

Pro Edition

Buyer's Guide





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Learn why today's creative environments and business needs demand seamless creative platforms and processes.

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Introduction

Content development is more challenging than ever. Throughout this guide, you'll see research findings that give you a candid look at what 1,500 creatives and the IT leaders who support them* see as their top challenges and needs.¹ You'll learn what small- to large-sized organizations around the globe face in their creative workplaces—and what they want going forward.

Key takeaways? A hybrid workplace with a broader set of teams creating content is making collaboration, consistency, and compliance more challenging. Additionally, the ever-growing challenge to keep pace with social media and stay relevant heightens the already pressing need for creative teams to stay agile.

Read on to explore what creative teams and leaders say about today's landscape. You'll also discover how Pro Edition, our latest Adobe Creative Cloud offering for business, empowers your organization by supporting agile content development, ensuring greater brand consistency, reducing potential risk, and keeping budgets more predictable.

Create without limits.

Bring ideas to life with more than 200 million standard images, vectors, illustrations, templates, and 3D assets—all within your favorite Creative Cloud apps.

Pro Edition is available for teams and organizations with 5 or more users.



* For more information, please see page 11.
¹ Edelman Data & Intelligence Survey, March 2021.

Trends shaping the creative workplace

Hybrid work environments add complexity.

While the hybrid work model offers greater employee flexibility and productivity, it also creates more demands for those involved with content development and creative work. Both IT leaders and creative teams note typical organizational problems carry over into distributed workplaces.

78% report it's more difficult to ensure consistent use of assets

76% say their teams have purchased the same asset more than once

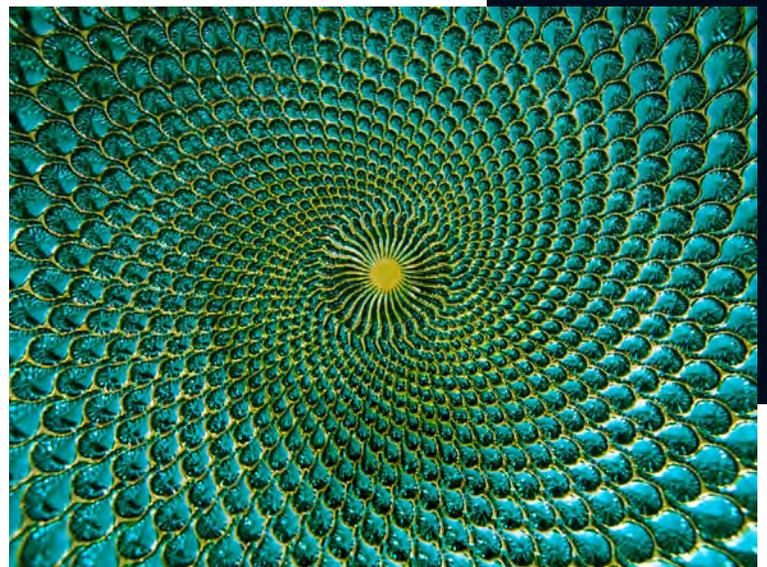
Agile content development is a necessity.

When social media sets the pace, creative teams often scramble to stay relevant. High expectations for content accelerates the need for a platform that supports streamlined creative development, collaboration, and output.

86% say it's very difficult to stay relevant with their audience

81% state they're asked to develop more content in less time

84% seek more efficient workflows



Trends shaping the creative workplace

More teams creating content makes it harder to stay on-brand and compliant.

Extended teams of in-house creatives, agency partners, full and part-time employees, and freelance contractors help organizations manage the need for agility, diversity, and originality. However, this model makes it more difficult to keep content both consistent and on-brand.



More non-creative teams are creating branded content.

Digital	55%
Marketing	54%
Communications	38%
Sales	38%
Customer service	32%
Operations	29%
HR	24%

Use of out-of-date assets is a time-consuming, costly issue.

79% have re-worked projects due to the use of out-of-date assets

Unlicensed asset use increases compliance risk.

63% say their organization has used unlicensed assets

1/3 say the problem has gotten worse in the past year

Introducing Pro Edition

Our latest Creative Cloud offering for business, Pro Edition adds unlimited access to over 200 million assets from Adobe Stock. Access to the Adobe Stock standard asset collection is seamlessly integrated into Creative Cloud desktop and mobile apps and services, across photography, design, video, web, UX, and more.



Creative tools

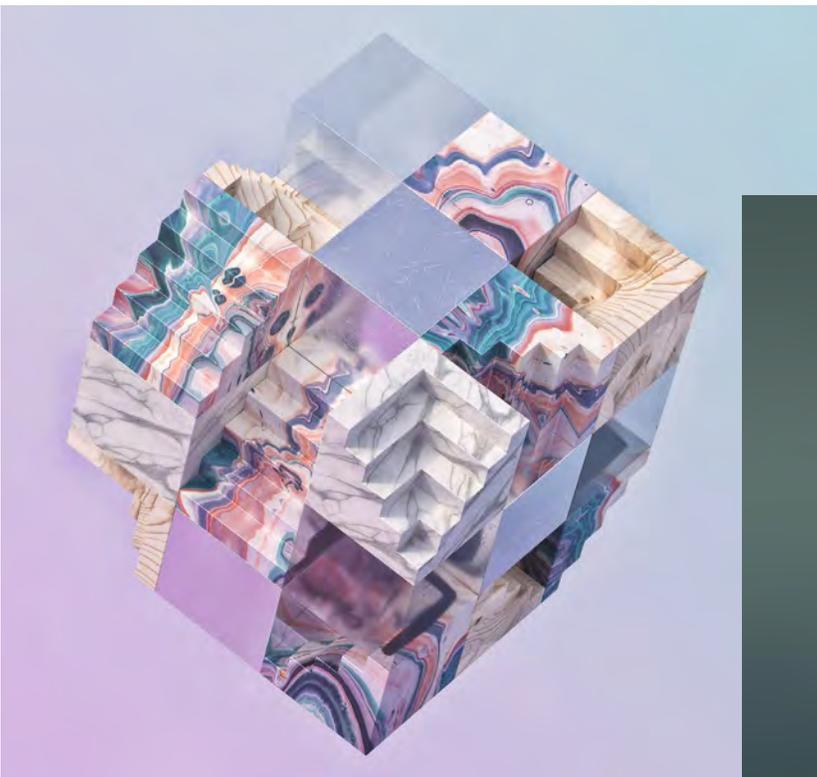
- Creative Cloud apps and services
- Unlimited access to Adobe Stock

Creative workflows

- Creative Cloud libraries, files, and storage
- Creative Cloud and third-party integrations

Built for business

- Single console
- Unified license history
- Business-grade licensing
- Asset management and compliance
- 24/7 support





Creative tools

Creative Cloud apps and services.

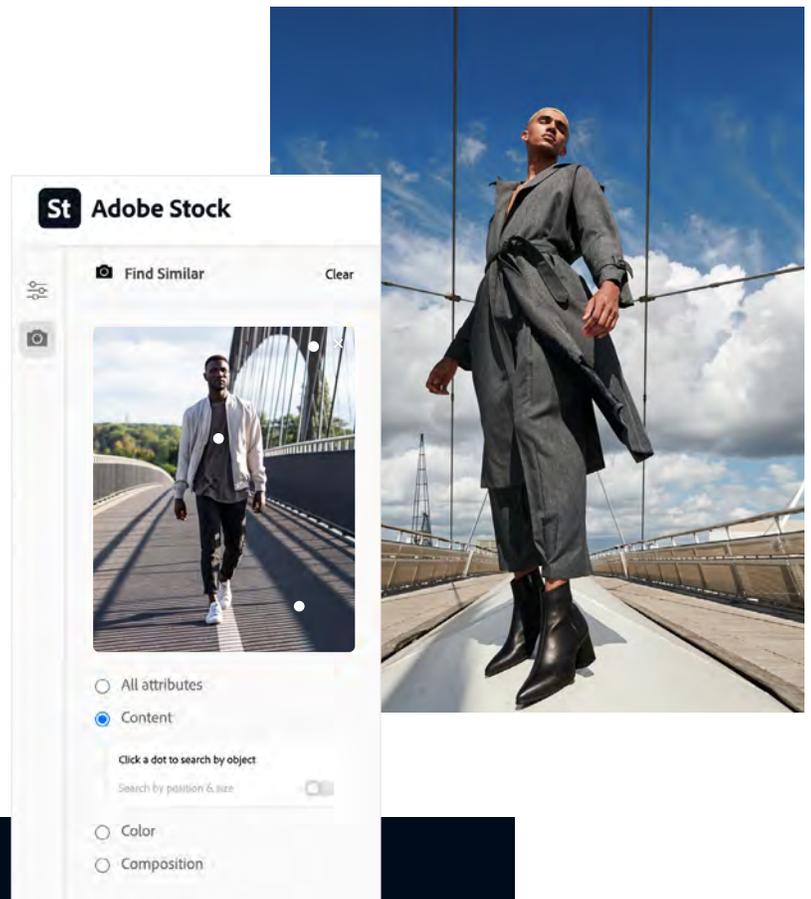
Enjoy 20+ desktop and mobile apps and services for photography, design, video, web, UX, and more so you can cover your entire team's creative needs. Pro Edition is available for both Single App or All-App Creative Cloud plans.



Unlimited access to Adobe Stock.

Get unlimited access to the entire Adobe Stock standard collection of over 200 million images, vectors, illustrations, 3D assets, and creative templates.

- Design concepts and mockups faster and more efficiently using high-resolution, unwatermarked assets.
- Skip the blank page and jumpstart projects with customizable, layered design and Motion Graphics templates, prepared by creative professionals.
- Search faster, filtering by similar images, aesthetics, color, copy space, and more—it's all powered by Adobe Sensei artificial intelligence technology.
- Create and share custom libraries of frequently used stock design elements to accelerate projects.



Stock plays a growing role in campaigns due to its ability to save time and money.

91%

say stock gets campaigns to market more quickly

84%

agree stock reduces campaign costs

75%

used stock in the past year

60%

expect their stock needs to increase over the next 3 years



Creative workflows

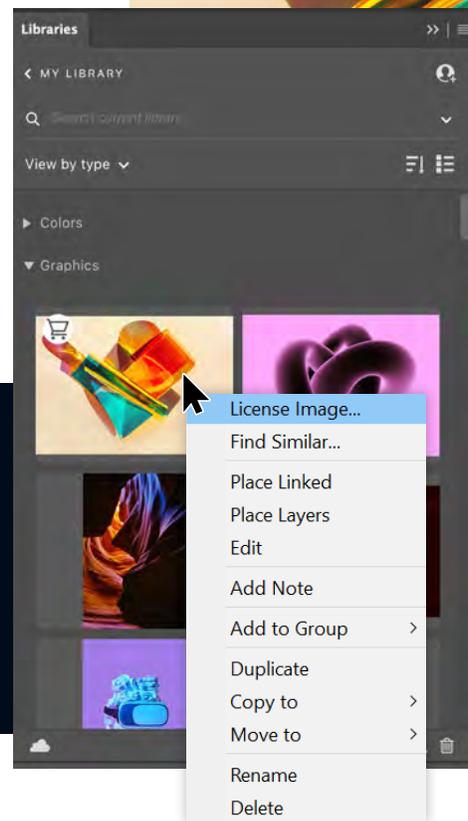
Creative Cloud Libraries, files, and storage.

Easily store, access, organize and share creative assets and files across devices and teams.

- Consolidate frequently used creative assets such as color palettes, character styles, logos, and images in Libraries.
- Quickly access frequently used and project-specific design elements from any app or device.
- Easily share your libraries with team members and partners outside your organization.
- Maintain better creative control with read-only and editing permissions.

Create 8x faster overall with Creative Cloud Libraries.

According to a benchmark study by Pfeiffer Consulting, creative teams greatly increase their productivity when they use Creative Cloud Libraries to share assets and settings.²



Creative Cloud and third-party integrations.

- **Adobe Stock integration with Creative Cloud and Microsoft PowerPoint:** With just one click, search and license all the assets you need right inside your favorite apps.
- **Creative Cloud integration with Slack and Microsoft Teams:** Use your everyday collaboration tools to share, preview, and stay current on comments and updates related to your creative assets and files.

² Pfeiffer Report: Benchmark Analysis. Adobe Creative Cloud Libraries: Boosting creativity for creative teams. 2019. <https://www.pfeifferreport.com/wp-content/uploads/2020/01/Adobe-Creative-Cloud-Libraries-Benchmarks.pdf>



Built for business

Single console.

Purchase, deploy, and manage all Creative Cloud and Adobe Stock licenses through a single console.

Unified license history.

Gain at-a-glance transparency into what you own via Adobe Stock's unified team license history and buying—and avoid purchasing the same asset twice.

Business-grade licensing.

Get unlimited copies or views of your work with Pro Edition plans. Pro Edition for enterprise comes with additional rights—you can use assets to create merchandise or products for resale or distribution.

Asset management and compliance.

- Unlimited access to Adobe Stock for the entire creative team means you no longer need to worry about:
 - Managing asset approvals
 - Using unlicensed assets
- With pooled licensing, Adobe Stock assets belong to your company even as team members come and go.
- With Creative Cloud Libraries, creative assets stay with your company even after team members leave.

Help when you need it.

Experience 24/7 tech support; special 1:1 Expert Sessions are also included on a per user/per year basis.



“Adobe Stock has been invaluable to our teams, making it possible to find images that speak to a specific industry in just hours instead of weeks.”

— Philip Stockton,
Senior Creative Director, GE Digital

Compare Pro Edition for teams to Pro Edition for enterprise

Choose the right plan for your needs.

Pro Edition is available for teams and organizations with five or more users.

	Pro Edition for teams	Pro Edition for enterprise
	Creative Cloud for teams customers can upgrade their All Apps or Single App plans to Pro Edition at the same price as their existing subscription for up to one year.	Creative Cloud for enterprise plans are built for organizations that need enhanced user management, security, indemnification, and support.
ID Types supported (user authentication)	Adobe ID	Adobe ID, Federated ID (SSO), and Enterprise ID
Business level supports	Live technical support 24/7/365 Self-serve onboarding	Live technical support 24/7/365 with ability to create tickets in console Personalized onboarding with ongoing Customer Success Manager support
Adobe Stock		
Usage and sharing rights	Team members belonging to the same legal entity	Unlimited employees and contractors within the entire organization worldwide, including affiliates
Manage user access at group/profile level	--	Yes
Enterprise reporting	--	Yes
Bulk licensing	--	Yes
License history	Web view	Web view, plus the ability to filter and export as csv
Stock license type³	Enhanced: Use assets with all the rights granted in the Standard license, plus reproduce the asset beyond the 500,000 copy/viewer restriction.	Extended: Same as Enhanced, plus the ability to use assets to create merchandise or products for resale or distribution where the main value of the product is associated with the asset itself, such as a coffee mug or t-shirt.
Highest-level indemnification	US \$10K maximum	Yes for Enterprise Term License Agreement (ETLA) Value Incentive Program (VIP) US \$10K maximum

Five reasons to upgrade to Pro Edition



1. Give your team the freedom to download and use unlimited images, vectors, illustrations, 3D assets, and creative templates.
2. Go quota-free to eliminate seeking—and managing—stock asset purchase approvals.
3. Ensure greater brand consistency with Creative Cloud Libraries.
4. Get budget predicability and eliminate overages and duplicate asset purchases.
5. Give extended or wide-ranging teams access to unlimited downloads to minimize unlicensed asset use and its accompanying legal risks.

Get Ready to Create Without Limits

Take the next step: Call to learn more or schedule a demo.

www.adobe.com/go/proedition

Featured sources

State of the Industry survey (US, UK, DE, JP, and ANZ)

Edelman Data & Intelligence Survey, March 2021.

1509 respondents: 502 Creatives and Designers; 504 Creative and Marketing Decision-makers; and 503 IT Administrators and Decision-makers.

Annual Global Creatives survey (US, UK, DE, and FR)

Adobe. *State of Creativity*. 2020

1600 respondents: 600 US; 500 UK; 250 Germany; and 250 France.