Adobe Enterprise Term Licensing Agreement for education

Boost student achievement and campus performance

With technology literacy vital to improving student success in school and after graduation, education leaders in primary, secondary, and post-secondary education are looking for smarter, more cost-effective ways to deliver best-in-class digital communication tools to students, staff, and faculty. Through well-planned technology deployments and enterprise licensing programs with technology leaders like Adobe, institutions are realizing the benefits of universal access to industry-standard software, from enhanced student learning and streamlined collaboration across campus to development of essential digital communication skills.

As many institutions are discovering, these are just a few of the benefits. While widespread access to leading software applications helps keep students more engaged in learning and better prepares them to compete in a global economy, it can also make an institution more appealing to prospective students. At the same time, simplified and centralized software licensing programs positively impact campus operations, reducing IT administration costs and increasing technology adoption by faculty and students.

With an Adobe Enterprise Term Licensing Agreement (ETLA) in place, institutions move closer to their goal of giving all members of their institution the tools to succeed in school and beyond.

Program overview

An Adobe ETLA minimizes the costs and complexity of IT administration and maximizes an institution’s benefits with:

- **Streamlined purchasing and order management** by consolidating deployment under an annual purchase order
- **Improved budget planning** with a predictable annual licensing cost
- **Universal access** to Adobe software for faculty, staff, and students, including an option for higher education students use on their personal computers
- **Simplified compliance and version control** with institution-wide access to the latest Adobe software
- **Flexible deployment** supporting multiple distribution options

**Streamlined purchasing and order management**

With an ETLA, it’s easy to keep track of software installations throughout a given year and consolidate all your deployments into one annual purchase order, with the option to purchase the entire agreement up front. That means you can deploy additional licenses of a product you have already licensed as you need them without placing a new order and waiting for it to be processed. Simply reconcile your license deployments with one comprehensive purchase order at the end of the year.

**Improved budget planning**

An ETLA gives you greater control and predictability over Adobe software costs, helping you ensure funds are available to address all of your priorities. Your one purchase order covers all the Adobe software on your campus for the year. This is a three-year term site license, with access to future product updates included in the license fee. Customers must continue to pay their annual fees in order to continue using the Adobe software they have licensed under the agreement. Additions to the initial product configuration during the term will be prorated over the remaining term.
Universal access
An ETLA provides faculty and staff with universal access to Adobe software. Higher education institutions have the option to include access for students on their personal computers or on institution-owned computers designated for a student’s exclusive use. The following Adobe software is included:

- Adobe Acrobat® Pro
- Adobe After Effects® CC
- Adobe Audition® CC
- Adobe Bridge CC
- Adobe Dreamweaver® CC
- Adobe Edge Animate CC
- Adobe Edge Code CC (preview)
- Adobe Edge Inspect CC
- Adobe Edge Reflow CC (preview)
- Adobe Edge Web Fonts
- Adobe Encore®
- Adobe Extension Manager CC
- Adobe Fireworks®
- Adobe Flash® Builder® Premium Edition
- Adobe Flash Professional CC
- Adobe Illustrator® CC
- Adobe InCopy® CC
- Adobe InDesign® CC
- Adobe Media Encoder CC
- Adobe Muse® CC
- Adobe Photoshop® CC
- Adobe Photoshop Lightroom®
- Adobe Prelude® CC
- Adobe Premiere® Pro CC
- Adobe Scout CC
- Adobe SpeedGrade® CC

Optional add-ons include:

Adobe Photoshop Elements
Adobe Premiere Elements
Adobe Captivate®
Adobe Presenter

Simplified compliance and version control
An ETLA provides institution-wide access to Adobe software and avoids disparate departmental purchases. IT administrators can easily track and manage license compliance through Adobe’s password-protected Licensing Website (LWS). This portal enables you to run reports, track order history, access serial numbers, and download available software from one central location. Because ETLA customers are assigned a single contract number for all orders placed over the three-year period, you can easily access an ongoing record of your Adobe software licenses online. Although you report a specific full-time equivalent (FTE) count when you enter into an ETLA, new faculty or staff members can be added as they are hired throughout the year. Any new FTEs will be taken into account at the anniversary renewal. For example, if the FTE count at an institution is 14,400 at the signing of an ETLA but increases to 15,000 by the first anniversary, fees for the second year will be based on the new FTE total of 15,000. The institution will not have to pay extra fees for the portion of the first year during which the new FTEs were in place.

Flexible deployment
An ETLA offers multiple distribution options for installing your Adobe software. Most often, applications will be centrally imaged and installed as part of your enterprise software package for desktops and laptops. It is also possible to host application installers on secure servers for users or managers to deploy on demand. Institutions can offer software in a virtual environment, provided they cover the entire institution as well as the entire student population. An ETLA also allows you to provide access to Adobe software for students on their personal computers or on institution-owned computers designated for each student’s exclusive use.

To learn more about an ETLA, contact your Adobe sales executive.