

# Creative Cloud Pro Edition

## Solutions Guide





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Learn why today's  
businesses demand  
seamless creative  
platforms and processes  
for their creative teams.

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# Introducing Pro Edition

Our latest Creative Cloud offering for business, Pro Edition adds unlimited access to over 200 million assets from Adobe Stock. Access to the Adobe Stock standard asset collection is seamlessly integrated into Creative Cloud desktop and mobile apps and services, across photography, design, video, web, UX, and more.



## Creative tools

- Creative Cloud apps and services
- Unlimited access to Adobe Stock

## Creative workflows

- Creative Cloud libraries, files, and storage
- Creative Cloud and third-party integrations

## Built for business

- Single console
- Unified license history
- Business-grade licensing
- Asset management and compliance
- 24/7 support





# Creative tools

## Creative Cloud apps and services.

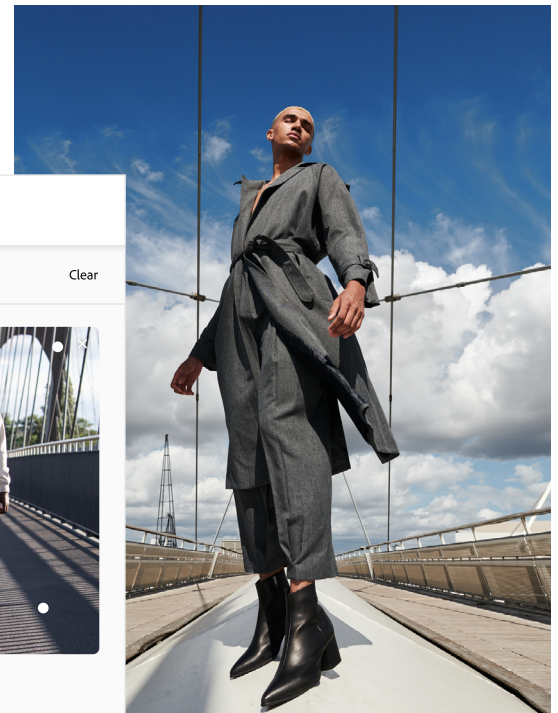
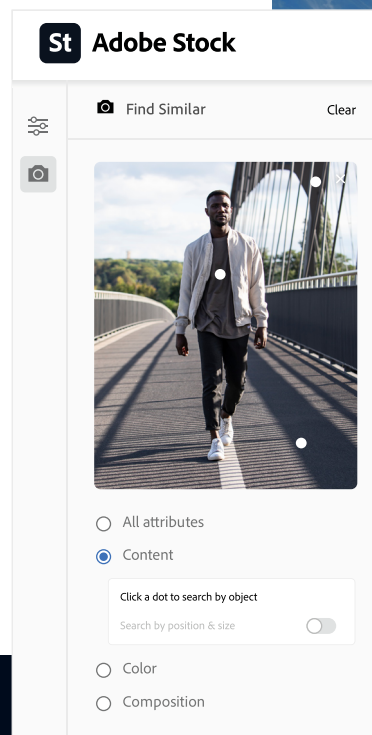
Enjoy 20+ desktop and mobile apps and services for photography, design, video, web, UX, and more so you can cover your entire team's creative needs. Pro Edition is available for both Single App or All-App Creative Cloud plans.



## Unlimited access to Adobe Stock.

Get unlimited access to the entire Adobe Stock standard collection of over 200 million images, vectors, illustrations, 3D assets, and creative templates.

- Design concepts and mockups faster and more efficiently using high-resolution, unwatermarked assets.
- Skip the blank page and jumpstart projects with customizable, layered design and Motion Graphics templates, prepared by creative professionals.
- Search faster, filtering by similar images, aesthetics, color, copy space, and more—it's all powered by Adobe Sensei artificial intelligence technology.
- Create and share custom libraries of frequently used stock design elements to accelerate projects.



Stock plays a growing role in campaigns due to its ability to save time and money.

**91%**

say stock gets campaigns to market more quickly

**84%**

agree stock reduces campaign costs

**75%**

used stock in the past year

**60%**

expect their stock needs to increase over the next 3 years



# Creative workflows

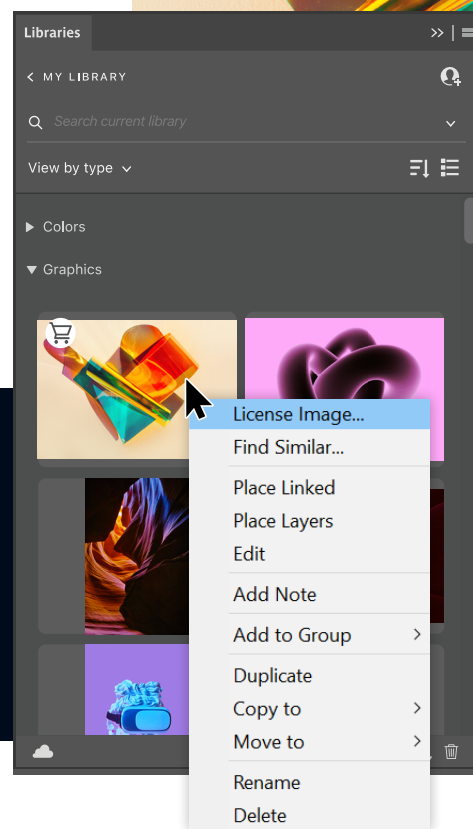
## Creative Cloud Libraries, files, and storage.

Easily store, access, organize and share creative assets and files across devices and teams.

- Consolidate frequently used creative assets such as color palettes, character styles, logos, and images in Libraries.
- Quickly access frequently used and project-specific design elements from any app or device.
- Easily share your libraries with team members and partners outside your organization.
- Maintain better creative control with read-only and editing permissions.

### Create 8x faster overall with Creative Cloud Libraries.

According to a benchmark study by Pfeiffer Consulting, creative teams greatly increase their productivity when they use Creative Cloud Libraries to share assets and settings.<sup>1</sup>



## Creative Cloud and third-party integrations.

**Adobe Stock integration with Creative Cloud and Microsoft PowerPoint:** With just one click, search and license all the assets you need right inside your favorite apps.

**Creative Cloud integration with Slack and Microsoft Teams:** Use your everyday collaboration tools to share, preview, and stay current on comments and updates related to your creative assets and files.

<sup>1</sup> Pfeiffer Report: Benchmark Analysis. Adobe Creative Cloud Libraries: Boosting creativity for creative teams. 2019. <https://www.pfeifferreport.com/wp-content/uploads/2020/01/Adobe-Creative-Cloud-Libraries-Benchmarks.pdf>



# Built for business

## Single console.

Purchase, deploy, and manage all Creative Cloud and Adobe Stock licenses through a single console.

## Unified license history.

Gain at-a-glance transparency into what you own via Adobe Stock's unified team license history and badging—and avoid purchasing the same asset twice.

## Business-grade licensing.

Get unlimited copies or views of your work with Pro Edition plans. Pro Edition for enterprise comes with additional rights—you can use assets to create merchandise or products for resale or distribution.

## Asset management and compliance.

- Unlimited access to Adobe Stock for the entire creative team means you no longer need to worry about:
  - Managing asset approvals
  - Using unlicensed assets
- With pooled licensing, Adobe Stock assets belong to your company even as team members come and go.
- With Creative Cloud Libraries, creative assets stay with your company even after team members leave.

## Help when you need it.

Experience 24/7 tech support; special 1:1 Expert Sessions are also included on a per user/per year basis.



**“Unlimited access to all of Adobe Stock’s standard assets through Creative Cloud Pro Edition has been a game changer. It allows us to be faster and more efficient, since our teams are no longer scared to take a chance on an image. All of this helps ensure we’re putting out better content—more relevant and on-brand.”**

— Bridget Esposito,  
Creative Director, Prudential  
[Read more →](#)

# Compare Pro Edition for teams to Pro Edition for enterprise

## Choose the right plan for your needs.

Pro Edition is available for teams and organizations with five or more users.

	Pro Edition for teams	Pro Edition for enterprise
	Creative Cloud for teams customers can upgrade their All Apps or Single App plans to Pro Edition at the same price as their existing subscription for up to one year.	Creative Cloud for enterprise plans are built for organizations that need enhanced user management, security, indemnification, and support.
<b>ID Types supported (user authentication)</b>	Adobe ID	Adobe ID, Federated ID (SSO), and Enterprise ID
<b>Business level supports</b>	Live technical support 24/7/365 Self-serve onboarding	Live technical support 24/7/365 with ability to create tickets in console Select enterprise accounts have ongoing Customer Success Manager support
<b>Adobe Stock</b>		
<b>Usage and sharing rights</b>	Team members belonging to the same legal entity	Unlimited employees and contractors within the entire organization worldwide, including affiliates
<b>Manage user access at group/profile level</b>	--	Yes
<b>Enterprise reporting</b>	--	Yes
<b>Bulk licensing</b>	--	Yes
<b>License history</b>	Web view	Web view, plus the ability to filter and export as csv
<b>Stock license type<sup>2</sup></b>	Enhanced: Use assets with all the rights granted in the Standard license, plus reproduce the asset beyond the 500,000 copy/viewer restriction.	Extended: Same as Enhanced, plus the ability to use assets to create merchandise or products for resale or distribution where the main value of the product is associated with the asset itself, such as a coffee mug or t-shirt.
<b>Highest-level indemnification</b>	US \$10K maximum	Yes for Enterprise Term License Agreement (ETLA) Value Incentive Program (VIP) US \$10K maximum

# Five reasons to upgrade to Pro Edition



1. **Unlimited downloads.** No watermarks, no quotas, get unlimited images, vectors, illustrations, 3D assets, and templates.
2. **Integrated workflows.** Boost collaboration with Creative Cloud and third-party integrations.
3. **Find the right image, fast.** Quickly filter by image similarity, aesthetics, color, copy space, and more, all powered by Adobe Sensei AI.
4. **One plan, one console.** Unify license history, asset management, and compliance on a single console with 24/7 support.
5. **Built for the new normal.** Ensure greater brand consistency, eliminate overages, and avoid duplicate asset purchases across remote teams.

## Get Ready to Create Without Limits

Take the next step: Call to learn more or schedule a demo.

Pro Edition for teams: 800-685-3602  
Pro Edition for enterprise: 800-685-3524  
[www.adobe.com/go/proedition](http://www.adobe.com/go/proedition)

### Featured sources

State of the Industry survey (US, UK, DE, JP, and ANZ)

Edelman Data & Intelligence Survey. March 2021.

1509 respondents: 502 Creatives and Designers; 504 Creative and Marketing Decision-makers; and 503 IT Administrators and Decision-makers.

Annual Global Creatives survey (US, UK, DE, and FR)

Adobe. State of Creativity. 2020

1600 respondents: 600 US; 500 UK; 250 Germany; and 250 France.