific discounts for each Adobe product, contact your Account Manager, who can show how you can save through higher license quantities and, more significantly, through 3-year commit.



### Steps to getting started with VIP Select with 3-year commit



#### Enroll in VIP

Contact an Account Manager—an Adobe representative or an Adobe Reseller. You can enroll and place your first order at the same time.



#### Qualify for VIP Select

You automatically qualify for VIP Select once you purchase at least 10 licenses—either in a single order or via automated look-back, which determines if you purchased 10 or more licenses during your term.



#### Accept 3-year commit

After qualifying for VIP Select, you will receive a VIP Select welcome email with an offer for your organization to accept 3-year commit.



#### Add licenses at the higher discount level at any time

Purchase new licenses at the higher discount level—the 3-year commit pricing you accepted earlier.

### Examples of 3-year commit agreements

When you accept 3-year commit, you agree to maintain a set number of licenses—at the discounted pricing. You will renew (annually) twice during the 3-year term at the set license quantity. Here are two examples:

**Example A:** Company qualifies for VIP Select with 120 licenses. They immediately accept 3-year commit, agreeing to maintain a minimum of 120 licenses through the committed term. There is no obligation to maintain incremental licenses added after accepting the agreement.

**Example B:** Government department qualifies for VIP Select with 100 licenses. They later add 20 licenses and then accept 3-year commit, agreeing to maintain a minimum of 120 licenses through the committed term.

### Product availability during a 3-year commit subscription term

Adobe is always innovating and may release new products that are available for purchase through VIP at any time. If, after you've joined 3-year commit, a new product is released and becomes available for purchase through VIP, then the initial price of that product will also be included in your 3-year commit pricing.

Adobe may discontinue the availability of a product at any time. If this occurs during a 3-year commit term, a Member will no longer be able to purchase the product after its last sales date.

\* Specific pricing is always set between the VIP Select Member and the Adobe representative or Adobe Reseller.

\*\* Purchasing Consumables does not count towards obtaining VIP Select levels or meeting a Member's 3-year commit license Minimum Number of Licenses commitment.

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“... we are really saving time during the purchase and deployment process. Keeping track of our software inventory has become far easier and the time required to re-assign a license has been reduced by up to 80%.”

*Christopher Lindemann,  
IT department team lead,  
InnoGames*



## VIP Subscription Term Options

With VIP, administration of licenses is very manageable and flexible, with subscription term options to meet your organization's needs. And there's no contract renewal or renegotiation necessary—only licenses need renewing each term, and you can adjust quantity and change products as needed. [See the Renewal section for more information.](#)

### Subscription term options: Annual and Extended

VIP offers three subscription term options to fit your organization's needs:



#### Annual subscription

Annual subscription allows VIP Members to pay up front for a 12-month license subscription. Your Anniversary Date is 12 months after either the date Adobe accepts your initial order or, if earlier, your initial Purchase Authorization Date. **Note:** All terms default to the Annual subscription during the renewal period.



#### Extended subscription: Two options

There are two extended term options available through VIP:

##### Extended paid-up front subscription

Prior to signing up for VIP, customers may choose to pay up front for up to 36 months (48 months for Government Members). This option makes it even easier for you to meet the purchasing and budgeting needs for your organization. With this option, you receive extended license periods and can select an Anniversary Date that aligns with your organization's budget schedule. Please talk to your Account Manager about this option before signing up for VIP. **Note:** All terms default to the Annual subscription during the renewal period.

##### Long-term savings with the VIP Select 3-year commit option

An additional extended term subscription for VIP Select Members includes a 3-year commit option\* that allows your organization to pay annually at a set price\*\* on the license quantity defined at the beginning of the agreement. And by signing up for the 3-year agreement, customers get a deeper discount than they would when signing up for 1 year.

Add additional licenses throughout the subscription term at the discounted price defined on the day you sign the 3-year agreement. An additional amendment is required to sign up for 3-year commit. If eligible, a link to the amendment will appear in the Account Management page on the VIP Admin's Adobe.com profile.

[Learn more about qualifying for VIP Select and choosing the 3-year commit option.](#)

\* 3-year commit is unavailable for VIP Members with an extended paid up front term.

\*\* If transaction is through a reseller, then the member's pricing is determined by the reseller.

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## Enrollment

With VIP, enrollment is simple. Contact your Account Manager (either an Adobe representative or a Reseller—see below\*) to join VIP and order Adobe products.

### How to enroll

To enroll, contact your Account Manager and provide the following basic information:

- Market segment (Commercial or Government)
- Organization name
- Address
- Designated VIP Administrator's name and email

Your Account Manager will then send you an email invitation to join the Value Incentive Plan and you are ready to place an order. The designated VIP Admin must read and accept the VIP terms and conditions to access the Admin Console for license management.

### VIP terms and conditions

The invitation to join the Value Incentive Plan will contain terms and conditions that must be accepted by the VIP Member. Once the terms and conditions have been accepted, your institution is given administrative access to the license management tool (Admin Console).

### VIP ID: It's your organization's account ID

A VIP ID is a unique identifying number that designates your organization as a member of the VIP program. Your VIP ID is issued the day the invitation to join VIP is sent by your Account Manager. You should keep track of your VIP ID and provide it to your Account Manager(s) prior to purchasing any licenses. This number will remain in effect as long as your organization chooses to participate in VIP.

### Your initial order

Once your organization receives a VIP ID, you can then place your initial order directly with an Account Manager. You can order at the time of enrollment or anytime after. The Anniversary Date is automatically calculated as twelve months (12 months) after either the date Adobe accepts your initial order or, if earlier, your initial Purchase Authorization Date.

\*Important: "Account Manager" means either (i) Reseller, if a transaction is through a reseller, or (ii) Adobe representative, if a transaction is direct with Adobe.

### Tip

When a VIP ID is assigned to an organization, this single VIP ID should be used for all orders placed during the subscription term. If Adobe or a Reseller submits a new enrollment for an existing VIP Member, and a new VIP ID is created, the organization will have two different accounts and cannot combine license totals to receive a higher discount level. If multiple VIP IDs for one organization are appropriate, they can be managed by one VIP Admin in the license management tool (the Admin Console).

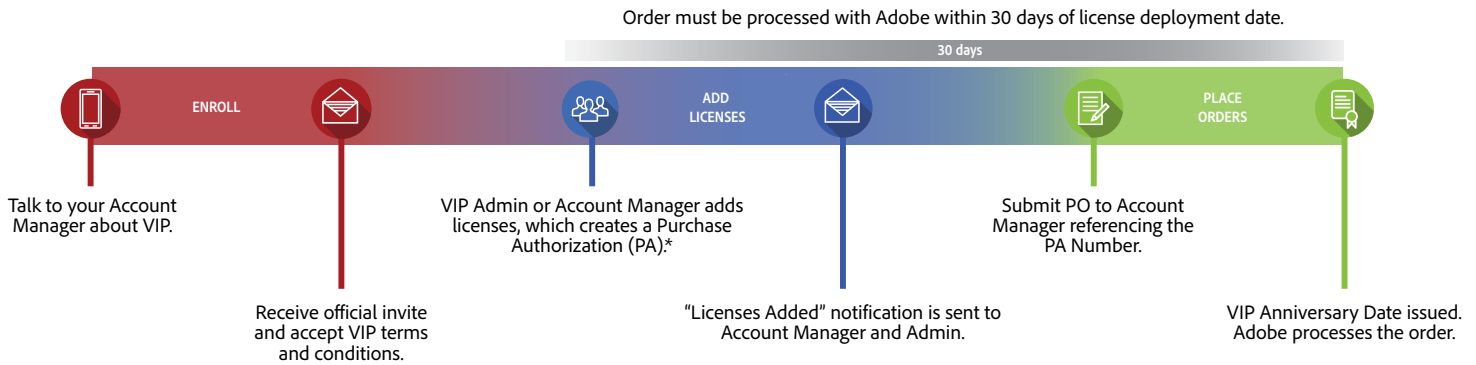
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## Getting started with VIP: It's quick and easy

Joining VIP and then purchasing software licenses is simple and quick. The first easy step: Contact an Account Manager (either an Adobe representative or an Adobe Authorized Reseller) to request membership. You don't have to be a huge organization to join—even teams ordering a few licenses benefit from VIP Membership.



### Enrollment

1. Talk to your Account Manager about your product and purchasing needs.
2. Designate a VIP Admin. This is the first person with access to your organization's license management tool (the Admin Console), where they can manage licenses and users. The VIP Admin will need an Adobe ID to associate with the VIP ID. Use an existing Adobe ID or create a new one.
3. The VIP Admin will receive an official invitation to VIP and a VIP ID via email.
4. Accept VIP Terms and Conditions.



### Adding Licenses

1. Add licenses—through the Admin Console or with your Account Manager—and place your initial order.\*\*
2. Add licenses at any time throughout your subscription term with ease through the Admin Console.



### Payments and Renewals

1. You must make payment or issue a purchase order for the initial licenses within 30 days of receiving your VIP ID.
2. Renew at the end of your term, placing renewal orders within the 30 days before the Anniversary Date. You can change products or conduct partial renewals at this time.

### Ready to get started?

With VIP, you can budget more predictably, lower your up-front costs, and leverage volume discounts. Set your own Anniversary Date to align your buying cycle, and rest assured that your software will always be in compliance.

Call Adobe at 800-915-9428 or contact your [Adobe Authorized Reseller](#).

\* Adding licenses or creating a Purchase Authorization (PA) may not be available for all products. Contact your Account Manager for more information.

\*\* Enterprise and device licenses are not available for purchase through VIP in the People's Republic of China (PRC).

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"[The] Admin Console keeps everything organized, and adding new seats is easy."

*Justin Lang,  
senior technical  
production manager,  
Sympoz*



## Adding and Deploying Licenses

Once you are enrolled in VIP, adding and deploying licenses is easy. Using the Admin Console, you can inform users that the software has been deployed for them. To support flexible project management, you can also easily assign and unassign users.



### Tip

If the person who is being assigned licenses has an Adobe ID, please use the email address associated with that person's Adobe ID.

### License management made easy via the Admin Console

Organizations that purchase team or enterprise products through VIP have access to the Admin Console—a centralized management tool for easily administering licenses, monitoring storage, and more. Enterprise product offerings provide an IT Admin with additional features for group management, product organization, and controlling access levels.

See the [Admin Console Help](#) pages on Adobe.com for information on managing products.

### Adding licenses

Named-user licenses are the standard license type available through VIP. This license assigns Adobe apps and services to a specific user as opposed to a device. Orders may be placed by VIP Members at any time throughout the VIP subscription term. Members may contact their Account Manager, or an admin may indicate their intent to purchase by adding licenses in the Admin Console, and then submitting an order to their Account Manager.

**Note:** The VIP Member may appoint its Account Manager as an additional administrator to help manage the Member's account, but an Account Manager may not serve as the primary administrator.

### Product options for VIP

#### Creative Cloud, Acrobat DC, Adobe Stock for teams, Captivate, and Presenter Video Express

- Ideal for small to midsize businesses and departments, though suitable for many large organizations
- Admin Console for license management: add, deploy, and manage all licenses and add or reassign users
- Expert training and advanced support
- Hassle-free deployment

#### Creative Cloud and Acrobat DC for enterprise, Captivate, and Presenter

- Ideal for midsize businesses or departments and large organizations that want enterprise-grade capabilities
- Requires advanced IT requirements and a solid, internal IT infrastructure
- Admin Console for license management: add or change users as needed, and reassign assets to new users as the workforce shifts
- Expert 1:1 training sessions
- Federated ID/SSO to protect your IP

For a full, up-to-date listing of product options for VIP, see the [Buying Programs Comparison Guide](#).

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VIP Members have the ability to add licenses of available products directly through the Admin Console for immediate deployment. Once licenses have been added, they are considered deployed, regardless of whether the licenses have been assigned to specific users. Each license ties the usage of Adobe apps and services to an individual user. Members may also place their product orders directly with Adobe or their Reseller prior to deployment. Each license has two allowed activations, except for Feature Restricted Licensing Products which may only be activated on one device.

Commercial and government Software Products are licensed on a per user basis, meaning the Member must purchase one license for each person. Feature Restricted Licensing Products may only be activated on one device and do not include Services.

### Important

Reminder: Although your organization can add licenses through the Admin Console, you still must work directly with Adobe or your Reseller to submit a purchase order for any licenses that have been added or deployed. Failure to do so may result in licenses being suspended.

### **Purchase Order or payment must be received within 30 days of adding licenses**

VIP Members must issue a purchase order or make payment for licenses within 30 days of licenses being added. If Adobe has not received your order within that time, you will be unable to add additional licenses or products. If your organization does not issue a purchase order for added or deployed licenses within 60 days, Adobe has the right to suspend access to those license(s).

### Removing licenses

License purchase authorizations may be removed from your organization's membership within 30 days of being added. Please contact Adobe or your Reseller to remove licenses. After 30 days, licenses may not be removed.

### Deployment management

Deployment management is one of the key features of VIP. VIP Administrators have the ability to view information about deployed/added licenses, such as which individuals currently have deployed licenses, and the number of licenses purchased vs. the number of licenses deployed. VIP Admins may assign, unassign, and reassign licenses from the Admin Console.

### Assigning licenses

After adding licenses from the Admin Console, the VIP Admin has the ability to assign the added licenses to specific users. The Admin may add users to the console individually or through a bulk upload process. Once the users are added, the Admin can assign product entitlements. The assigned user(s) will receive a welcome email notifying them of their access to the product(s).

### Returns

- Returns are accepted if the entire purchase order is returned, and if the licenses are not currently in use.
- The VIP Member does not agree with the terms and conditions of the End-User License Agreement.
- Purchases made under a VIP membership may be returned for one of the following reasons only:
  - The wrong product, platform, or quantity was purchased. (This could include Adobe providing the item requested on Adobe's or the Reseller's purchase order, but this information does not match what the VIP Member ordered.)
  - The VIP Member receives a duplicate shipment or duplicate billing (due to a duplicate purchase order from Adobe or the Member's Reseller).

### Important

Adobe must approve and issue a Returned Materials Authorization (RMA) for any return request. The VIP Member must make the return request with Adobe or their Reseller within 14 days of placing the order with Adobe or their Reseller. The request must state the reason for the return and provide proof of the original order date.

### Cancellation of VIP Membership and Changes in Terms

Once you are enrolled in VIP, your membership remains effective until you choose to leave the program by giving a 30-day notice of cancellation, Adobe terminates the program, or Adobe terminates the membership due to a breach of program terms and conditions. The program terms and conditions are subject to change at any time. You will be presented with updated terms and conditions the next time you log in if there are any changes.

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“Our licensing costs were cut by more than 20% in comparison to desktop software. We will continue to use Adobe Creative Cloud for teams. It is now a part of our core infrastructure for inventing and delivering new creative businesses and catering faster and better to our clients.”

— Kwangyoon Won, director of sales division, Gabia

## Regional deployment

VIP Members must purchase for the country where their team members reside (for team members residing in the European Economic Area, “country” shall mean the European Economic Area). To the extent there is inconsistency between this restriction and terms stated in an applicable end-user license agreement, this restriction shall govern.

### ★ Example

ABC Company is based in the United States. However, some of its employees reside in France, and others live in Japan. ABC must purchase European licenses for its employees residing in France, and Japanese licenses for those employees residing in Japan.

If you purchase products via Adobe or an Adobe Authorized Reseller, you must do one of the following:

- Purchase all licenses centrally from Adobe or the Reseller, who is authorized to sell in all regions. You must specify the number of licenses for each country where you are deploying.
- Have ABC Company’s local offices in France and Japan buy from Adobe or their local Resellers (using the same VIP ID that was initially assigned for ABC Company).

## VIP in China

Customers purchasing licenses for use in the People’s Republic of China (“PRC”) are subject to the following rules and restrictions. Members must use a separate VIP agreement to purchase licenses for use and deployment in the PRC (a “China VIP Agreement”). A China VIP Agreement may not be used to purchase licenses for deployment in any other country or region. Licenses for use in the PRC must be purchased through an Adobe Authorized Reseller located in the PRC. For products available for license and deployment in the PRC, please see the [Buying Programs Comparison Guide](#). Services are not currently included in licenses offered for use and deployment in the PRC.

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## Dates

With VIP, dates are important for the ongoing management and renewal of licenses. For example, once your organization enrolls and makes an initial order, an Anniversary Date will be established to determine when licenses must be renewed.

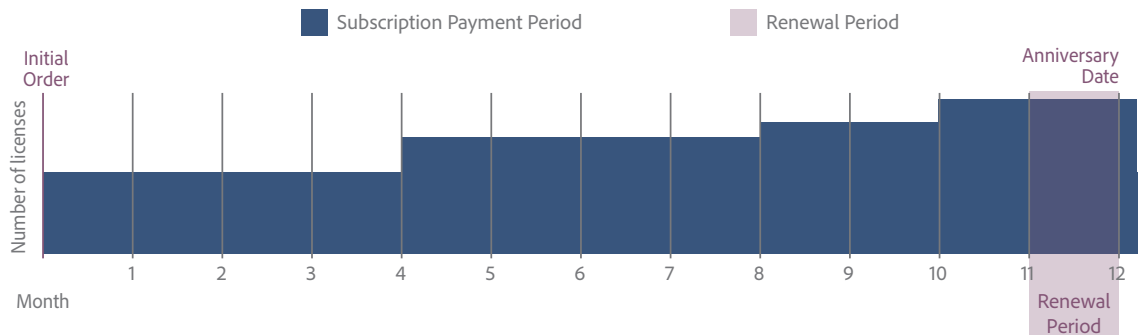
### Anniversary Date

The Adobe VIP Anniversary Date is an important part of the VIP program. The Anniversary Date affects several key factors:

- It serves as the date each year when all subscription licenses must be renewed.
- It determines when all licenses purchased throughout the subscription year co-terminate.
  - Note:** Subscriptions begin on the day licenses are added, and expire the day prior to the Anniversary Date. (See [Renewal section](#) for more info.)
- It determines the Monthly Proration Date. (See section below.)
- It serves as the basis for any monthly proration calculations.

The Anniversary Date is automatically calculated as twelve months (12 months) after either the date Adobe accepts your initial order or, if earlier, your initial Purchase Authorization date. For example, if Adobe accepts the first order from ABC Company on January 16, 2018, the company would have its first Anniversary Date on January 16, 2019.

### Timeline for establishing a VIP Anniversary Date



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## Monthly Proration Date

The cost of licenses is prorated so you pay only for the number of months used. There are no partial-month subscriptions, and VIP makes this adjustment to a full month by using the Anniversary Date to set the monthly proration start date.

Regardless of the month the license is added, the Monthly Proration Date (the date by which the license subscription is calculated) will always begin on the same date of the month as the Anniversary Date and end the day before the Anniversary Date. For example, if the Anniversary Date is January 15, 2019, the Monthly Proration Date would be the 15th of each month.

### Example

XYZ Company, which has an upcoming Anniversary Date of February 16, 2019, adds additional licenses on October 1, 2018. The company's Monthly Proration Date is the 16th of the month. Therefore, XYZ Company is charged for 4 months of subscription (October 16, 2018–February 15, 2019). In this example, the new users have 15 days in October when they can use the software before the paid period.

## Paid Period

The paid period for VIP Members is the period of time members pay for use of their licenses each year. The paid period begins on the Monthly Proration Date and always ends (co-terminates) on the day before the VIP Anniversary Date.

### Important

- You will always be charged for a full month, regardless of when you added licenses.
- It is possible that licenses are added prior to the actual start day of the paid period. Members always have access to use their software immediately.

## Anniversary Dates and Consumable Products

Some Products, such as Stock Credits, are Consumables. Consumables are purchased, used, and then more may be purchased again. Consumables are different than a named-user or device-based licenses that allow for access and use of the Products during the Subscription Period. Consumables, by default, expire at the end of your Subscription Period. However, some Consumables have expiry dates and purchase cycles that may not align with your VIP Membership's Anniversary Date and current Subscription Period. Please contact your Account Manager or see the specific Product terms for more information. One example of a Consumable that does not expire on the last day of your existing Subscription Period is Stock Credit Packs for team.

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## Renewal

Renewing licenses is a smooth process for your organization's VIP Admins, who are notified via the Admin Console and by email as the Anniversary Date approaches. When renewing, there's a lot of flexibility: you can change products, make partial renewals, and adjust your license quantity.

### Renewing licenses

All licenses purchased through VIP must be renewed by the Anniversary Date each year in order for your organization to continue using the products. Contact Adobe or your Reseller to place a renewal order. Any licenses for which no renewal order has been placed will be removed.

### Renewal period

Renewal orders can be placed 30 days prior to the Anniversary Date and are due on the Anniversary Date. During this time, you may place your renewal orders through Adobe or your Reseller.

### Renewal notifications

VIP Admins will begin receiving email notifications from Adobe at the following intervals:

- 30 days prior to the Anniversary Date (time to renew)
- On the Anniversary Date (renewal past due)
- If no purchase order is processed, customer will be notified before access to their software is removed.

### Renewing all licenses

VIP Members who wish to renew all of their existing licenses should contact Adobe or their Reseller to obtain a quote for all of the organization's licenses due for renewal. No additional action is required in the Admin Console.

When the VIP Admin logs into the Admin Console, an alert will appear notifying the Admin of the approaching Anniversary Date with the suggestion to contact Adobe or the Reseller to place a renewal order.

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## Changing products at the Anniversary Date

If you wish to change products at the time of the Anniversary Date, you may do so when placing a renewal order with Adobe or your Reseller. After the order has been processed by Adobe, you must:

1. Use the Admin Console to designate which users of the existing product(s) to you wish to deprovision.
2. Assign licenses within the Admin Console for any new products added.

## Partial renewal

If you wish to renew only some of your licenses during a renewal period, you will need to contact Adobe or your Reseller to place your order. The VIP Admin must select the licenses to be removed in the Admin Console within 30 days of the Anniversary Date. If you do not select which licenses to remove, Adobe will automatically remove licenses based on the following:

1. Licenses that have never been assigned
2. The most recently assigned licenses

## Expiration of licenses

Licenses not renewed by the Anniversary Date are considered expired and will be removed from the account.

To reactivate licenses after they have been removed from the Admin Console, a new order must be placed. The VIP Admin will then re-assign the license to the end-user, who must then re-sync their storage from Adobe.com.

## Removing licenses

If you do not renew your licenses, Adobe will automatically remove licenses within 31 days past due, in the following order until the appropriate number of licenses is reached:

1. Licenses that have never been assigned
2. The most recently assigned licenses.

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## Support and Resources

Before and after your enrollment in VIP, Adobe or Adobe Authorized Resellers can provide you the information and support you need to help your organization fully benefit from the program.

### Additional online resources for organizations

[Creative Cloud for teams](#)

[Creative Cloud for enterprise](#)

[Creative Cloud Packager help](#)

[Adobe Acrobat DC](#)

[Admin Console](#)

[Adobe Value Incentive Plan VIP Terms & Conditions](#)

[Adobe Buying Programs](#)

### Customer Care

For program support, please contact your Adobe Account Manager—or Adobe licensing Customer Care at 1-800-915-9428. Outside the U.S. and Canada, click on the corresponding location:

- [Australia](#)
- [Austria, Germany, Switzerland \(German speaking\)](#)
- [Belgium, France, Switzerland \(French speaking\)](#)
- [Italy, Switzerland \(Italian speaking\)](#)
- [Japan](#)
- [Latin America](#)
- [Netherlands](#)
- [New Zealand](#)
- [South East Asia](#)
- [Spain](#)
- [Sweden](#)
- [United Kingdom](#)

All other locales go to [Adobe Buying Programs Help](#) for additional contact information or contact your organization's local Reseller.

### Learn more about VIP:

Contact an Adobe representative at 800-915-9428.

[Find an Adobe Authorized Reseller.](#)

#### Jump to other sections:

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