

Adobe Buying Programs Comparison Guide for Education

Value Incentive Plan (VIP)

Subscription licensing with term-length options and loyalty rewards

Enterprise Term License Agreement (ETLA)

Tailored for your enterprise-wide needs in a 3-year agreement

Customer profile	Institutions that want flexibility to meet evolving needs and access to the latest Adobe apps, tools, and services; available for nonprofits	A 3-year agreement with cloud and desktop offerings designed for large organizations, including education institutions and school districts
License type	Subscription	Term
Agreement term	1 to 4 years	3 years
Discounts	Available through VIP Select	Negotiable
Products (See full list on following page)	Adobe Creative Cloud for education, Adobe Acrobat Pro DC, Adobe Stock, Adobe Captivate, Adobe Presenter, Adobe Presenter Video Express	Creative Cloud for enterprise, Adobe Document Cloud for enterprise, Adobe Stock for enterprise, Adobe Captivate, Adobe Presenter
Access to new product features	Access to new features and upgrades as soon as they're released	Access to new features and upgrades as soon as they're released
License management	Online tool to easily manage licenses, users, and deployment	Online tool to easily manage licenses, users, and deployment
Support	Support included; varies by product	Support included; varies by product
How to buy	Adobe Authorized Education Reseller or select Adobe call centers	Contact your Adobe Account Executive

Cumulative Licensing Program (CLP)

Volume licensing program for purchase of perpetual desktop products






Transactional Licensing Program (TLP)

One-time purchases of perpetual desktop products— with no contracts

Customer profile	Institutions or districts that want to extend discount levels across multiple departments, schools or campuses	Organizations that want administrative simplicity and a quick and easy one-time transaction; available for nonprofits
License type	Perpetual	Perpetual
Agreement term	2 years	None
Volume discount	Available cumulatively	None
Products and solutions (See full list on following page)	Acrobat 2017 (desktop only) and other desktop products	Acrobat 2017 (desktop only) and other desktop products
Access to new product features	Optional for eligible desktop products	Optional for eligible desktop products
License management	Deploy and manage through Adobe's Licensing Website (LWS)	Deploy and manage through Adobe's Licensing Website (LWS)
Support	Available for purchase	Available for purchase
How to buy	Adobe Authorized Education Reseller	Adobe Authorized Education Reseller

Adobe products available in each program*

Value Incentive Plan (VIP)

				
Creative Cloud for education	Creative Cloud for enterprise	Acrobat Pro DC for teams Acrobat Pro DC for enterprise	Adobe Captivate	Adobe Presenter
				
Creative Cloud for education K-12 site† (100 device license minimum)	Creative Cloud for education K-12 district† (500 device license minimum)	Adobe Stock	Adobe Presenter Video Express	

Enterprise Term License Agreement (ETLA)

			
Creative Cloud for enterprise	Adobe Document Cloud for enterprise	Adobe Stock for enterprise	
			
	Adobe Captivate	Adobe Presenter	Photoshop and Premiere Elements

Cumulative Licensing Program (CLP) and Transactional Licensing Program (TLP)

				
Acrobat Pro 2017 (desktop only)	Technical Communication Suite	Adobe Captivate	Adobe ColdFusion family	Adobe Flash Builder family
				
Adobe Font Folio	Adobe FrameMaker family	Adobe FreeHand	Adobe Photoshop Elements	Photoshop and Premiere Elements bundle
				
Adobe Photoshop Lightroom	Adobe Premiere Elements	Adobe Presenter Licensed	Adobe RoboHelp family	

For more information
[www.adobe.com/howtobuy/
buying-programs/education.html](http://www.adobe.com/howtobuy/buying-programs/education.html)

Note: VIP offerings in the People's Republic of China (PRC) include Creative Cloud for education All Apps and Creative Cloud for education Single Apps. If purchasing licenses in the PRC, please contact a reseller in the PRC.

* Product offerings are subject to future modifications and may be updated from time to time to incorporate product changes. Please contact your Adobe representative for a complete list of products offered.

† Available for qualified Primary and Secondary schools and districts

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