



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	Creative Cloud for education K-12 site [†]	Creative Cloud for education K-12 district [†]	Acrobat Pro DC for teams	Acrobat Pro DC for enterprise	Adobe Sign	Adobe Substance
							
Adobe Captivate	Adobe Presenter	Adobe Presenter Video Express	Adobe Technical Communication Suite	Adobe Stock	Adobe Spark Premium free**	Adobe FrameMaker family	Adobe RoboHelp family

Enterprise Term License Agreement (ETLA)

					
Creative Cloud for enterprise	Adobe Document Cloud for enterprise	Adobe Stock for enterprise	Spark Premium free**	Technical Communication Suite	Adobe Sign
					
Adobe Captivate	Adobe Presenter	Photoshop and Premiere Elements	Adobe FrameMaker family	Adobe RoboHelp family	Adobe Substance

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

				
Acrobat Pro 2017 (desktop only)	Adobe 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

Note: VIP offerings in the People's Republic of China (PRC) include Creative Cloud for teams and Creative Cloud for enterprise. 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.

** Non-profits are not eligible for Spark Premium free.

† Available in device-based and named-user license offerings for qualified Primary and Secondary schools and districts. Minimum purchase quantities are required and may vary by region and offering. Please contact your Adobe representative for offering details.

Adobe, the Adobe logo, the Adobe PDF logo, the Creative Cloud logo, Adobe Premiere, Acrobat, Captivate, ColdFusion, Creative Cloud, Flash, Flash Builder, Font Folio, FrameMaker, FreeHand, Lightroom, Photoshop, and RoboHelp are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2020 Adobe. All rights reserved. 3/20