What's included in this sales guide for InDesign CC Server?

- What is InDesign CC Server?
  - Technical Perspective
  - Business Perspective
- How are people using InDesign CC Server?
- Pricing & licensing
  - Premium Term License
  - Limited Term License
  - Development Term License
- Summary of licensing models for InDesign CC Server
- How to buy InDesign CC Server
- InDesign Server Resources
- Finding InDesign CC Server Partner
- Finding a 3rd Party Solution or 3rd Party Solution Partner
- Frequently Asked Questions
- FLP SKU List
What is InDesign CC Server - a technical perspective

- A headless, 64 bit native server engine that runs on Mac and Win server platforms.
- An engine built on the same codebase as desktop InDesign and InCopy, inherits all the core functionality of those applications.
- With no built in user interface customers and partners can create their ideal user experience, tailored to the specific customer or workflow.
- Can be programmatically driven by C++ plugins, Scripting (Visual Basic, AppleScript and JavaScript), SOAP and XML transformations using InDesign Markup Language (IDML).
- Provides scalability through session support and the ability to run one or more instances on the same server using InDesign CC Server's load balancing and queuing system or via a custom solution from an integrator.
- Provides world wide language support, including support for OpenType fonts and composition of Roman, Chinese, Korean, Indic and Japanese languages.
- NOTE: InDesign Server is NOT a virtualized version of desktop InDesign
What is InDesign CC Server - a business perspective

- A proven server engine, already used every day by many of the world's most successful enterprise and publishing businesses.
- A way for customers around the world to increase their return on investment:
  - Automate workflow steps, reduce staffing needs for repetitive processes
  - Simplify and speed up existing design processes
  - Increase effectiveness of marketing campaigns through personalization, targeted document creation
  - Enable InDesign files to be updated by non designers through a browser
  - Publish more efficiently worldwide in many languages
  - Reallocate creative resources to more business-critical tasks
  - Generate new revenue streams through content re-use
- Automation without creative or production compromise.
How are people using InDesign CC Server?
Hosted web to print solutions accessed via desktop and mobile devices including:

- Distributed Brand Collateral Templates
- Brochure and collateral creation
- Interactive and print catalog creation
- Photobooks
- Greetings cards
- Point of sale content
- Translation solutions
- Self service advertising solutions

Generating HTML, ePub or Folio formats for digital publishing

Automated book and catalog creation for print, screen and tablet with no user interaction.

Variable data publishing (VDP) also known as 1:1 marketing.

Editorial workflow automation.
Automation without design or production compromise: from print to tablet

- Fine transparency controls and built-in Photoshop effects
- Native support for PSD, AI, and PDF
- Word, Excel and RTF import
- World Wide language support
- Professional typography, composition and OpenType support
- Connect directly to AEM, other DAMs
- Output reliable, consistent PDF, JPEG, EPS
- Export to HTML and EPUB
Create almost any form print and digital output with InDesign CC Server
Premium licensing model – InDesign CC Server

For use with automated publishing solutions made accessible to customers or users other than the Licensee’s employees via the Internet in addition to rights to use corporate wide within an intranet. There is no limit on the number of users for this license. Partners or end users are permitted to use the Premium license model in hosted or SaaS based offerings but InDesign Server must be an integrated component of a solution, not as a standalone service.

Premium License – 1 Year Term INCLUDES Upgrades and Maintenance

<table>
<thead>
<tr>
<th></th>
<th>PREMIUM (Per Server)</th>
</tr>
</thead>
<tbody>
<tr>
<td>List Price (USD)</td>
<td>$12,300</td>
</tr>
<tr>
<td>List Price (EURO)</td>
<td>€12,300</td>
</tr>
<tr>
<td>List Price (YEN)</td>
<td>¥1,230,000</td>
</tr>
</tbody>
</table>
Limited licensing model – InDesign CC Server

For use with automated publishing solutions that are made available within a company’s internal network only, limited to employees of Licensee

**Limited License – 1 Year Term INCLUDES Upgrades and Maintenance**

<table>
<thead>
<tr>
<th>List Price (USD)</th>
<th>$4,470</th>
</tr>
</thead>
<tbody>
<tr>
<td>List Price (EURO)</td>
<td>€4,470</td>
</tr>
<tr>
<td>List Price (YEN)</td>
<td>¥447,000</td>
</tr>
</tbody>
</table>
Development licensing model – InDesign CC Server

Restricted to non-Production use for testing or staging. For use with automated publishing solutions made accessible to customers or users via the Internet or corporate wide within an intranet.

<table>
<thead>
<tr>
<th>List Price (USD)</th>
<th>Development (Per Server)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,925</td>
</tr>
<tr>
<td>List Price (EURO)</td>
<td>€1,750</td>
</tr>
<tr>
<td>List Price (YEN)</td>
<td>¥231,000</td>
</tr>
</tbody>
</table>
## Summary of licensing models for InDesign CC Server

<table>
<thead>
<tr>
<th>Brief Description</th>
<th>Cost associated</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium License</strong></td>
<td></td>
</tr>
<tr>
<td>For use with automated publishing solutions made accessible to customers or users</td>
<td>YES</td>
</tr>
<tr>
<td>other than the Licensee's employees via the Internet in addition to rights to use</td>
<td></td>
</tr>
<tr>
<td>corporate wide within an intranet.</td>
<td></td>
</tr>
<tr>
<td><strong>Limited License</strong></td>
<td>YES</td>
</tr>
<tr>
<td>Internal facing, automated or semi-automated publishing solution for use within a</td>
<td></td>
</tr>
<tr>
<td>company network</td>
<td></td>
</tr>
<tr>
<td><strong>Development License</strong></td>
<td>YES</td>
</tr>
<tr>
<td>Restricted to non-Production use for testing or staging. For use with automated</td>
<td></td>
</tr>
<tr>
<td>publishing solutions made accessible to customers or users via the Internet or</td>
<td></td>
</tr>
<tr>
<td>corporate wide within an intranet.</td>
<td></td>
</tr>
<tr>
<td>No Watermark on output</td>
<td></td>
</tr>
<tr>
<td><strong>Developer License</strong></td>
<td></td>
</tr>
<tr>
<td>Release and debug versions of the InDesign CC Server software for developers which</td>
<td>Free with Adobe Technology Partner or Adobe Enterprise Partner membership</td>
</tr>
<tr>
<td>enable them to evaluate the software, prototype, and build the solution. <strong>NOTE - No</strong></td>
<td></td>
</tr>
<tr>
<td><strong>live production is allowed using this license.</strong> Developer license will generate</td>
<td></td>
</tr>
<tr>
<td>a watermark on all pages output.</td>
<td></td>
</tr>
<tr>
<td><strong>Trial License</strong></td>
<td></td>
</tr>
<tr>
<td>A 90-day trial version of InDesign CC Server for customers to use in association</td>
<td>Free</td>
</tr>
<tr>
<td>with the trial version of a partner solution.</td>
<td></td>
</tr>
</tbody>
</table>
Obtaining InDesign CC Server

**Purchasing InDesign CC Server:**

- Customers can purchase a Term License for InDesign CC Server via an Adobe Reseller through the FLP program
- All Authorized Adobe Resellers can sell the product but are not usually familiar with the details of licensing. Provide SKU#s as noted later

**SDKs:**

- The Adobe InDesign and InDesign Server SDKs provide a set of sample code and documentation that detail the functionality of InDesign, InCopy, and InDesign CC Server software.
- InDesign Family SDKs and Scripting information can be found at Adobe IO visit: [https://www.adobe.io/apis/creativecloud/indesign.html](https://www.adobe.io/apis/creativecloud/indesign.html)

**Trial Software:**

- InDesign CC Server builds can be found here: [https://www.adobeprerelease.com/beta/E31BC525-5F97-4E90-8ECD-S209CB404F08](https://www.adobeprerelease.com/beta/E31BC525-5F97-4E90-8ECD-S209CB404F08)
- Downloads installed without a serial number default to a 90 day trial version and can be converted to production licenses upon purchase by installing with a production serial number
- System Requirements and specifications can be found here: [https://helpx.adobe.com/indesign/kb/system-requirements-indesign-server.html](https://helpx.adobe.com/indesign/kb/system-requirements-indesign-server.html)

**Software and services for Adobe Technology Partners**: 

- Access to Debug version of InDesign CC Server
- Access to developer (watermarked) version of InDesign CC Server
- Access to Developer Support

* Partners who want to develop and resell their own solution should join the Adobe Technology Partner Program: partners.adobe.com/*
Finding an InDesign CC Server Partner
Build your own Or buy an of-the-shelf solution from a 3\textsuperscript{rd} party?

- Adobe strongly recommends customers work with partners. Adobe has limited resources to assist a customer trying to develop their own solution.

- Buying an off the shelf solution:
  - Lower risk by using proven solutions
  - Quicker to deploy and start earning return on investment
  - Takes advantage of other partners’ experience with InDesign CC Server built over a long period of time
  - More predictably budget
  - Most types of solutions already exist as off the shelf products

- Building your own solution:
  - Independence from third parties
  - May take longer to build and deploy
  - Requires in house expertise in developing complex publishing solutions
  - Requires on going resources for maintenance and new feature development

- Hybrid development is also possible, using a combination of your own development teams and existing partners for consultancy, training and purchase of OEM technology building blocks (e.g. rules engine or load balancing and queuing).
Finding a 3rd Party Solution or 3rd Party Solution Partner

- [http://www.adobe.com/products/indeesignserver/buying-guide.displayTab2.html](http://www.adobe.com/products/indeesignserver/buying-guide.displayTab2.html) offers a list of InDesign CC Server Partners
InDesign Server Resources

- Trial Program (uses Prelease):

- InDesign I/O Developer site:
  - [https://www.adobe.io/apis/creativecloud/indesign.html](https://www.adobe.io/apis/creativecloud/indesign.html)

- InDesign Server Release notes:
  - Describes licensing and activating InDesign Server

- InDesign Scripting Forum:
  - Samples are included in InDesign Server installation directory after installed
  - [https://forums.adobe.com/community/indesign/indesign_scripting](https://forums.adobe.com/community/indesign/indesign_scripting)

- InDesign SDK Forum:
  - [https://forums.adobe.com/community/indesign/indesign_sdk](https://forums.adobe.com/community/indesign/indesign_sdk)
## InDesign CC Server FAQ – What’s Changed!

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>I previously had purchased single instance license but what are my options?</td>
<td>We lowered the pricing of the multi-instance offering and customers can purchase that SKU.</td>
</tr>
<tr>
<td>I had a Development license earlier. Can I use development license now?</td>
<td>Adobe now offers a lower price Multi-Instance Development license</td>
</tr>
<tr>
<td>How can we obtain support?</td>
<td>You can buy the support cases from <a href="http://www.adobe.com/support/programs/developer/">http://www.adobe.com/support/programs/developer/</a></td>
</tr>
<tr>
<td><strong>Question</strong></td>
<td><strong>Answer</strong></td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
</tr>
<tr>
<td>Is InDesign CC Server multi threaded?</td>
<td>Yes and no. The SOAP session support feature is multi-threaded, however many of the shared features with desktop InDesign are single threaded. To improve scalability for single threaded features, we recommend running more than one instance of InDesign CC Server on a multi-core server.</td>
</tr>
<tr>
<td>Does SOAP session support help with scalability?</td>
<td>Yes. This feature provides support for concurrent execution of client requests on the server-side, with each session having its own protected set of preferences. This provides better load balancing, responsiveness, and greater efficiency when processing multiple concurrent client requests.</td>
</tr>
<tr>
<td>My solution already has session support feature. Am I required to use Adobe's SOAP session support?</td>
<td>No. SOAP session support is provided as an optional feature. Developers can continue to use their own implementation or write their own.</td>
</tr>
<tr>
<td>Does Adobe provide session support for any other API or for scripting?</td>
<td>No. Currently, session support is only provided for the SOAP API.</td>
</tr>
</tbody>
</table>
## InDesign CC Server FAQ – Deployment

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How does Adobe treat VPN usage into an internal network?</td>
<td>VPN usage is acceptable within an internal network and therefore does not require any special licensing providing it does not violate the terms of the licensing model.</td>
</tr>
<tr>
<td>How do I gain access to the developer version of InDesign CC Server?</td>
<td>A debug version of InDesign CC Server is available to members of the Technology Partner Program. Solution partners can enroll at partners.adobe.com. Customers can also enroll to obtain a Debug or Watermark version.</td>
</tr>
<tr>
<td>Do I need to license different languages versions of InDesign CC Server?</td>
<td>No. There is a single version of InDesign CC Server which supports document creation and composition in a number of languages including Arabic, Brazilian Portuguese, Chinese Simplified, Chinese Traditional, Czech, Danish, Dutch, English, Finnish, French, German, Greek, Hebrew, Hungarian, International English, Indic, Italian, Japanese, Korean, Norwegian, Polish, Russian, Spanish, Swedish, Turkish, and Ukrainian</td>
</tr>
<tr>
<td>How is the trial license of InDesign CC Server limited?</td>
<td>Adobe offers a free of charge, 90 day time-limited version InDesign CC Server.</td>
</tr>
<tr>
<td>How do I purchase developer support for InDesign CC Server?</td>
<td>Developer support for InDesign CC Server can be purchased on a case by case basis. Details of Adobe's developer support offerings can be found at <a href="http://www.adobe.com/support/programs/developer/incidentbundle/">http://www.adobe.com/support/programs/developer/incidentbundle/</a></td>
</tr>
<tr>
<td>Can I run InDesign Server in a Cloud Environment like AWS or Azure?</td>
<td>Adobe permits cloud deployment but every virtual server used requires purchase of a license. Adobe does not offer support for deployment in these environments</td>
</tr>
</tbody>
</table>
InDesign Server Version Guide

- The installation files for InDesign Server have a version number. The following table shows the relationship to that version number and the InDesign desktop CC releases:
  - V13  CC2018
  - V12  CC2017
  - V11  CC 2015
  - V10  CC2014
  - V9   CC (1st release)
  - V8   CS6
  - V7.5 CS5.5
  - V7   CS5
  - V6   CS4

- All CC versions of InDesign Server are available at the Prerelease site:

- The Trial Builds hosted there are the same as production. Customers can use their original serial number with the new version to activate for production use.
Finding The Right FLP SKU
FLP SKU Dictionary – InDesign CC Server Term Licenses

The following descriptions are used within the FLP price lists under the ‘Additional Detail’ column and should be used to identify the correct InDesign CC Server Term Licenses:

**InDesign CC Server Licenses:**

- **“FLP LTD”** is a Limited, Multi Instance License
  - SKU#: 65232195 (IE), 65232194 (UE)
  - For ETLAs: 65259220

- **“FLP PREM”** is a Premium, Multi Instance License
  - SKU#: 65232190 (IE), 65232191 (UE)
  - ETLA SKU: 65259223

- **“FLP DEV”** is a DEVELOPMENT License.
  - SKU#: 65282967 (IE), 65282966 (UE)
  - ETLA SKU#: 65281523

- **“AIS,ALL,MLP,ESD1,ALL,001,N/A,2017.0”** is a MEDIA license (ESD)
  - SKU#: 65276309