

At-a-glance comparison guide

for Education institutions

	Value Incentive Plan (VIP) Subscription	Education Enterprise Agreement (EEA) K-12 term license	Transactional Licensing Program (TLP) One-time purchase	Cumulative Licensing Program (CLP) Volume discount membership	Enterprise Term License Agreement (ETLA) Customization
	<p>Experience dramatically simplified deployment and management through a subscription model.</p> <p>The Adobe Value Incentive Plan (VIP) is a subscription-based licensing program that makes it easy for institutions to purchase, deploy, and manage Adobe products.</p>	<p>Give primary and secondary institutions access to the latest Adobe products over a 1- or 2-year term.</p> <p>The Adobe Education Enterprise Agreement (EEA) program offers substantial savings to primary and secondary schools on volume purchases of Creative Cloud apps and other Adobe software.</p>	<p>Use one simple transaction for a quick and easy way to manage licenses and save on volume purchases.</p> <p>The Adobe Transactional Licensing Program (TLP) offers volume purchase benefits without membership requirements or long-term agreements.</p>	<p>Maintain control of your Adobe software licenses and enjoy significant savings on volume license purchases.</p> <p>The Adobe Cumulative Licensing Program (CLP) is a 2-year membership program designed to benefit small to large institutions through volume purchases and simplified software administration.</p>	<p>Tailored for your institution-wide needs.</p> <p>An Adobe Enterprise Term License Agreement (ETLA) is a 3-year term licensing program ideal for large institutions that need custom software licensing options.</p>
Customer Profile	Institutions that want flexibility in their software commitment and the latest Adobe apps, tools, and services	Primary and secondary institutions that need to license on a per-full-time-equivalent (FTE) basis	Institutions that want administrative simplicity and a quick and easy one-time transaction	Institutions that want to extend discount levels globally and to their affiliates and subsidiaries	Large institutions that want a direct relationship with Adobe and access to the latest Adobe apps, tools, and services
License Type	Subscription	Term	Perpetual	Perpetual	Term
Agreement Term	Evergreen with annual subscriptions	1 or 2 years	None	2 years	3 years
Adobe Products	See list of product offerings for each program on next page				
Access to new product features	Get ongoing access to new features and upgrades as soon as they're released for no extra charge	Get ongoing access to new features and upgrades as soon as they're released for no extra charge, and deploy only when you're ready	Upgrade licenses or Upgrade Plan (on eligible products) available for purchase	Optional for eligible perpetual products	Included
Software and deployment management	<ul style="list-style-type: none"> Simple management and deployment through the Admin Console Package apps using Adobe Creative Cloud Packager 	Deploy and manage through Adobe's Licensing Website (LWS) and Creative Cloud Packager	Deploy and manage through LWS	Deploy and manage through LWS	<ul style="list-style-type: none"> Creative Cloud for enterprise includes a personalized orientation call and dedicated Technical Support Manage users and provision entitlements with Adobe Enterprise Dashboard Package apps using Adobe Creative Cloud Packager
Support	Creative Cloud for education Complete plan includes two 1-on-1 sessions with an Adobe product expert per year	Not available	Available for purchase	Available for purchase	<ul style="list-style-type: none"> Enterprise Support included Creative Cloud for enterprise includes dedicated IT support, plus the ability to schedule 10 1-on-1 60-minute Expert Services sessions per year
How to buy	Adobe Authorized Education Reseller or select Adobe call centers	Adobe Authorized Education Reseller	Adobe Authorized Education Reseller	Adobe Authorized Education Reseller	Contact your Adobe Account Executive
Minimum initial purchase	None	Small schools: 20 FTE Large schools: 70 FTE Legal entity*: 300 FTE	One license	5,000 points	Request a consultation

*Legal entity: A legal entity having responsibility for the procurement and contract management of multiple primary and secondary schools (for example: district, county, state, or other education government agency).

Adobe products available in each program**

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<p>Creative Cloud for education</p> <p>Includes all of Adobe's apps and services, plus extras that make setup and management fast, easy, and flexible. Online services for named-user licenses only.</p> <ul style="list-style-type: none"> • Named-user Complete • Named-user Single-app • Device license Complete • Device license Single-app 	<p>Creative Cloud desktop apps</p> <p>The Creative Cloud product offering under EEA provides access to specific apps (without services or storage) frequently used by primary and secondary schools.</p> <p>Optional add-on bundles</p> <p>Bundle 1:</p> <ul style="list-style-type: none"> Adobe Presenter Adobe Captivate <p>Bundle 2:</p> <ul style="list-style-type: none"> Adobe Premiere Elements Adobe Photoshop Elements 	<p>Adobe Acrobat and other products</p> <ul style="list-style-type: none"> Adobe Acrobat Pro Adobe Creative Suite 6 family Adobe Media Server family Adobe Technical Communication Suite Adobe Captivate Adobe ColdFusion family Adobe Contribute Adobe Director Adobe eLearning Suite Adobe Flash Builder family Adobe Font Folio Adobe FrameMaker family Adobe FreeHand Adobe InDesign Server CS6 Adobe LeanPrint family Adobe Lightroom Adobe PageMaker Plus Photoshop Elements Photoshop and Premiere Elements bundle Premiere Elements Presenter Licensed Adobe RoboHelp Office Adobe Type Classics for Learning 	<p>Adobe Acrobat and other products</p> <ul style="list-style-type: none"> Acrobat Pro Creative Suite 6 family Adobe Media Server family Adobe Technical Communication Suite Captivate ColdFusion family Contribute Director eLearning Suite Flash Builder family Font Folio FrameMaker family FreeHand InDesign Server CS6 LeanPrint family Lightroom PageMaker Plus Photoshop Elements Photoshop and Premiere Elements bundle Premiere Elements Presenter Licensed RoboHelp Office Type Classics for Learning 	<p>Creative Cloud for enterprise</p> <p>Creative Cloud for enterprise brings together everything you need to empower faculty, staff, and students across your institution to do their greatest work. Get the latest versions of creative apps and services along with centralized license management tools to help IT easily manage your deployment.</p> <ul style="list-style-type: none"> Creative Cloud for enterprise Presenter Licensed eLearning Suite Premiere Elements Photoshop Elements Captivate Photoshop Elements, Premiere Elements, and Captivate bundle