

Adobe® Volume Licensing programs: At-a-glance comparison guide



This guide compares the four Adobe Volume Licensing (AVL) programs to help you choose the program that works best for your organization.

	Transactional Licensing Program (TLP) One-time	Cumulative Licensing Program (CLP) Volume discount membership	Adobe Enterprise Agreement (EA) Standardization	Value Incentive Plan (VIP) Subscription
Program basics				
Purchase model	<ul style="list-style-type: none"> Simple purchase 	<ul style="list-style-type: none"> Ad hoc or planned purchase 	<ul style="list-style-type: none"> Standardization model 	<ul style="list-style-type: none"> Subscription model
Organization type	<ul style="list-style-type: none"> Commercial, government, and education 	<ul style="list-style-type: none"> Commercial, government, and education 	<ul style="list-style-type: none"> Commercial and government 	<ul style="list-style-type: none"> Commercial, government, and education
Structure	<ul style="list-style-type: none"> Organizations that often purchase at the department or workgroup level Organizations that have a decentralized buying environment 	<ul style="list-style-type: none"> Organizations with policies that support centralized purchasing Organizations that want to extend discount levels globally and to their affiliates and subsidiaries 	<ul style="list-style-type: none"> Organizations with policies that support centralized purchasing Organizations that want the benefits of having all their users work with the same version of software 	<ul style="list-style-type: none"> Organizations that often purchase at the department or workgroup level Organizations that have either a decentralized or centralized buying environment
Organization strategy	<ul style="list-style-type: none"> Commercial, government, and educational organizations that want to avoid a contractual agreement Organizations interested in moving from shrinkwrapped purchases to a licensing program to help streamline software management and increase operational efficiencies Organizations with an immediate need for products and a desire to avoid potentially cumbersome internal approval processes 	<ul style="list-style-type: none"> Organizations that want to aggregate and centralize their purchases while extending their discount level Organizations that spend a lot of time and resources managing and deploying licenses Organizations that are committed to Adobe technology as part of their business strategy and want to maximize their volume software discounts Organizations that want to improve control over expenses and management of software assets 	<ul style="list-style-type: none"> Enterprise businesses, creative agencies, or large organizations that are committed to Adobe technology as a standard part of their business strategy and, in return, want to be rewarded with maximum volume discounts on eligible software and Maintenance and Support Organizations that want predictable pricing based on their initial volume order Organizations that want optimal control over expenses and management of software assets, upgrades, and support 	<ul style="list-style-type: none"> Organizations that want flexibility in their software commitment Organizations looking for lower up-front license costs Commercial, government, and educational organizations that want to avoid a two- or three-year contract Organizations with an immediate need for products and a desire to avoid potentially cumbersome internal approval processes Organizations that want control over expenses and optimal management of software Organizations that prefer to purchase products through a reseller

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Program benefits				
Reduce software costs	<ul style="list-style-type: none"> Reduce costs through time savings and administrative efficiencies over buying retail 	<ul style="list-style-type: none"> Get deeper savings on Adobe software than through retail today and in the future with a two-year commitment and minimum purchase order Achieve budget predictability through two-year membership and optional Upgrade Plan Increase your savings as you accumulate points because all subsequent orders add to your overall point total Enable affiliates worldwide to receive the same discount level and contribute to your purchase points total 	<ul style="list-style-type: none"> Get the most substantial savings of any AVL program on eligible software Achieve predictable pricing for three years Get additional discounts when you standardize on eligible software across 100% of the computers in your organization Set your EA discount tier based on your existing CLP level and the number of licenses in your initial EA purchase plus Maintenance and Support Earn CLP points and potentially improved pricing on products not offered through EA Annualize upgrade costs for the duration of your three-year enrollment 	<ul style="list-style-type: none"> Buy only the subscription licenses your organization needs Get new features as they become available for the licenses you already subscribe to instead of paying for upgrade versions of perpetual software
Simplify software deployment and management	<ul style="list-style-type: none"> Streamline deployment with quick and easy one-time order placement and fulfillment Get one comprehensive license certificate with all serial numbers, quantity of units, platforms, and product licenses included Enjoy one simple and flexible purchase transaction Easily track and manage your Adobe software licenses through Adobe's Licensing Website Utilize the same serial numbers for all licenses of the same product, version, language, and platform 	<ul style="list-style-type: none"> Deploy additional licenses as you need them throughout the month and then simply include them on one monthly purchase order Simplify software license management with Upgrade Plan (additional purchase required), which runs concurrently with your CLP membership period Easily track and manage your Adobe software licenses through Adobe's Licensing Website Utilize the same serial numbers for all licenses of the same product, version, language, and platform 	<ul style="list-style-type: none"> Deploy additional licenses as needed and settle those license fees with annual true-ups Standardize on the same version of software across your entire organization Get comprehensive support coverage to maximize productivity and minimize risks (Maintenance and Support required) Get automatic upgrades of your licensed products with Maintenance coverage (Maintenance and Support required) Easily track and manage your Adobe software licenses through Adobe's Licensing Website Utilize the same serial numbers for all licenses of the same product, version, language, and platform 	<ul style="list-style-type: none"> Manage all your subscription licenses from one convenient portal Easily view who is assigned to each license Take advantage of a simple enrollment process, and get online access to all Adobe products that are available through VIP as soon as your enrollment is complete
Enjoy greater flexibility	<ul style="list-style-type: none"> No minimum order size Make purchases in any quantity with no long-term contract 	<ul style="list-style-type: none"> Place orders of any size (after your initial qualifying order) quickly and easily at any time during your membership period Give affiliates the flexibility to purchase licenses and support locally while taking advantage of the combined purchasing power of the worldwide organization Enroll or renew online for maximum convenience 	<ul style="list-style-type: none"> Complements the Adobe CLP program Enroll or renew online for maximum convenience 	<ul style="list-style-type: none"> Deploy as many or as few subscription licenses as your organization needs—there is no minimum license purchase requirement Add subscription licenses according to the needs of your organization Avoid two- or three-year contracts and ensure your organization has access to the latest technology

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Program details				
License type	• Perpetual	• Perpetual	• Perpetual	• Subscription
Minimum initial purchase requirement	• One license	• 10,000 points for commercial and government organizations • 5,000 points for educational organizations	• 100 licenses of eligible software plus Maintenance and Support	• None
Agreement term	• None	• Two-year membership	• Three-year agreement	• Ongoing
Discount basis	• None	• Discounts accrue cumulatively throughout two-year agreement*	• Deepest AVL discounts and price protection for three years based on initial purchase*	• None
Eligible products	• All Adobe desktop products	• All Adobe desktop products	• Adobe Acrobat Family products • Adobe Presenter • See the EA program guide for the most current list of eligible products	• Adobe® Creative Cloud™ for teams • See the VIP program guide for the most current list of eligible products
Web-based license tool	• Included (Licensing Website)	• Included (Licensing Website)	• Included (Licensing Website)	• Included (Admin Console)
Support services	• Optional	• Optional	• Support coverage required	• Varies per product
ESD	• Included	• Included	• Included	• Included
Upgrade coverage	• Not applicable	• Upgrade Plan optional for customers purchasing software under a perpetual license	• Maintenance coverage required	• Included
Ordering and enrollment	• Order through a reseller • Online enrollment not available	• Order through a reseller • Online enrollment	• Order through a reseller • Online enrollment	• Order through a reseller • Online enrollment
Region availability	• Worldwide [†]	• Worldwide [†]	• Worldwide [†]	• Worldwide [†]



* For customers purchasing from an Adobe reseller, discounting is not from Adobe directly to end users.

[†] Not available in countries where laws or other restrictions prevent Adobe from offering the program, or in regions that decide from time to time not to offer programs based on adverse business conditions.