



# Adobe Volume Licensing programs: At-a-glance comparison guide

This guide describes the three Adobe Volume Licensing (AVL) programs—Transactional Licensing Program (TLP) 5, Cumulative Licensing Program (CLP) 5, and Adobe Enterprise Agreement (EA) 2—to help you choose the program that works best for your organization.

	TRANSACTIONAL LICENSING PROGRAM (TLP) 5	CUMULATIVE LICENSING PROGRAM (CLP) 5	ADOBE ENTERPRISE AGREEMENT (EA) 2
ORGANIZATION TYPE			
<b>Size</b>	<ul style="list-style-type: none"> <li>• Small organizations (1–249 workstations)</li> <li>• Enterprise, government, and education organizations that want to avoid a contractual agreement</li> <li>• Growing organizations that have purchased shrinkwrapped products in the past and expect a price discount over retail based on reasonable volume licenses</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to large enterprise businesses, creative agencies, or organizations</li> <li>• Large international conglomerates that would like to aggregate and centralize their purchases while extending their discount level</li> <li>• Organizations that spend a lot of time and resources managing and deploying licenses</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to large enterprise businesses, creative agencies, or organizations</li> <li>• Large international conglomerates that would like to aggregate and centralize their purchases while extending their discount level</li> <li>• Organizations that spend a lot of time and resources managing and deploying licenses</li> </ul>
<b>Type</b>	Commercial, government, and education	Commercial, government, and education	Commercial and government
<b>Structure</b>	<ul style="list-style-type: none"> <li>• Organizations that often purchase at the department or workgroup level</li> <li>• Organizations that have a decentralized buying environment</li> </ul>	<ul style="list-style-type: none"> <li>• Organizations with policies that support centralized purchasing</li> <li>• Organizations that want to extend discount levels globally and to their affiliates and subsidiaries</li> </ul>	<ul style="list-style-type: none"> <li>• Organizations with policies that support centralized purchasing</li> <li>• Organizations that want to extend discount levels globally and to their affiliates and subsidiaries</li> </ul>
<b>Software strategy</b>	<ul style="list-style-type: none"> <li>• Organizations interested in moving from shrinkwrapped purchases to a more cost-effective transactional model</li> <li>• Organizations with an immediate need for products and want to avoid potentially cumbersome internal approval processes</li> </ul>	<ul style="list-style-type: none"> <li>• Organizations that are committed to Adobe technology as part of their business strategy and want to maximize their volume software discounts</li> <li>• Organizations that want to improve control over expenses and management of software assets</li> </ul>	<ul style="list-style-type: none"> <li>• Organizations that are committed to deploying Adobe technology as a standard part of their business strategy and, in return, will be rewarded with maximum volume discounts on Adobe® Acrobat® and Adobe Creative Suite® software and support</li> <li>• Organizations that want to standardize on the same version of Acrobat or Creative Suite software across their entire organization</li> <li>• Organizations that want predictable pricing based on their initial volume order</li> <li>• Organizations that want optimal control over expenses and management of software assets, upgrades, and support</li> </ul>

TRANSACTIONAL LICENSING PROGRAM (TLP) 5

CUMULATIVE LICENSING PROGRAM (CLP) 5

ADOBE ENTERPRISE AGREEMENT (EA) 2

PROGRAM BENEFITS

**Reduce your software costs**

- Save over retail prices
- Take advantage of increased discounts as your order increases

- Get deeper savings on Adobe software than with TLP today and in the future with a two-year commitment and minimum purchase order
- Achieve budget predictability through two-year membership and optional Upgrade Plan
- Increase your savings as you accumulate points because all subsequent orders add to your overall point total
- Enable affiliates worldwide to receive the same discount level and contribute to your purchase points total

- Get the most substantial savings on Acrobat and Creative Suite software of any AVL program
- Achieve predictable pricing for three years
- Get additional discounts when you standardize on software from the Acrobat Family across 100% of the computers in your organization
- Set your EA discount tier based on your existing CLP level and the number of licenses in your initial EA purchase plus Maintenance and Support
- Earn CLP points and thus potentially improved pricing on products not offered through EA 2
- Annualize upgrade costs for the duration of your three-year enrollment
- Enable affiliates worldwide to receive the same discount level and contribute to your CLP purchase points total

**Simplify software deployment and management**

- Streamline deployment with quick and easy one-time order placement and fulfillment
- Get one comprehensive license certificate with all serial numbers, quantity of units, platforms, and product licenses included
- Enjoy one simple and flexible purchase transaction
- Easily track and manage your Adobe software licenses through Adobe's Licensing Website

- Deploy additional licenses as you need them throughout the month and then simply include them on one monthly purchase order
- Keep track of and deploy licensed software easily
- Simplify software license management with Upgrade Plan, which runs concurrently with your CLP 5 membership period
- Easily track and manage your Adobe software licenses through Adobe's Licensing Website

- Deploy additional licenses as needed and settle those license fees with annual true-ups
- Standardize on the same version of Acrobat or Creative Suite software across your entire organization
- Get comprehensive support coverage to maximize productivity and minimize risks
- Get automatic upgrades of your licensed products with Maintenance coverage
- Easily track and manage your Adobe software licenses through Adobe's Licensing Website

**Enjoy greater flexibility**

- No minimum order size
- Make volume purchases with no long-term contract
- See savings automatically applied to your transactions
- Order through your reseller
- Available worldwide

- Place orders of any size (after your initial qualifying order) quickly and easily at any time during your membership period
- Give affiliates the flexibility to purchase licenses and support locally while taking advantage of the combined purchasing power of the worldwide organization
- Enroll in or renew membership online for maximum convenience
- Order through your reseller
- Available worldwide

- Complements the Adobe CLP 5 program
- Enroll or renew online for maximum convenience
- Order from your reseller
- Simplify license deployment by utilizing the same serial numbers for all licenses of the same product, version, language, and platform
- Available worldwide\*

\* EA 2 is not available in certain Asian countries.

	TRANSACTIONAL LICENSING PROGRAM (TLP) 5	CUMULATIVE LICENSING PROGRAM (CLP) 5	ADOBE ENTERPRISE AGREEMENT (EA) 2
<b>PROGRAM DETAILS</b>			
<b>Minimum initial purchase requirement</b>	None	<ul style="list-style-type: none"> <li>• 25,000 points for commercial and government customers</li> <li>• 5,000 points for education customers</li> </ul>	100 licenses plus Maintenance and Support for Adobe Acrobat and Creative Suite software
<b>Agreement term</b>	No agreement	Two-year agreement	Three-year agreement
<b>Discount strategy</b>	Discounts calculated per transaction	Discounts accrue cumulatively throughout two-year agreement	Price protection for three years based on initial volume purchase
<b>Eligible products</b>	All Adobe desktop products	All Adobe desktop products	<ul style="list-style-type: none"> <li>• Adobe Acrobat Family products</li> <li>• Adobe Creative Suite editions</li> </ul>
<b>Web-based license tool</b>	Included	Included	Included
<b>Electronic software delivery (ESD)</b>	Included	Included	Included
<b>Upgrade Plan or Maintenance coverage</b>	Upgrade Plan optional	Upgrade Plan optional	Maintenance and Support coverage required
<b>Adobe Support Services</b>	Optional	Optional	Maintenance and Support coverage required
<b>Online enrollment</b>	Not applicable	Online enrollment	Online enrollment
<b>Region availability</b>	Worldwide	Worldwide	Worldwide*

\* EA 2 is not available in certain Asian countries.

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