



# **Adobe<sup>®</sup> Volume Licensing**

## **Adobe Value Incentive Plan (VIP) Program Guide**

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# Value Incentive Plan Program Summary

The Adobe Volume Licensing (AVL) Value Incentive Plan (VIP) is a membership based program that allows customers to immediately download and deploy available Adobe products under a subscription type payment plan. There are no minimum purchase requirements, discount levels, or large, up-front payment requirements. In addition, VIP has an Admin Console component that enables customers to easily manage their licenses across their organization.

The VIP Program is available through Authorized Adobe Resellers <sup>1</sup>worldwide<sup>2</sup> to Commercial, Education, and Government organizations. Qualified non-profit organizations are permitted to purchase through VIP utilizing the Education price list.

## Program Features

### Immediate Access to Adobe Products

Upon enrollment, VIP Members are able to log in to the Admin Console to download products for immediate deployment.

### Automatic Compliance

VIP Members are required to place an order with their Reseller for seats within 30 days of seats being added. Customers that have seats that have been added for over 30 days, for which an order has not been received, will not be able to add additional seats or products until Adobe has received the customer's order. If an order is not provided for deployed seats after the 60 day mark, Adobe has the right to suspend access to the products for the added seat(s).

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<sup>1</sup> Find Authorized Adobe Resellers via the Partner Finder on Adobe.com

<sup>2</sup> Not available in People's Republic of China and availability in other countries may vary. Please consult your Reseller for country availability.

## Admin Console

Customers will sign into the Admin Console with their Adobe ID (email address) and password, where they can download, deploy, and manage available products through the Admin Console as well as:

- Add more seats with immediate deployment
- Assign or unassign seats to invited users
- View the number of seats purchased vs. added
- Designate additional administrators

### IMPORTANT

If an order has not been processed within 30 days with Adobe for added seats, no other products will be able to be added until an order has been placed. If an order is not made after 60 days, Adobe reserves the right to suspend unpaid seats.

## Adding Seats

VIP Members and Resellers have the ability to add seats of available products directly through the Admin Console for immediate deployment. Once seats have been added, they are considered deployed, regardless of whether the seats have been assigned to specific users. Customers may also place their product orders directly with their Reseller prior to deployment.

### IMPORTANT

Although seats may be added through the Admin Console, the customer still needs to work directly with their Reseller to provide an order for any seats that have been deployed. Failure to do so may result in seats being suspended.

## Deployment Management

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

### Assigning Seats

After adding seats from the Admin Console, the administrator of the VIP Membership has the ability to assign the deployed seats to specific users by sending them an invitation. In order to assign seats, the administrator must input the email address of the specific user into the Admin Console.



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

The assigned user(s) will receive an email invitation to use the specified license. The email will outline the next steps for the end user(s) to gain access to their products.

## Regional Deployment

VIP Member must purchase in a country where its team members will deploy in (for team members residing in the European Economic Area, “country” shall mean the European Economic Area). For example, if the team members will deploy the licenses in the U.S., then VIP Member must purchase the U.S. licenses in the U.S. To the extent there is inconsistency between this restriction and terms stated in an applicable end user license agreement, this restriction shall govern.

## Membership Enrollment

Organizations can enroll in VIP by contacting their Reseller and providing the following information

- Market Segment (Commercial, Education or Government)
- Organization Name
- Address
- Contact person name
- Contact person email address

The contact person listed will receive an email from Adobe prompting the customer to read and accept the legal terms and conditions of the VIP Program. Once the terms and conditions have been accepted, the customer is assigned a VIP Number and is given access to the Admin Console.

## Membership Term

Membership for the VIP will be ongoing. Once a member is enrolled in the program, their membership remains effective until such time when the member chooses 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. Customers will be presented with an updated terms and conditions at the next log in if there are any changes.

## Anniversary Date & Co-termination

Each VIP Member will have a yearly Anniversary Date which will serve as the date each year in which all licenses purchased under VIP will need to be renewed. Subscriptions begin on the day seats are added, and will expire the day prior to the Anniversary Date each year.

The Anniversary Date is set at the time the customer accepts the terms and conditions. The default Anniversary Date will be exactly one year and one month from the date the customer accepts the terms and conditions.

Example: ABC Company is invited to participate in VIP and accepts the terms and conditions on January 16. ABC Company will have an Anniversary Date of February 16 of each year. All of the seats ABC Company adds throughout the year will expire on February 15. ABC Company renews all of their VIP products at the same time each year, with the new subscriptions beginning on February 16 again.

## Monthly pro-ration

Subscription duration and subsequent payment for seats and products added throughout the VIP Membership will be prorated on a monthly basis, always looking forward to the same day of the month as the Anniversary Date. Refer to the chart below for an example.

Subscriptions are always for at least 1 full month, there are no partial month subscriptions.

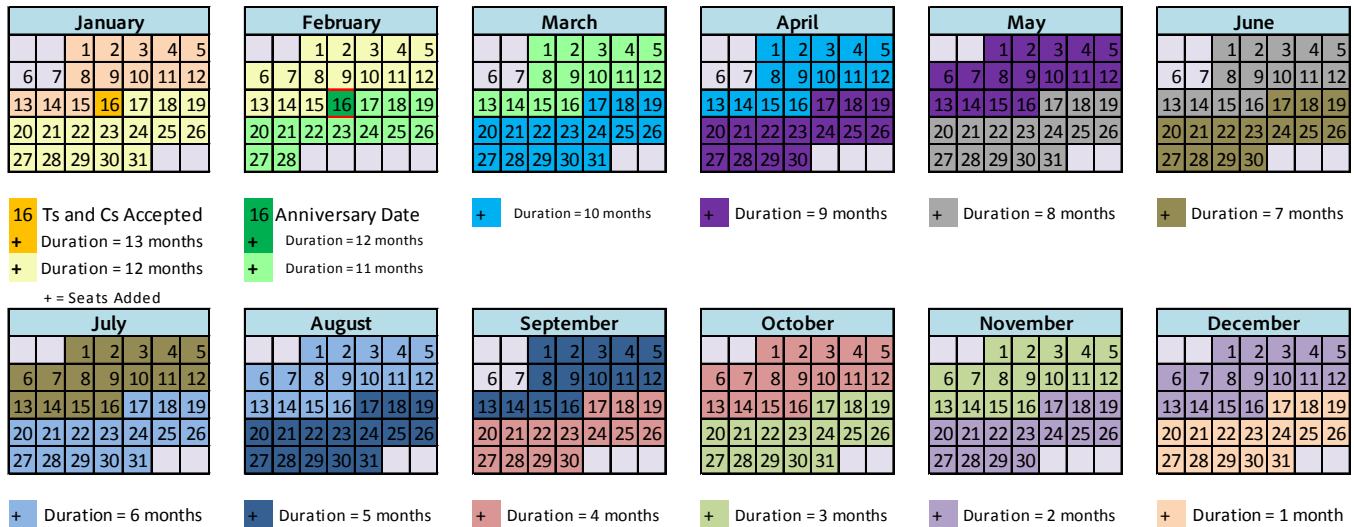
Example 1: If the customer, who has an Anniversary Date of February 16, adds additional seats on October 1, the customer's subscription will be prorated so they purchase 4 months of subscription, beginning on October 16 (looking forward) and end on February 15. The customer will pay for the subscription for 4 months (October 16-February 15).

Example 2: If the customer, who has an Anniversary Date of June 16, deploys a new product on September 16, this customer will pay for the subscription from September 16 through June 15<sup>th</sup> of the following year.

### NOTE

Although subscription duration for added seats may not begin until the following month, customers may use any seats added immediately. They do not need to wait until the official subscription start date.

### Sample Calendar of when seats are added (+), and corresponding duration



### End of Month Anniversary Dates

If an Anniversary start date falls on the 29<sup>th</sup>, 30<sup>th</sup> or 31<sup>st</sup> day of a month, then when adding seats, the subscription month start date may shift depending upon whether or not a specific month has the same number of days as the month the Anniversary Date was established. For example, if an Anniversary Date was established May 31<sup>st</sup>, and a customer adds a seat June 7<sup>th</sup>, the start date of that subscription will begin July 1<sup>st</sup> as the month of June only has 30 days. Refer to the table below for further guidelines:

If VIP start day is...	...then the Subscription start day will be...
1 - 28	1-28 respectively
29	29 or 1(if no 29 exists)
30	30 or 1(if no 30 exists)
31	31 or 1(if no 31 exists)

### VIP Number

A VIP Number is a unique identifying number that designates an organization as a member of the VIP Program. Customers should keep track of their VIP Number and provide it to their Reseller(s) prior to purchasing any licenses. This number will remain in effect as long as the customer chooses to participate in VIP.

**IMPORTANT**

VIP Numbers are assigned to customers and should be used for all orders placed during the membership. Customers should always use the same VIP Number. If a Reseller submits a new enrollment for an existing VIP Member, and a new VIP Number is created, the customer will have two different accounts that may not be coterminous.

## Initial Order

VIP Members will place their initial VIP order directly with their Reseller, either at the time of enrollment or shortly after. There are no minimum purchase requirements in the VIP Program. Resellers must use the VIP Number assigned to the customer to place their orders.

## Additional Orders

Additional orders may be placed by VIP Members at any time throughout the VIP Membership. Customers may contact their Reseller, or may indicate their intent to purchase by Adding Seats in the Admin Console, and then submitting an order to their Reseller.

**NOTE**

Adding Seats in the Admin Console is an indication of an intent to purchase, but does not constitute placing an order. Orders are placed with a Reseller.

## Returns

Purchases made under a VIP Membership may only be returned for one of the following reasons:

- The VIP Member does not agree with the terms and conditions of the End User License Agreement (EULA)
- The wrong product, platform, or quantity was purchased. (This could include Adobe providing the item requested on 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 the Reseller).

Adobe must approve and issue a Returned Materials Authorization (RMA) for any return request. The Program Member must make the return request with their Reseller within 30 days of the original license order date. The request must state the reason for the return and provide proof of the original order date.



**NOTE**

Only licenses not currently in use are eligible for return.

## Customer Service

Adobe Customer Service provides support for Adobe Volume Licensing participants. Program Members may call 1-800-833-6687. Outside the U.S. and Canada, VIP Members should visit Customer Service International Support at [www.adobe.com/support/intlsupport.html](http://www.adobe.com/support/intlsupport.html) for additional contact information.

## Available Products

Adobe® Creative Cloud™ for teams