

Adobe's Volume Licensing Programs | TLP and CLP Benefits Guide

Adobe's TLP and CLP volume licensing programs provide numerous benefits to licensees. This guide lists the key features and benefits of all Adobe volume licensing programs and provides general guidelines for selecting the most appropriate program based on organization profile. Use the program benefits comparison and profile chart to help identify which program is right for you.

Benefits of all Adobe Volume Licensing Programs

Just one purchase gives you access to the benefits associated with Adobe's volume licensing programs

Lower your total cost of ownership (TCO) of Adobe software

- Save money by purchasing licenses in volume.
- Reduce out-of-pocket costs and save time by efficiently tracking assets and licenses through a centralized procurement system, the Adobe Licensing Web Site (LWS).
- No purchasing commitments required above and beyond initial qualifying purchase.
- Volume licensing of Adobe products over a period of time results in lower TCO than the purchase of individual shrink-wrap versions of those same products.

More efficiently manage the entire lifecycle of Adobe licensed products throughout your organization

- Take advantage of Adobe's license management tools to help best manage Adobe licenses.
- Get quick and easy access to the latest technologies via Electronic Software Delivery (ESD) from LWS.
- Gain peace of mind that your organization is complying with legal usage obligations. Run reports and print out license statements from LWS to help you understand your order history and compare it with organization usage.
- Greatly simplify installs and increase the efficiency of IT with a single serial number per product ordered under the same End User ID (with same platform and version). Enable IT to build a standard image that can be used for installing on each machine.

Increase your expertise in software licensing and management as a strategic partner and member of Adobe's licensing community

- Learn about best practices and share your own with peers as a member of Adobe's licensing community.
- Provide input and influence Adobe licensing program development through user forums and advisory boards.
- Gain access to expert advisors and helpful content, such as online live eSeminars and/or whitepapers.

Upgrade Plan Benefits

Gain greater predictability in budgeting for future versions, and simplify Adobe software procurement management

- Enjoy flexibility in managing software versions—you can standardize across your organization or allow users to self-manage. You also may select Upgrade Plan for as few or as many licenses as you choose.
- Get timely notifications of new upgrades, so you can stay on top of new product releases.
- Increase efficiency with one central location to download all upgrades.
- Lock in the price with a two-year payment option: Upfront payment of the two-year membership ensures no Upgrade Plan rate increase on that purchase during the two years.
- Take advantage of the annual payment option: Opting to defer half the payment until the second year helps you annualize your spending (same rate is not guaranteed in year two).

TLP and CLP Customer Profile Chart

Organization Profile	TLP	CLP
Organizational size/maturity		
• Small to medium size organizations (1-499 workstations).	✓	
• Larger enterprise or government customers who wish to avoid entering into a contractual agreement.	✓	
• Growing organizations that have purchased various shrink-wrap products in the past and expect a price discount based on reasonable volume attainment over shrink-wrap.	✓	
• Medium to large enterprise businesses, creative agencies, educational institutions, and government agencies.		✓
• Large international conglomerates that would like to aggregate & centralize their purchases while extending their discount levels.		✓
• Organizations that spend a lot of time and resources managing licenses that do not yet have reporting systems in place.		✓
Organizational structure		
• Organizations that often purchase at the departmental or work-group level.	✓	
• Large organizations (500+ workstations) that have a decentralized buying environment.	✓	
• Entities whose organizational policy lends itself to centralized purchasing.		✓
• Organizations that wish to extend discount levels globally and to their affiliates and subsidiaries.		✓
Organizational purchasing strategy		
• Organizations interested in making the move from individual shrink wrap purchases to a more cost-effective transactional purchasing model.	✓	
• Organizations with an immediate need for products and that want to avoid potentially cumbersome internal approval process.	✓	
• Organizations that are committed to Adobe technology as part of their business strategy, tend to purchase multiple Adobe products over time, and want to maximize their volume software discounts.		✓
• Organizations that expect to lock-in price discounts based on purchase history.		✓
Organizational software asset management strategy		
• Organizations that want to improve control of expenses and management of software assets.		✓

TLP Benefits

Ordering Flexibility

- Achieve budget predictability through annual (for Government) and biannual (Commercial and Education) Upgrade Plans.
- Enjoy no minimum order size. The more that is purchased, the higher the discount rate for that transaction.
- No signature “contract” to sign/negotiate.
- Discounts are automatically applied to transactions.
- Upgrade Plan provides an option to renew for a third year.
- Available through thousands of resellers or Adobe Direct.

Easy Deployment/Management

- Streamline deployment with quick and easy one-time order placement and fulfillment.
- All serial numbers, units, platforms, and product licenses published on same license certificate.
- Enjoy one simple and flexible purchase transaction.
- Increase the efficiency of your license deployment with Electronic Software Delivery (ESD), provided for a **nominal fee** on LWS site immediately following order completion and placement of an ESD SKU.

CLP Benefits

Membership Flexibility

- Two-year membership program allows quick and easy order placement of any size at any time during the membership period.
- Organizations have flexibility to choose Adobe License Centers (ALCs).

Budgeting Benefits

- Achieve budget predictability through biannual CLP membership and Upgrade Plans
- Secure your discount position for your two year membership period by placing a minimum order size (three levels in Education, two in Government, four in Commercial).
- Secure your discount position for the subsequent membership period by placing a minimum order at time of renewal. Alternatively, if at time of renewal total orders throughout the two-year membership period are equal to at least twice the point level minimum for any discount level during the two-year membership, there is no minimum purchase required.
- Cumulative program: Incremental orders throughout the two-year membership add to the point total, which could qualify your organization for a better discount level, effective the month following the order.
- Keep track of installs throughout the month and save money and resources by placing only one PO.

Easy and Efficient Deployment/Management

- For additional licenses of pre-installed software with same version number, place orders within the month of the install, enabling installation of software when needed, rather than placing an order (and PO) before each install.
- Increase the efficiency of your license deployment with **free of charge** Electronic Software Delivery (ESD), provided on LWS site immediately following order completion.

CLP Program Member/Affiliate Structure Benefits

- Commercial program enables organizations to include divisions, subsidiaries, and peers, even if they are worldwide.
- Affiliates can choose to be “member-listed,” buying off the same agreement as their Program Member and using the same serial numbers.
- Affiliates can choose to be “self-enrolled,” setting up their own affiliate-level agreement and getting their own serial numbers.
- Regardless of affiliate option, all purchases contribute points to the Program Member level CLP membership, with the same discount level applying to all participants in the membership.
- Member/affiliate structure gives commercial entities the ability to buy and be supported locally while realizing the combined purchasing power of the worldwide organization.
- Government and Education programs are offered regionally.

CLP Upgrade Plan Benefits

- All coverage purchased is coterminous with CLP membership period. Simplifies license management—CLP membership and Upgrade Plan expire at the same time—Upgrade Plan expiration dates don’t have to be tracked separately.
- Upgrade Plan allows organizations to “bring-in” current version products purchased via other vehicles and purchase Upgrade Plan coverage on them as well (pro-rated if needed), so that all Adobe assets come up for renewal at the same time.

Note: Adobe products are licensed, not sold. Since the software licenses are distributed through channel partners, Adobe cannot and does not guarantee that any end user will receive any particular discount(s). Actual license fees for each end user are determined by the Adobe License Center or other channel entity.

For more information about Adobe’s licensing programs, please visit: <http://www.adobe.com/aboutadobe/openoptions/>

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