

Adobe Volume Licensing Programs Benefits Guide

This guide lists the key features and benefits of the Adobe Volume Licensing programs—Transactional Licensing Program 5 (TLP 5), Cumulative Licensing Program 5 (CLP 5), and Upgrade Plan—and provides general guidelines for selecting the most appropriate program for your organization.

Determining the right program for your organization		
	TLP	CLP
Size/maturity		
• Small organizations (1–249 workstations)	✓	
• Enterprise or government organizations that wish to avoid entering into a contractual agreement	✓	
• Growing organizations that have purchased shrinkwrapped products in the past and expect a price discount over retail based on reasonable volume licenses	✓	
• Medium to large enterprise businesses, creative agencies, educational institutions, and government agencies		✓
• Large international conglomerates that would like to aggregate and centralize their purchases while extending their discount levels		✓
• Organizations that spend a lot of time and resources managing licenses		✓
Structure		
• Organizations that often purchase at the department or workgroup level	✓	
• Organizations that have a decentralized buying environment	✓	
• Entities whose organizational policy lends itself to centralized purchasing		✓
• Organizations that wish to extend discount levels globally and to their affiliates and subsidiaries		✓
Purchasing strategy		
• Organizations interested in moving from shrinkwrapped purchases to a more cost-effective transactional purchasing model	✓	
• Organizations with an immediate need for products that want to avoid potentially cumbersome internal approval processes	✓	
• Organizations that are committed to Adobe technology as part of their business strategy and want to maximize their volume software discounts		✓
• Organizations that expect to lock in price discounts based on purchase history		✓
Software asset management strategy		
• Organizations that want to improve control over expenses and management of software assets		✓

Benefits of all Adobe Volume Licensing programs
Lower your total cost of ownership
• Save money by purchasing licenses in volume.
Gain greater control of your Adobe software licenses with Adobe's Licensing Web Site (LWS)
• Track your order history, access serial numbers, and download software.
• Gain peace of mind knowing that your organization understands which licenses it is authorized to use in compliance with legal-use obligations.
• Run reports and print license statements to analyze your order history and compare it with your organization's actual usage.
• Get a single serial number per product for orders under the same customer identification number.
• Enable IT to build a standard image that can be used for installation on each computer.
Reduce your environmental impact and save money by purchasing software through electronic download
• Minimize consumption of natural resources associated with packaging and physical media.
• Easily track your download history and determine which of your licensed products are available for downloading with free Electronic Software Delivery (ESD).
• Increase compliance and security by preventing your licensed software from getting into the wrong hands, either inside or outside your organization.
• Save on shipping costs.
• Gain potential tax benefits/credits.

Transactional Licensing Program 5 (TLP 5) benefits

Ordering flexibility

- Achieve budget predictability through one-year (for government) and two-year (commercial and education) Upgrade Plans.
- Enjoy no minimum order size—the more your organization purchases, the higher the potential savings rate for that transaction.
- Save on volume purchases with no long-term contract—Adobe TLP 5 offers volume licensing options with no agreement to negotiate or sign.
- Quickly see your savings automatically applied to your transactions.
- Get the opportunity to renew Upgrade Plan for a third year.
- Place volume license orders through thousands of resellers or online (in some regions).

Easy 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.

Cumulative Licensing Program 5 (CLP 5) benefits

Membership flexibility

- Enroll in or renew your membership online for maximum convenience.
- Place orders of any size (after your initial qualifying order) quickly and easily at any time during your two-year membership period.
- Order from any Adobe Authorized License Center (ALC) you choose.

Budgeting benefits

- Achieve budget predictability through two-year CLP 5 membership and Upgrade Plan.
- Secure your level of savings for your two-year membership period by placing a minimum order size (three levels for education customers, two levels for government customers, and four levels for commercial customers).
- Lock in your level of savings for the subsequent membership period by placing a minimum order when you renew—or if total orders throughout the two-year membership period meet the point level minimum for any discount level, there is **no minimum purchase** required.
- Increase your savings as you accumulate points because all orders throughout the two-year membership add to your overall point total. If you place an order during your membership that pushes your point total to the next discount level, your organization will qualify for a larger discount on future purchases.
- Keep track of installations throughout the month and save money and resources by issuing only one PO.

Easy and efficient software deployment and management

- Install additional licenses as you need them throughout the month and then simply include them on one monthly PO.
- Keep track of and deploy licensed software easily—all licenses for the same product have one serial number.
- Simplify software license management with Upgrade Plan, which runs concurrently with your CLP 5 membership period. You enroll in and renew both programs at the same time, eliminating the need to track separate expiration dates.

CLP 5 member and affiliate structure benefits

- Include qualifying divisions worldwide as affiliates under your membership so you can combine accumulated points toward your overall earned discount level.
- Enable affiliates to be Member-listed or Self-enrolled. Member-listed purchases are based on your agreement and use the same serial numbers. The Self-enrolled option enables affiliates to set up their own affiliate-level agreement and get their own serial numbers, use their own resellers, and select their own Upgrade Plan payment terms. Regardless of which option you choose, all purchases contribute to your organization's overall point total and discount level.
- Give affiliates the flexibility to purchase licenses and support locally while taking advantage of the combined purchasing power of the worldwide organization.
- Take advantage of regional government and education programs if your organization or affiliates qualify.

Upgrade Plan benefits

- Receive the latest software upgrades at no additional cost.
- Increase efficiency with one central location to download all upgrades.
- Enjoy flexibility in managing software versions by standardizing across your organization or allowing users to self-manage.
- Take advantage of plan flexibility:
 - Adobe's Upgrade Plan is always optional for TLP 5 and CLP 5.
 - Cover as few or as many currently licensed products as you choose, according to the plan requirements.

For more information about Adobe's licensing programs, visit www.adobe.com/aboutadobe/volumelicensing.



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