



Welcome to Adobe's License Management Programme

This is a pro-active approach to dealing with your Software Asset Management (SAM) needs, through an approved and authorised network of License Management Programme (LMP) partners.

What is it?

LMP is a collaborative partnership between Adobe and a selection of high quality independent SAM solution providers. Adobe provides these partners with up-to-date knowledge in regards to identifying and reconciling Adobe software.

Why is this Important?

Our chosen community of LMP partners are kept updated on our licensing rules and processes and so their services are to a similar standard as Adobe License Compliance Programme (LCP, our customer auditors). So, the License Management services they provide to you are recognised by Adobe LCP.

How does this help me?

The LMP partners are specifically able to work independently of Adobe LCP, and will not disclose information upon your estate, if you so wish. This gives you peace of mind in regards to taking a proactive approach to your software asset control, or as we like to call it, license management, without the apparent added pressure applied by the vendor. Of course, if you allow Adobe to know you have engaged one of our LMP partners, your immediate risk of a direct Adobe LCP license review is significantly reduced. Also, if you have received a notification of review from Adobe LCP, rather than deploy your own personnel on the problem, why not hire an LMP partner to complete the review on your behalf?

Are there any other benefits?

Yes! Taking control of your license management, with an LMP partner will help you to:

- Save money, by moving on to a volume purchase agreement with ADOBE SYSTEMS
- Validation of any 'box' products you may have in your estate
- Identify if buying a maintenance plan is a benefit to your bottom line
- Access to Adobe product evangelists, who can help you identify how to make the most of your Adobe software estate
- Introduction to an account team to establish a strategic relationship with either your reseller and/or Adobe
- You receive a certificate of completion of reconciliation from your LMP consultancy which gives you a place holder if required
- If you provide ADOBE SYSTEMS access to the data from the reconciliation (once completed) we will validate the review, and provide you with a certificate, which is recognised by Adobe LCP consultants.

ADOBE SYSTEMS has a very pro-active team of Compliance consultants, conducting customer reviews. ADOBE SYSTEMS is understandably very protective of its intellectual property.

Why wait for ADOBE SYSTEMS to 'knock' on your door before you start to take control of your software assets? Send a positive message back to Adobe, saying: we are working hard to get this asset risk resolved.

Our reaction to this will be both supportive and informative, as you, your LMP partner and ADOBE SYSTEMS work closely to get you in control, and to keep you there.