



Named User Licensing Migration Guide

A Project Management Guide to taking full advantage of
Adobe Creative Cloud for enterprise and Document Cloud for enterprise



Adobe Creative Cloud for enterprise allows you to give your staff the world's best creative apps and services so they can collaborate seamlessly across desktop and mobile.



Adobe Document Cloud for enterprise allows you to give your staff the tools to transform document intensive processes into highly digitized formats that improve productivity throughout the organization.

Executive Summary

Adobe Creative Cloud and Document Cloud include Internet enabled features that allow an enterprise's staff to unlock their creativity and improve productivity. Use of these services requires Named User Licensing which is a change for most enterprise organizations where Serialized Licensing is the norm.

This implementation guide provides a framework for migrating from Serialized to Named User Licensing using a project management approach which aligns tasks and milestones to project stakeholders.

Pressure for Increased Creative Output

Creative teams have significant impact and drive success within companies that fully appreciate their value. Enterprise creatives face increased pressure to generate more media and personalized assets, while supporting an increasing number of delivery channels. According to International Data Corp (IDC), enterprise creative staff are called on to generate over ten times as many assets as they did ten years ago.¹ Adding more staff is seldom an option in enterprises. In order to meet the increasing output demands, creative staff need to find ways to improve productivity.

Need for Faster Processes

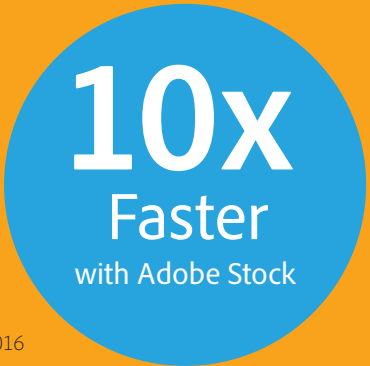
HR, sales, legal and other lines of business are being challenged to move more quickly, simplifying traditionally document-intensive processes. Additionally, organizations are looking to engage in a digital transformation, moving manual and paper-based processes into comprehensive digital capabilities. Lastly, departments across organizations are seeking out solutions to help increase operational efficiency, reduce risks associated with human error, and create intuitive end-to-end digital experiences.

Because Creative Cloud and Document Cloud services require a login, IT must undertake a project to migrate to Named User Licensing in order to deliver these benefits to their end users.

¹ Source: IDC InfoBrief, Proving the Value of Digital Asset Management

Increased Productivity with Creative Cloud Services

Pfeiffer Consulting, which offers strategic analysis on emerging trends and technologies in the creative field, conducted two productivity studies to assess the benefit of Creative Cloud Libraries and the Adobe Stock service. The studies showed significant productivity gains as noted below. A CC Libraries study looked at productivity gains linked to Adobe CC Libraries, compared to typical workflow situations that rely on shared template documents stored on a server, or on the use of corporate style guides. A second study looked at Adobe Stock. The main aim of the Adobe Stock research was to document the efficiency and productivity gains linked to Adobe Stock, compared to using web-based stock libraries.



Source: Pfeiffer Consulting, April 2016

Faster and Better Processes with Document Cloud

Document Cloud can make any document intensive process quicker and more seamless using the slate of tools to quicken signature receipt, organize PDFs and improve all end-to-end document workflows. And now we have the stats to prove it. Forrester Research recently completed a third-party benchmark study measuring the effectiveness and total economic impact of the Document Cloud. The study also confirms the economic value of using Document Cloud with the robust offering of apps and services driving ROI.



Source: Forrester TEI Research, May 2017

Your Project: Named User Licensing

Migrating your organization to Named User Licensing is best handled by taking a project-based approach. The first step is to identify the stakeholders for the project.



Your Internal Team

A successful implementation of Named User Licensing will require multiple project stakeholders, a cross-functional team who can commit their time and effort for this project. The titles of individuals in your organization may be different. In some cases, a stakeholder may take on multiple roles.

Stakeholder	Function
Project Sponsor	A management role that approves or supports the allocation of resources for the migration to Adobe Named User Licensing. Typically, the project sponsor is a champion executive on the creative team, but in some cases an IT leader may take on this role.
Project Lead	Works with the Project Sponsor to define the Adobe Named User Licensing project and ensures that the project is effectively resourced. The Project Lead is responsible for recruiting team members, allocating resources, and ensuring the project is ultimately successful. Generally speaking, the Project Manager is a member of the IT Desktop Team or IT LOB which supports the creative team.
Procurement	Ensures that needed software and services are contractually available to the organization.
IT Desktop team	The IT Desktop team is responsible for end-user desktop computing. In most organizations, IT Packaging and IT Deployment fall under the IT Desktop team.
IT Packaging	Creates Adobe installation packages. In many organizations, the IT Packaging, IT Deployment and Software Asset Management (below) roles are part of IT Desktop.
IT Deployment	Pushes Adobe installation packages to user desktops and manages updates.
Software Asset Management	Manages software licenses and ensures that the organization stays compliant with software agreements. This team is generally responsible for managing the Adobe user list once Named User Licensing is implemented.
IT Security	Vets the the Creative and Document Cloud solutions to ensure that organizational security requirements are met.
IT Firewall	Ensures that key Creative and Document Cloud operations can be accessed securely within the organization's perimeter security. Often part of the IT security team.
IT Developer	Develops and tests solutions. Possibly uses the Adobe User Sync Tool to automate tasks.
IT Network	Manages and maintains network access, servers, DNS.
Identity Management	Implements Federation (Single Sign-on) for Named User Licensing.
Power Users	Tests implementation of Named User Licensing and installation packages.

Your Adobe Team

Adobe is committed to your success with Creative Cloud for enterprise and Document Cloud for enterprise. The following Adobe stakeholders can assist you:

Account Executive (AE)	Manages overall relationship with Adobe. Works with your organization to ensure that the right products and services are available for your success.
Solutions Consultant (SC)	A pre-sales technical resource that helps you align your business goals with Adobe solutions and works with you to develop an implementation plan.
Adobe Onboarding	Dedicated Adobe technical resource who introduces your organization to Adobe Enterprise tools and resources and assists with getting you up and running.
Enterprise Technical Support	Available via phone, email and via the Adobe Admin Console, this support team offers prioritized support for enterprise customers.
Expert Services	Offers in-depth, how-to help for deployment, Admin Console and other IT and end-user help via a calendar appointment.
Customer Success Manager (CSM)*	Works directly with our customers to understand business and technical requirements, and to develop solutions to ensure success.

* Not available for all customers.

What does your Named User Licensing project need to be successful?

Success Definition

When migrating to Named User Licensing it's important that you define the project outcome. For example, you might define success as:

- Moving the project through your internal security review process.
- Setting up Federated log-in for Adobe users.
- Testing Creative Cloud and Document services and ensuring they are accessible via perimeter (firewall) security.
- Populating your user list.
- Successfully deploying desktop software.
- Developing the skills to manage users on an on-going basis.

Strong Leadership

The Sponsor and Project Manager need good leadership skills in order to recruit people whose skills and experience can benefit the project and keep them on task.

Provide a Clear Rationale for the Project

Why does the project matter? It is important to communicate to all stakeholders that the project benefit is increased productivity for end users which will allow them to better meet your creative and business goals.

Speak the Language of each Stakeholder

Migrating to Named User Licensing requires a cross-functional team. The Creative Vice President or the Vice President of Human Resources may not know what Federation means, while your Identity Management team is focused exclusively in this area and converses easily using technical terms like SAML and IdP.

We recommend offering each stakeholder the information they need to complete their assigned task without loading them up with non-essential information.

Be clear about what the work is, who is responsible, and deadlines

It's important that each stakeholder understands what is expected from them and knows the precise timeline of when tasks need to be completed. Each stakeholder also needs a solid understanding of how their efforts contribute to the project as a whole. Project milestones are helpful for managing these expectations and keeping teams on deadline.

Communicate and Reward

We recommend holding a short, weekly status meeting with key stakeholders and follow-up with summary emails. To avoid "email smog", we suggest an email subject lined such as "Adobe Named User Project: Status Description" which may be quickly scanned by recipients for context.

When a project milestone is met, reward the stakeholder(s) who made it happen. A "Thank You" email can both communicate status and recognize the contributions of team members.

Manage the project past software deployment

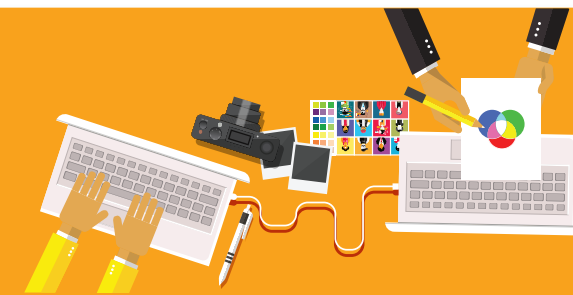
Successful software installation is certainly one goal of your project, but ensuring that users take advantage of the new capabilities in our Cloud solutions will ultimately have the most impact on your organization. Make sure you take advantage of Adobe Expert Services to equip your users and accelerate adoption of modern creative and business workflows.



What are Adobe Expert Services?

Expert Services are 30 minute sessions available via phone or web conference offering how-to help, workflow consulting and advice for your end-users. Your Enterprise Term License Agreement with Adobe offers an unlimited number of these sessions which may be booked via the [Adobe Admin Console](#).

See "Appendix: Schedule an Expert Services Session on the Admin Console" on [page 14](#).



Background: Licensing Types

Enterprise customers have historically deployed Adobe applications using *Serial Numbers*. With serialized licensing, the software is packaged with an embedded serial number and deployed to end-user workstations. Serialized licensing doesn't allow users to access any of Adobe's Cloud services, mobile apps, or modern workflows such as collaboration.

Named User Licensing allows you to provide end users access to the apps and services they demand for ongoing projects, while establishing the control that IT needs to meet the requirements of the organization. IT also benefits from a simpler method to maintain compliance (no need to track serial numbers or count installations) as well as management of licenses and services through the Adobe Admin Console.



What is Named User Licensing?

Named User Licensing is a software licensing model where software is assigned to an individual instead of a serial number or a device. Users sign in with a credential, such as an email and password, upon launching Creative Cloud and/or Document software, and this credential activates the software. Adobe supports three identity types as listed below.

Federated ID

Federated ID is created, owned, and managed by your organization. Authentication is provided by your enterprise directory via federation. The organization manages credentials and processes Single Sign-On (SSO) via a SAML2 identity provider. End users do not control login name or password. Software and service entitlements are restricted to what is assigned by the organization.

Enterprise ID

Enterprise ID is created, owned, and managed by your organization. Adobe hosts the Enterprise ID and performs authentication, but the organization maintains the Enterprise ID. End users do not control accounts. Software and service entitlements are restricted to what is assigned by the organization.

Adobe ID

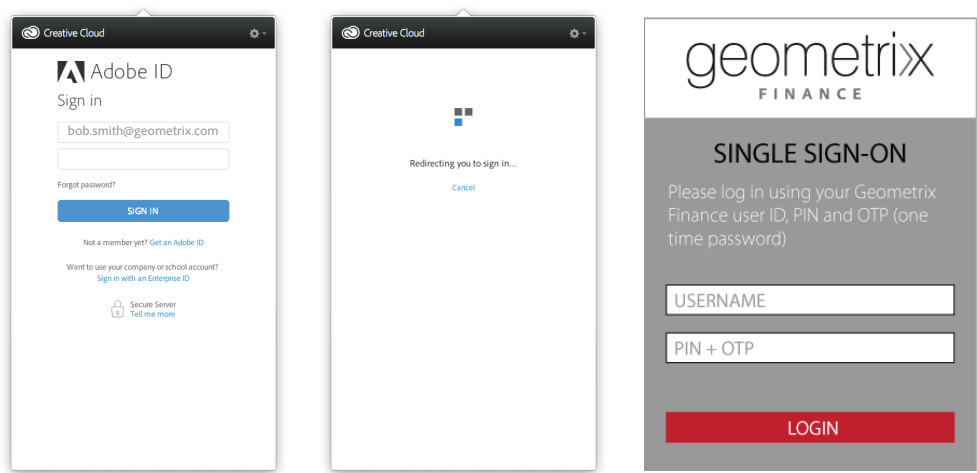
Adobe ID is created, owned, and managed by the end user. Adobe performs the authentication and the end user manages the identity. End users retain complete control of their account. Additional software and service entitlements can be added by the end user outside of the organization's control.

Recommendation: Use Federated ID

Adobe recommends using Federated ID because it reduces IT workload and offers the best security. Users access cloud services using their standard organization credentials and IT won't be burdened with lost password requests. If a user leaves your organization, the user's ability to access applications and services ends automatically. Organizations who are not using SSO should use the Enterprise ID type.

Single Sign-on

When signing into Creative or Document Cloud desktop apps, users simply enter their corporate email address in the sign in screen. Since Adobe knows which domains have been claimed by our customers, once the end user hits tab or clicks in the password field, they are re-directed to your organization's Single Sign-On screen.



More about Identity Types
Visit the [Adobe Identity FAQ](#)



When, if ever, should my organization use Adobe ID?

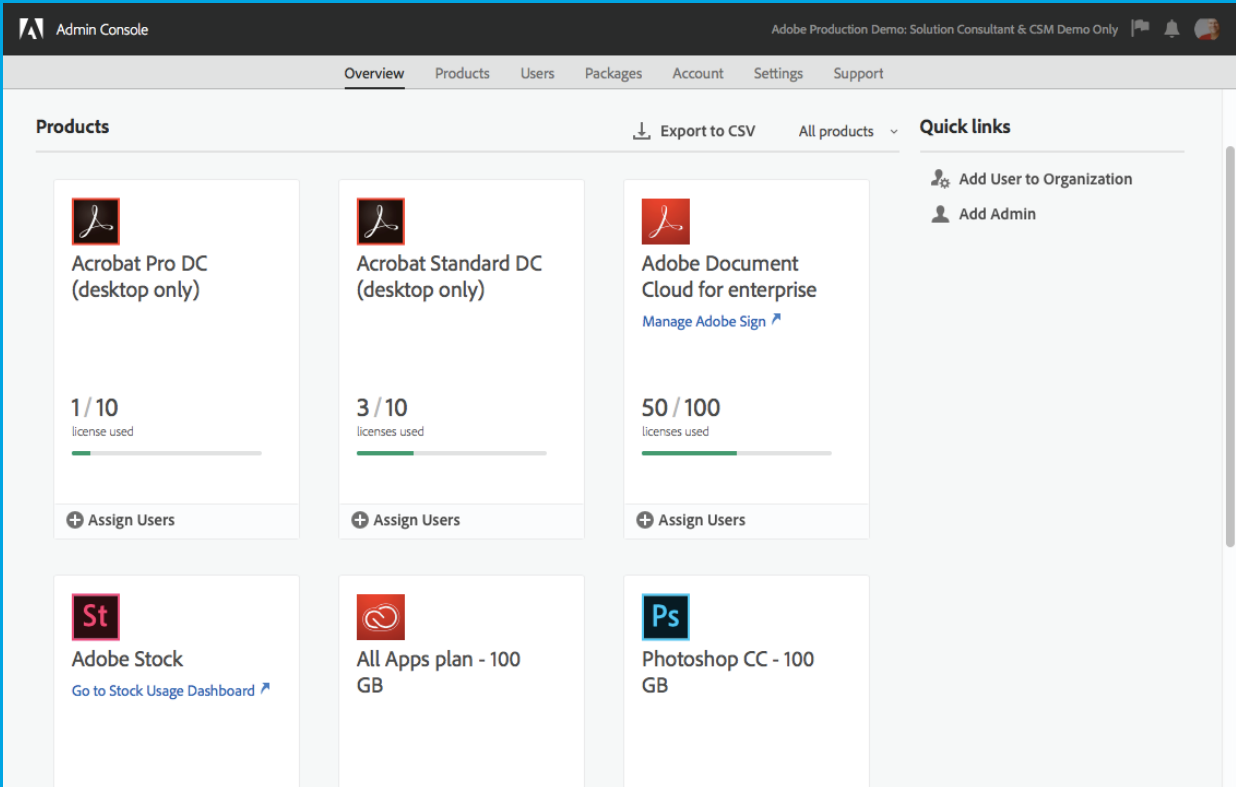
Generally, we recommend you use Enterprise ID or Federated ID for maximum control, automation, and security. However, if you don't give contractors or vendors an email address in your organization then you can temporarily grant software licenses to these users with an Adobe ID. The Adobe Admin Console allows IT to enforce the organization's password policy on that Adobe ID and grant any Adobe software licenses the end user might need for an assignment.

Admin Console

The Adobe Admin Console is a browser-based tool, hosted by Adobe, that allows IT staff to create and manage accounts and grant access to both Creative and Document Cloud applications and services. It also provides access to Help and Support for issues concerning licensing, deployment, and account management.

The bulk of the work needed to migrate to Named User Licensing requires the Admin Console.

The Adobe Admin Console URL is <https://adminconsole.adobe.com>



The Adobe Admin Console

Administrative Roles

The Adobe Admin Console enables fine-grained management controls and allows provisioning for the following roles:

System Administrator	Super user for the organization; capable of full administration on their own. Also able to delegate administration privileges to other users.
Product Administrator	Administers a single product profile description, service configuration, and users. Product Administrators can add or remove users from product profiles. They can add users to organizations, but not remove them. Product Administrators cannot import users in bulk.
User Group Administrator	Administers a group of users and their associated entitlements, such as a Design Group which is entitled to Creative Cloud All Apps and Adobe Stock or a Sales organization which is entitled to Document Cloud apps and the Salesforce integration.
Deployment Administrator	Creates and manages product deployment packages.
Support Administrator	Enters and tracks support cases for both IT Admins and Expert Services.
Product Profile Administrator	Manages assigned product profiles, which are custom groupings of products. They can add users and user groups to the organization and assign or revoke product permissions to those user and groups for the assigned product profiles.



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Federation (Single Sign-on) Set-up

Most enterprise organizations will choose to set up Federation for for Creative and Document Clouds. For Federated ID to work properly it must first be configured for the organization. This process includes the following steps:

1

Claim the Domain

This procedure validates the organization as the authority for the domain and Single Sign-on. Your organization can claim multiple domains if needed.

See [How to Claim a Domain](#)

2

Configure SAML settings

If you already have single sign-on via a SAML 2.0 identity provider, then you can connect to Adobe as a service provider. Adobe uses Okta to power its service provider interface.

See [Configure SAML Settings](#)

3

Activate Federated ID

This final step turns on Federation and activates it for your organization.



Federation (Single Sign-on) Set-up

Once Federation is set up, you can add your organization's users to the Adobe Admin Console.

Users may be added:

- Manually, one at a time
- In batches, by uploading a comma-separated list (CSV)
- Programatically, via the [User Management API](#)
- In constant sync with your user directory system, via the [User Sync Tool](#)

Add a User

User Details

Assign Products

Assign User Groups

Enter user's email address

bob.smith@company.com

First Name (optional)

Bob

Last Name (optional)

Smith

User Summary

User Details

Bob Smith

Adobe ID

bob.smith@company.com

Adding Users on the Adobe Admin Console

User Notifications

Every product profile includes a user notification setting that controls the experience for your users when you assign software licenses. Choose from one of these two options:

- On: Choose this option if you want your users to receive the standard email notifications when they are added to or removed from a product profile. These notification emails cannot be customized.
- Off: Choose this option if you'd rather send a customized or personalized email notification. For example, if you want to include information about internal training resources this could be a good option.



User Notification

On

Notify users by email when they are added or removed from profile.

User Sync Tool

The User Sync Tool allows you to automate the process of creating users and product assignments, and keep them up-to-date in the Admin Console by syncing with information from your organization's Active Directory.

When User Sync runs, it fetches groups from your company's Active Directory (or other open LDAP directory service) and compares it to the list of users within your Admin Console. User Sync then makes one-way adjustments to your Admin Console to match your Active Directory.

The operation of the tool is controlled by local configuration files and command invocation parameters that provide support for a variety of configurations. You can control, for example, which users are to be synced, how directory groups are to be mapped to Adobe groups and product profiles, and a variety of other options.

Typically, an enterprise runs the User Sync Tool as a scheduled task, in order to periodically update both user information and group memberships in the Adobe User Management system with the current information in your enterprise LDAP directory.

The User Sync Tool is a customizable, open-source tool and is available on Adobe [Github](#). Learn more about setting up [User Sync here](#).



When is it a good idea to leverage the User Sync Tool?

- You wish to automatically onboard and offboard users
- You have a large number of users
- Your workforce turns over frequently
- You wish to manage entitlements from your enterprise directory as a single source of truth
- You wish to integrate your own user management system to manage software entitlements on the Adobe Admin Console

Product Profiles

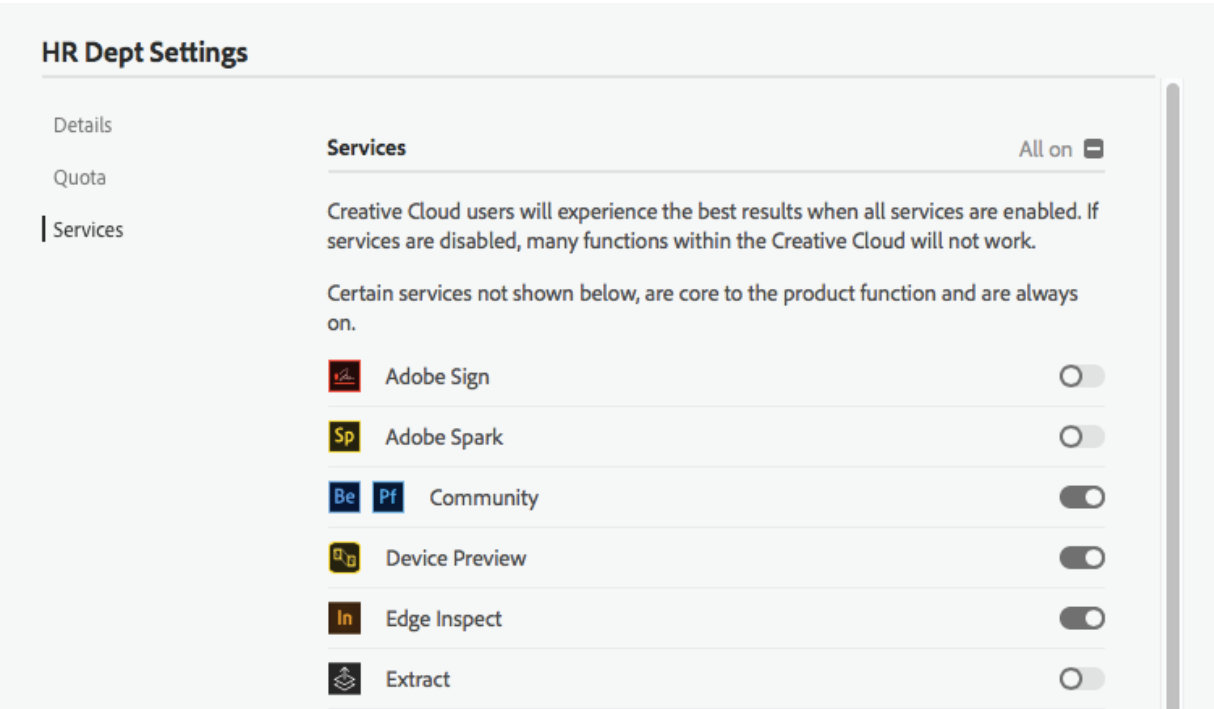
For a user to be entitled to use a product or a service, the user needs to be assigned to a product profile either directly as a user or indirectly as part of a user group.

Organizations may wish to create multiple product profiles:

- To segregate users based on geography, business unit or department
- To separate responsibility for managing users in a product profile
- To enable or disable individual cloud services uniquely for different user groups

When you assign a plan that includes storage and services, you can choose to enable or disable several configurable services for that product profile. Enabling and disabling services defines which services the users of the product profile can or cannot access.

For example, your Creative Cloud for enterprise plan includes services such as Adobe Typekit and Behance. All users belonging to a product profile have access to all services by default. When creating or editing the product profile, you can enable or disable the configurable services for the users of that product profile. For Document Cloud, the enterprise plan includes services and integrations such as Adobe Sign, Sharepoint and Workday. All users have access to PDF Services and groups can activate different integrations based on their unique needs.



Configuring services for a new product profile on the Adobe Admin Console

Multiple Product Profiles per Entitlement are Possible
It's worth noting that your organization may need multiple product profiles per entitlement. For example, you may wish to allow one set of users to have access to Adobe Typekit fonts and disallow this service for a different group.

Creative Cloud Core Services vs. Configurable Services

Certain core services, that are not displayed in the Adobe Admin Console, are essential for the Creative Cloud services to function and are always on with a plan that includes storage. Core services are not configurable.

The following is a list of the core services:

- File Syncing
 - Collaboration Services
 - Creative Cloud Asset Storage
 - Creative Cloud Libraries
- Creative Cloud Market
 - Color CC
 - Access to CC Mobile Apps (Sign In)
 - Sync Settings

Other services are configurable and may be enabled or disabled based on the product profile. More details about these services is available [online](#).

- Adobe Sign
 - Adobe Spark
 - Behance Community and Adobe Portfolio
 - Device Preview
 - Edge Inspect
 - Extract
 - Typekit Fonts
- PDF Services
 - Lightroom Photos
 - PhoneGap Build
 - Publish Online (for InDesign)
 - Share Online (for XD)
 - Story Plus
 - Team Projects

User Groups

A user group is a collection of users which is administered by a User Group Administrator.

User Groups may be assigned to one or more Product Profiles. For example, you may wish to provide users with access to both Creative Cloud All Apps and Adobe Stock. By adding users to a user group, you can easily entitle them to both.

Note that User Group Administrators cannot create Product Profiles. Their role is solely to maintain a list of users and assign product profiles to them. A User Group Administrator can create users, but cannot delete them.



Understanding Asset Settings

To help protect sensitive information, you may wish to limit sharing of documents via the Creative Cloud or Document Cloud.

It is important for IT to understand that external sharing, including anonymous public links, is turned on by default for your entire organization.

IT can choose from one of three Asset Settings for the organization:

Asset Setting	Description	Best for...
No restrictions	Users can share and collaborate with users inside the organization, and with the public	Organizations who trust their employees to have freedom, control, and access to every Creative Cloud and Document Cloud feature.
No public link sharing	Users cannot create public links	Organizations who want to prevent accidental public (anonymous) sharing outside the organization. Note that your users can still collaborate with invited individuals identified by email.
Sharing only to domain users	Users cannot create public links and can only collaborate with people from trusted, claimed and whitelisted domains	Recommended for organizations who need tight control over which specific domains can access organization assets. Collaboration is only possible with other users in your organization or those from designated (whitelisted) domains.

Asset Settings only apply to users in your organization with Enterprise IDs or Federated IDs. It is not possible to control what users with an Adobe ID can share. [See page five](#) to learn more about the three different identity types supported in the Adobe Admin Console.

Services Affected by Asset Settings

Enabling **No public link sharing** or **Sharing only to domain users** turns off ALL public sharing features.

Impact on Creative Cloud applications

Creative Cloud Application	Features that are turned off
Creative Cloud Assets	Collaborate, Share to Slack, Send Link
Creative Cloud Libraries	Collaborate, Share to Slack, Send Link
Adobe XD	Publish Services
InDesign	Publish Online
Spark	Publish
Capture	Share, Collaborate
Creative Cloud mobile app	Create link, Collaborate
Behance	Create project
Portfolio	Publish

Impact on Document Cloud applications

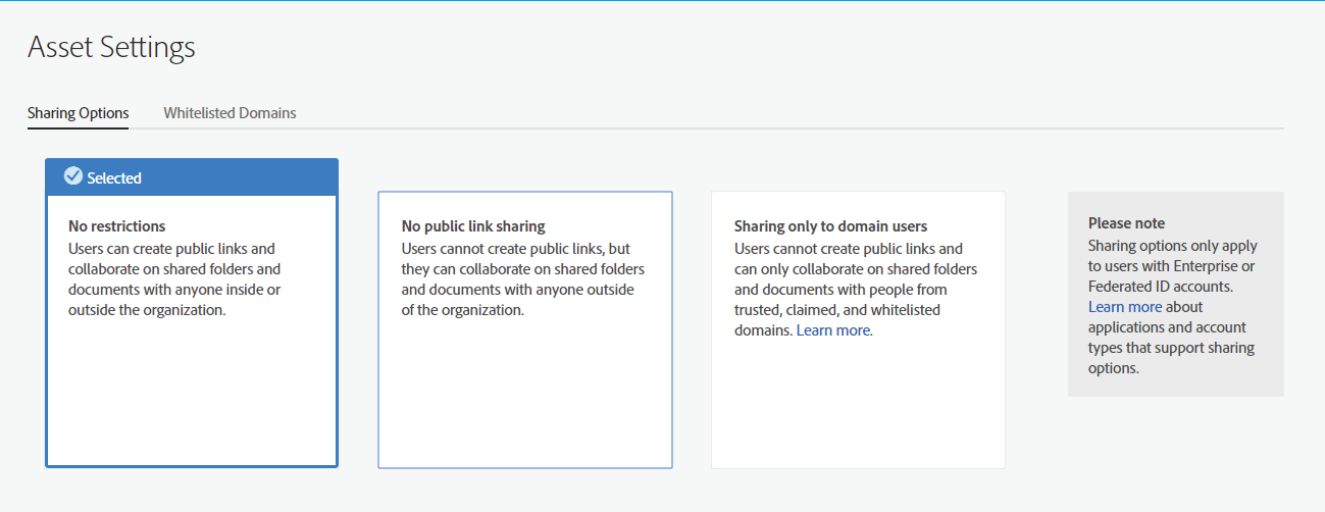
Document Cloud Application	Features that are turned off
Acrobat and Reader desktop apps	Send & Track
Web services (cloud.acrobat.com)	Send & Track
Send & Track Outlook plug-in	Send & Track
Mobile apps (including Acrobat and Scan)	Share Link, Share Document Cloud Link

If you are applying more restrictive Asset Settings to an existing organization, you could affect business continuity or invalidate creative processes. Adobe recommends that you discuss the impact with your creative teams before changing settings. [Read this documentation for important details.](#)

Changing Asset Settings

To choose a restrictive **Asset Setting** for your organization, do the following:

In the Admin Console, navigate to **Settings > Asset Settings**, then choose the Sharing Options required.

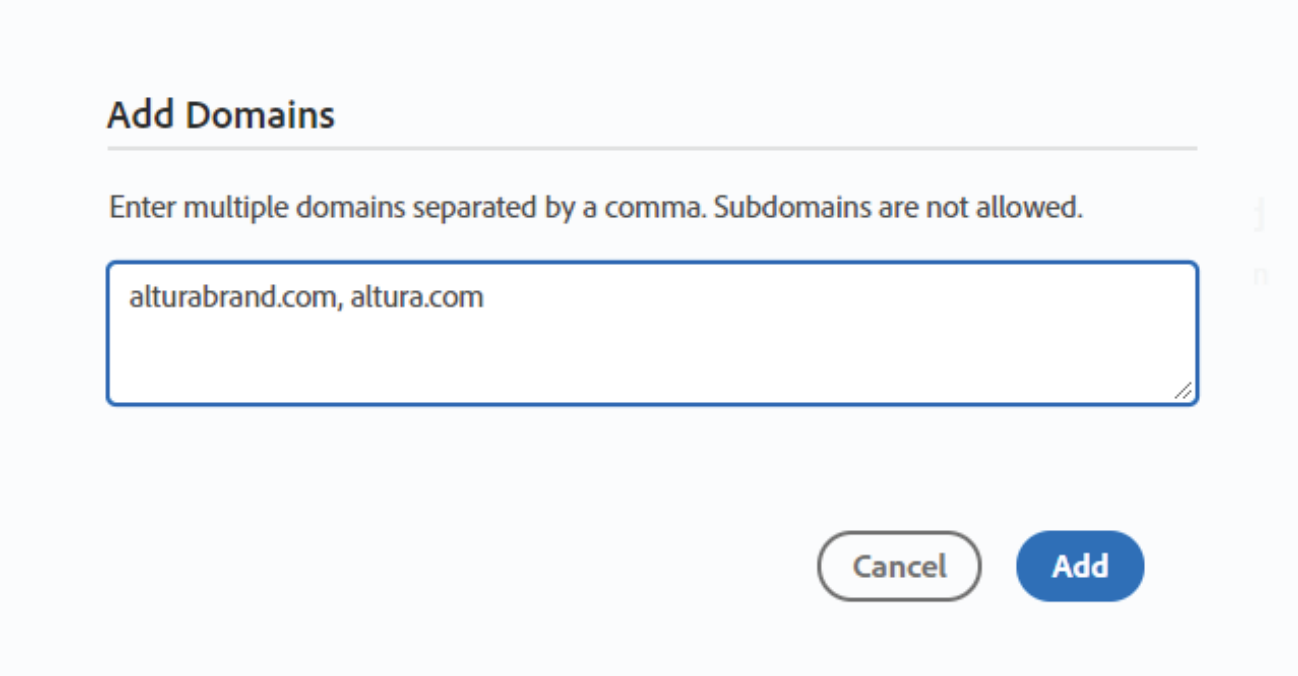


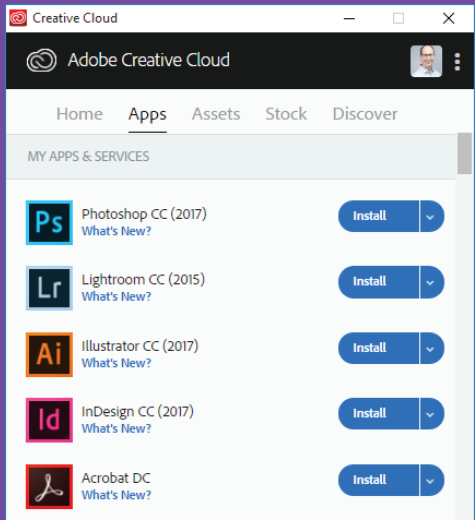
Whitelisting Domains

If you choose the **Sharing Only to Domain Users option**, you can control the list of email domains with which it is safe to collaborate.

1. In the Admin Console, navigate to **Settings > Asset Settings**.
2. To add domains, click **Add Domains**.
3. Enter the domains in the **Add Domains** dialog box. You can add up to 300 domains separated by commas.
4. Click **Add**.

Note: You cannot whitelist subdomains. For example, west.example.com and east.example.com are subdomains of the example.com domain.





The Creative Cloud desktop app is used by end-users with admin or elevated privileges to install and update entitled Creative Cloud applications. Users can also install and maintain older versions if they need compatibility with older systems or plug-ins.

Providing Adobe Creative Software to your End Users

Once users have been imported to the Adobe Admin Console and assigned to a product profile, you will need to deploy the desktop apps to your end users. There are three methods for delivering the desktop apps to end users and each option offers varying levels of control for IT admins and autonomy for end users.

Managed Deployment

- Offers IT maximum control but requires the most work.
- You need to strictly control which software and updates are available to users.
- You have the resources to package and deploy apps, patches, and updates on a regular basis.
- Available for Creative Cloud and Document Cloud

Self-Service for non-Admins

- The perfect compromise between IT control and user responsibility for most organizations.
- Reduces IT workload and users don't need to be admin on their computers.
- Support for elevated privileges for Mac and Windows lets non-admin users install and update Adobe Creative Cloud apps on their own.
- Available only for Creative Cloud

Self-Service for Admins

- Reduces IT workload but users must be admins on their computers.
- You wish to reduce IT workload and avoid packaging apps and updates.
- You don't need to vet software releases before they are available to your end users.
- Available for Creative Cloud and Document Cloud

More IT Control
More IT Work
More Consistency



More Autonomy
Less IT Work
Faster Adoption

Enabling Self-Service

Enabling self-service is straightforward. Once an end user is entitled to the apps in a Product Profile, they can simply install the Creative Cloud desktop app and install the software and updates on their own.

Enabling Self-Service for Admins

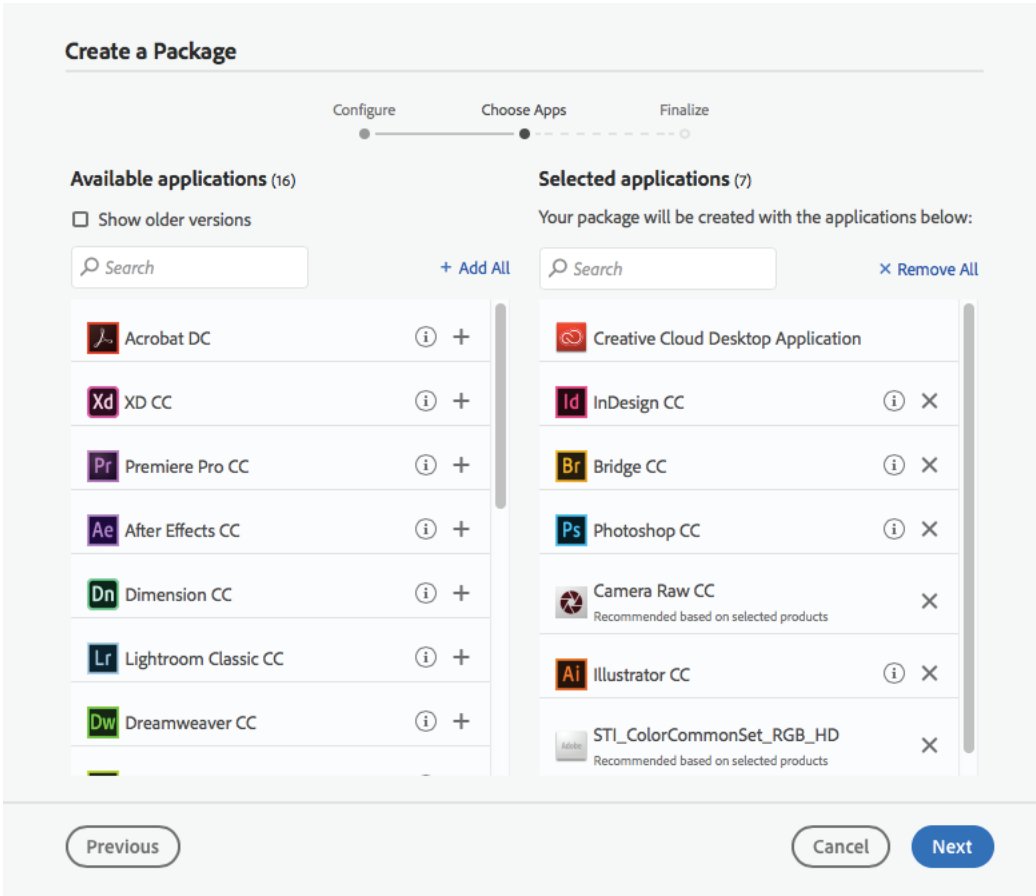
1. Login to the Admin Console and add the user to a Product Profile or user group with an assigned Product Profile.
2. Direct the end user to go to the [Creative Cloud desktop app download page](#).
3. User signs in to Adobe website using the credentials specified by the organization.
4. User downloads Creative Cloud desktop app installer.
5. User installs entitled applications via Creative Cloud desktop app.
6. User receives update notifications via Creative Cloud desktop app and installs new features and updates on their own.

Enabling Self-Service via Elevated Privileges for non-Admins

1. Login to the Admin Console and add the user to a Product Profile or group with an assigned Product Profile.
2. Download a Creative Cloud Desktop Application (see next page) package from the Admin Console. Make sure the options for the Apps Panel, Elevated Privileges, and Updates are all enabled. Deploy this package to end user workstations.
3. User signs in to Creative Cloud desktop app using the credentials specified by the organization.
4. User installs entitled applications via Creative Cloud desktop app.
5. User receives update notifications via Creative Cloud desktop app and installs new features and updates on their own.

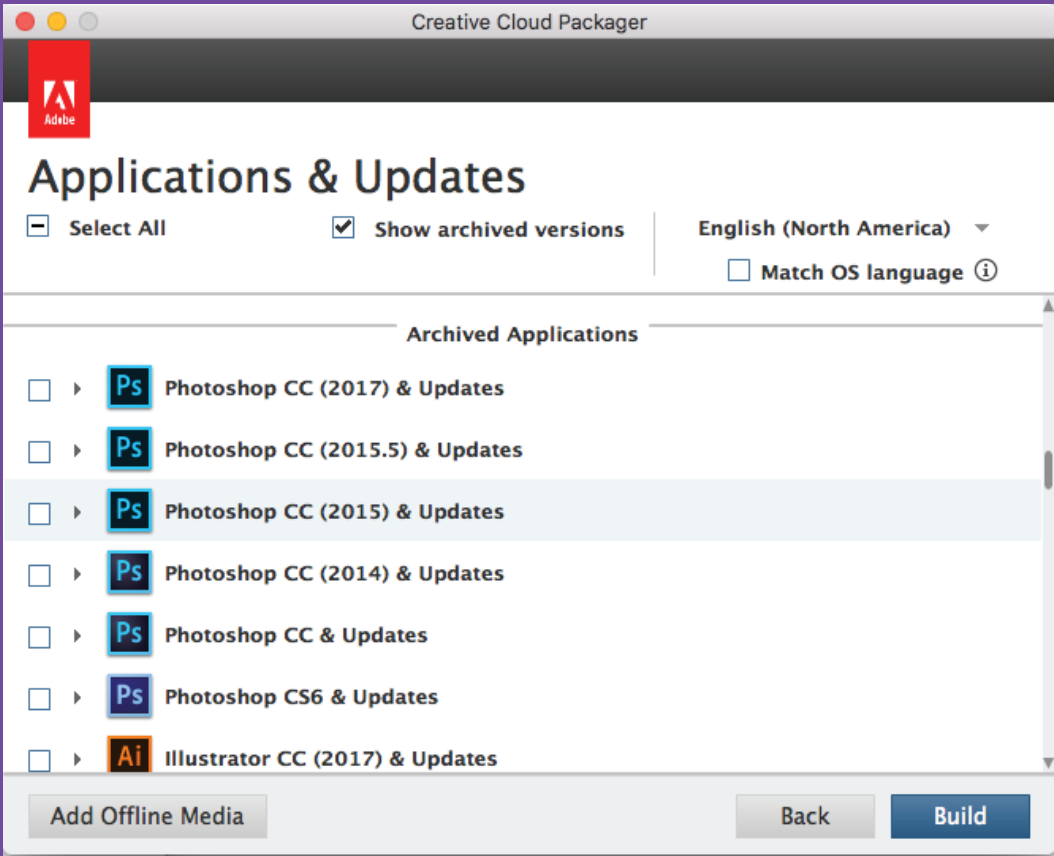
Creating Packages for Enterprise Deployment

Whether you choose to give your users self-services access or to manage software deployment for your users, the Admin Console gives you tools to build customized installer packages to meet the needs of your organization. Login to the Admin Console, click on Packages, and on the left choose between Packages to create your own or Adobe Templates to start with a standard deployment package. Customize the settings and apps as seen in the wizard below and download the industry-standard MSI or PKG file when you're done.



When should I use the Creative Cloud Packager or Acrobat Customization Wizard?

- You need to package older versions of Creative Cloud apps.
- You need to customize advanced settings for Acrobat such as modifying the Windows registry.



The Creative Cloud Packager allows you to build packages of previous versions of the Creative Cloud apps as far back as CS6.

Where can I obtain the Creative Cloud Packager or Acrobat Customization Wizard?

These advanced packaging tools may be downloaded from the Packages panel of the Adobe Admin Console.

Supported Deployment Tools

You may deploy Adobe software packages using any tool that can push down standard package types such as MSI (Windows) or PKG (Mac). Examples are SCCM on Windows and JAMF Casper Suite on the Mac.

Can I convert a Serialized package that is already installed on an end-user machine to a Named User package?

Yes. You will need to push down the Creative Cloud application and remove the existing volume serial number. See: [Migrate from serial number licensing to named licenses](#)

Release Management

Creative Cloud and Document Cloud apps and services are updated frequently. Every year Adobe releases dozens of updates and hundreds of new features. Your organization will need to decide how often to update the apps deployed to end users.

Some factors to consider:

Do you need to keep all users on the same versions of Adobe apps?

Some organizations need to ensure that all users are on a particular release such as Creative Cloud 2018 for compatibility reasons. Note that it is not possible to enforce versions in the self service model.

Do you need to vet updates prior to release?

Organizations which rely on third-party plug-ins or have developed their own integrations may wish to test new updates before they are deployed to end-users.

Are users demanding new features as they are released?

Adobe frequently updates certain tools, especially web and video tools, to keep up with emerging standards. Users whose work requires the latest technology may need more frequent updates.

Do you wish to enable users to update on their own?

You can allow Admin and non-Admin users to update software on their own. Updates are downloaded from the Adobe cloud or redirected to an internal update server and the local machine is updated.

Creative Cloud Only: Do you wish to avoid packaging Creative Cloud applications?

Non-admin users may install and update Creative Cloud apps on their own.



Annual True-up

Your Enterprise Term License Agreement (ETLA) with Adobe specifies the quantity of licenses you have purchased. The ETLA agreement calls for annual true-ups where you will report any new licenses deployed during the year.

Ongoing Maintenance

Once your deployment is complete, you will need to consider how you will maintain and manage users and licenses. Some things to consider:

- Who will be responsible for adding and deleting users as they come and go in your organization? Typically, this task falls to the IT Desktop team or License Management team.
- How will you account for new licenses that are needed over time?
- What is the process users and departments will employ to request new licenses?
- As you add new seats, how will you charge back the departments which require them?
- How will you reassign licenses once a user leaves the organization or no longer needs the license?
- How will you manage the annual true-up process?

Download our 4-Week Project Plan

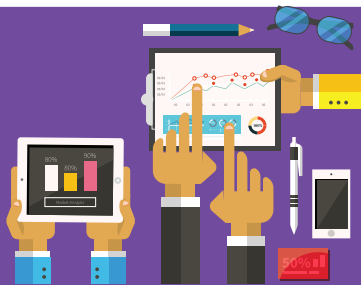
To realize the benefit of Adobe Cloud services, your organization will need to implement Named User Licensing.



We've created a customizable Excel spreadsheet for you that includes all the tasks required to implement Named User Licensing in your organization. The table includes numbered steps which assign specific tasks to project stakeholders. Get the Excel file here: <https://adobe.ly/2jeSm8r>

At critical junctures, we suggest your reach out to Adobe Expert Services. Our Expert Services staff can provide the specific guidance you need to be successful. See "Appendix: Schedule an Expert Services Session on the Admin Console" on the [next page](#).

Once your project is completed, you will be able to offer your users a comprehensive creative and business platform that starts with Adobe's industry-leading desktop and mobile apps and unlocks modern workflows across devices, projects and teams.

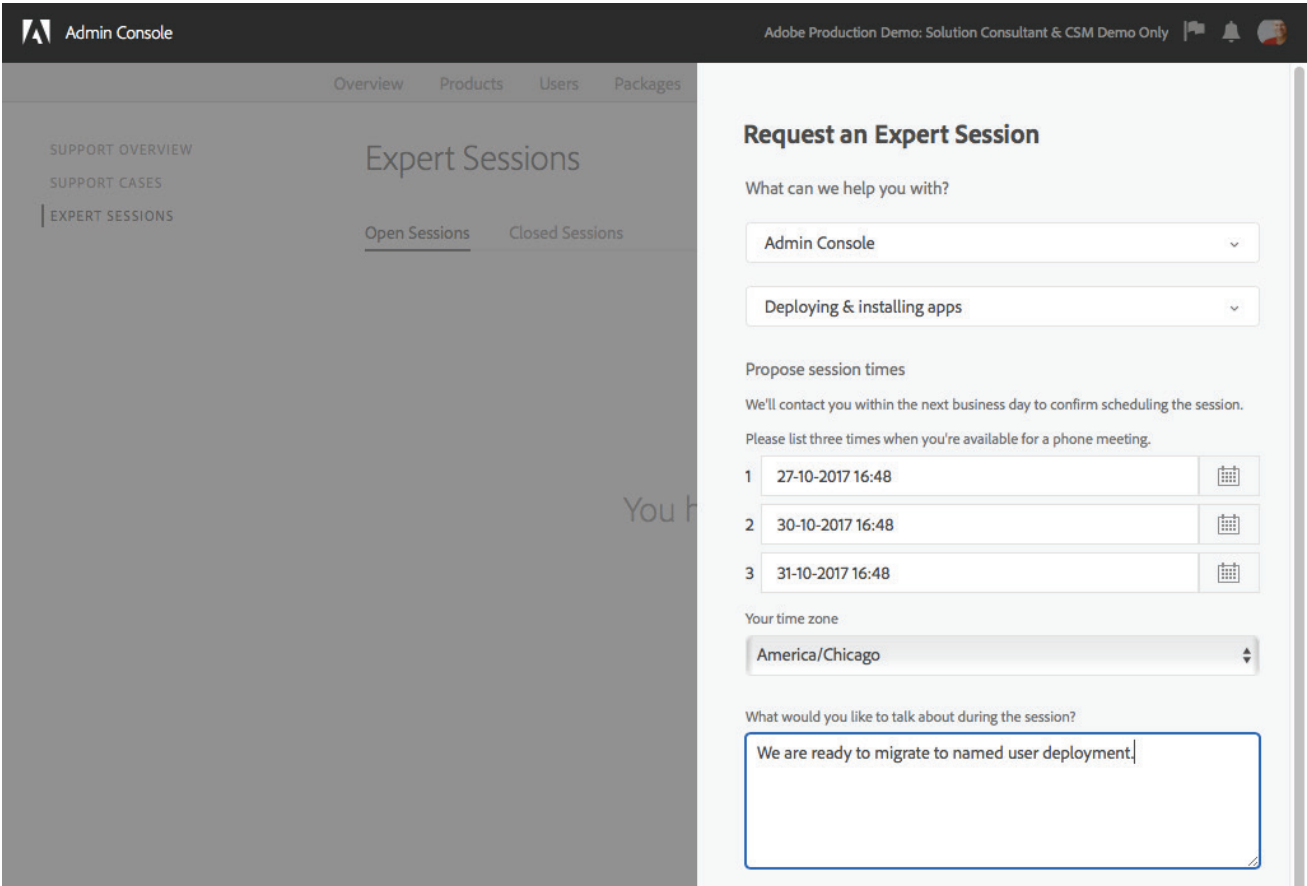


Appendix: Schedule an Expert Services Session on the Admin Console

You should have received an overview of the Admin Console during your Onboarding call, but you can also schedule a 1:1 virtual session with Adobe Deployment experts if you need more help completing the project.

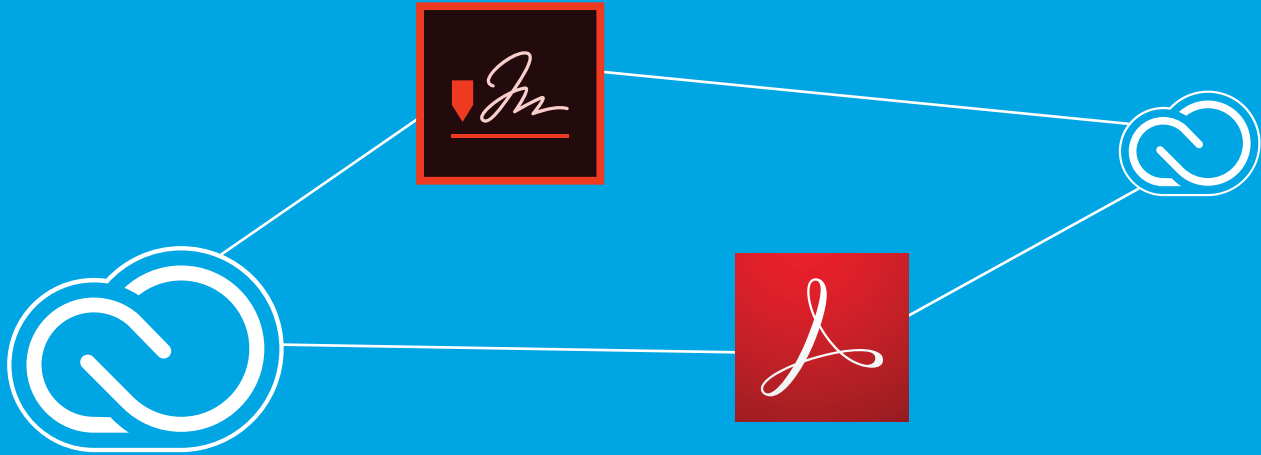
Here's how to schedule an Expert Services Sessions on the Adobe Admin Console:

- 1. Log into <https://adminconsole.adobe.com/enterprise>
- 2. Click the *Support* tab at the top
- 3. Click Expert Sessions on the left and the click New Session on the right. Complete all the fields and click Request Session.



Who has access to Adobe Enterprise Support?

System Administrators are automatically a "support delegate" with the right to contact Adobe, open support cases, and schedule Expert Services Sessions. System Administrators may also delegate this right to others by making them a Support Delegate.



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Adobe Creative Cloud services require an internet connection and are available only to users 13 and older. Use of services and applications require agreement to additional terms and Adobe's privacy policy (see <http://www.adobe.com/privacy/policy.html>). Applications and Services may not be available in all countries or languages and may be subject to change or discontinuation without notice.

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