Institutional plans for Adobe Creative Cloud

Creative Cloud gives your students, educators, and staff access to the world’s best creative apps for design, web, video, and photography—all right on the desktop—along with seamless ways to share and collaborate. Only Creative Cloud offers all the essential tools to help students achieve their full creative potential.

Find a licensing option that fits your needs for:

<table>
<thead>
<tr>
<th>Small workgroups and departments</th>
<th>Classrooms and labs</th>
<th>Entire institutions</th>
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<tr>
<td><strong>Creative Cloud for education</strong></td>
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<td><strong>Creative Cloud for enterprise</strong></td>
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<td>Named-user licensing</td>
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<td>Enterprise licensing</td>
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<tr>
<td>• Licenses for each individual user on their institutional computer</td>
<td>• Licenses for each computer, rather than each user</td>
<td>• Flexible license options</td>
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<td>• Includes complete set of Creative Cloud applications or single-app option</td>
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<tr>
<td>• Online services included</td>
<td>• Online services not included</td>
<td>• Option to add select online services</td>
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Available through the Adobe Value Incentive Plan (VIP).

Purchase through an Adobe Authorized Education Reseller.

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Available through a customizable Enterprise Term License Agreement (ETLA).

For more information, contact your Adobe account executive.

Primary and secondary schools may save more on Creative Cloud applications through an Adobe Education Enterprise Agreement.

www.adobe.com/go/eea
VIP Program Summary

The Adobe Value Incentive Plan (VIP) is a subscription-based licensing program that makes it easy for education customers* to purchase, deploy, and manage Adobe products. Education customers are offered two licensing types: named-user license for use by an individual and device license for use on a classroom or lab computer.

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<td>Creative Cloud online services included</td>
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<tr>
<td>Two installs per license</td>
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* Qualified nonprofit organizations are permitted to purchase through VIP utilizing the Education price list.
“We knew it was important to streamline, standardize, and get every school in the district with a CTE program onto industry-standard, state-of-the-art technology—Adobe Creative Cloud software. We are now looking far into the future, providing tools to our students to empower them to become great creative thinkers.”

Tamy Smalskas, Director of college & career readiness, McKinney ISD

Benefits

No minimum purchase
VIP has no minimum license purchase requirement. Your institution can deploy as few or as many creative apps as needed.

Centralized control
With VIP, centralized deployment gives everyone access to new products and features as soon as they’re released, reducing support costs and network congestion.

Hassle-free compliance
Have peace of mind with automatic compliance. Once your institution enrolls, you have 30 days to pay for subscription licenses and remain in compliance.

Flexibility and scalability
Keep track of licenses added, who’s using them, and when they were purchased.* And no matter when you add licenses, all your subscriptions are prorated to the same Anniversary Date, making management simple.

Evergreen membership
With the evergreen membership, your enrollment in VIP does not expire. So no more worrying that your product subscriptions could lapse while your agreement is under review for renewal.

Budget predictability
With an annual VIP membership, give users access to the world’s best creative tools, plus exclusive feature updates at no additional cost.

* For named-user licenses only.

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- Benefits
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- Renewal
- Support and Resources
Deployment

Initial order
VIP Members will place their initial VIP order directly with their Reseller, either at the time of enrollment or shortly after.

Additional orders
Additional orders may be placed by VIP Members at any time throughout the VIP membership term. Device license customers must contact their Reseller, while named users may contact their Reseller or indicate their intent to purchase by adding seats in the Admin Console followed by submitting an order to their Reseller.

Important
If an order has not been received by Adobe within 30 days after licenses have been added, no other products can be added until an order has been placed. If an order is not received by Adobe within 60 days after licenses have been added, then Adobe will remove access to the unpaid licenses.

Transactional discounting
VIP Members who purchase in volume may receive a discount* based on the total number of licenses in each given transaction. Transactional discounts are per-transaction only; orders cannot be combined to meet the minimum licenses required to achieve a discount.

<table>
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<th>Level</th>
<th>Minimum Licenses</th>
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<tbody>
<tr>
<td>1</td>
<td>1–49</td>
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<tr>
<td>2</td>
<td>50–249</td>
</tr>
<tr>
<td>3</td>
<td>250–999</td>
</tr>
<tr>
<td>4</td>
<td>1,000+</td>
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</tbody>
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* Specific pricing is always set between the Reseller and the member.
Renewal

Renewing licenses
Each year on the Anniversary Date, licenses purchased through VIP need to be renewed in order to continue using the products. Renewal orders are placed through a Reseller. Any licenses for which no renewal order has been placed will be removed after the renewal period ends.

Renewal period
The renewal period is 30 days prior to the Anniversary Date through 30 days after. During this time, VIP Members may place their renewal orders through their desired Adobe Authorized Education Reseller.

Example:
- If the member's anniversary date is May 12, renewals of existing licenses must be made between April 13 and June 12.
- If renewals are not made by June 12, then licenses are removed.
- Purchases made after June 12 are considered new orders.

Renewal notifications
VIP Administrators will begin receiving email notifications from Adobe at the following intervals:
- 30 days prior to the Anniversary Date (time to renew)
- On the Anniversary Date (renewal past due)
- 31 days after the Anniversary Date (if no order is processed, licenses to be removed)

Renewing all licenses
VIP Members who wish to renew all of their existing licenses should contact their Reseller to obtain a quote for all of the institution's licenses due for renewal. No additional action is required in the Admin Console.

When the VIP administrator logs into the Admin Console, an alert will appear notifying the administrator of the approaching Anniversary Date with the suggestion to contact the Reseller to place a renewal order.
Changing products at Anniversary Date
VIP Members who wish to change the products in their VIP membership at the time of the Anniversary Date may do so when placing a renewal order with their Reseller. After the order has been processed by Adobe, the member must:

1. Use the Admin Console to designate which licenses of the existing product(s) to renew.
2. Assign licenses in the Admin Console for any new products added.

Partial renewal
VIP Members who wish to renew only some of their licenses during the renewal period will need to contact their Reseller to place the order. The member administrator must select the licenses to be renewed in the Admin Console within 30 days of the Anniversary Date.

Expiration of licenses
Licenses not renewed within 30 days after the Anniversary Date are considered expired and will be removed from the account.

For licenses including services, end-user Creative Cloud accounts will revert to a free membership with a maximum of two GB of storage. End-users will still be able to open, edit, and delete their files, but files may not be added if they are over this storage limit.

If an end-user wants to reactivate their licenses after the license has been removed, the VIP Member must place a new order and reassign the license to the end-user, and the end-user will need to re-synch their storage.

Removing licenses
If the member does not renew their licenses during the renewal period, Adobe will automatically remove licenses in the following order until the appropriate number of licenses is reached:

1. Licenses that have never been assigned.
2. Licenses to which the invitation was sent but never accepted.
3. The newest licenses assigned will be removed if additional license removal is required to reach compliance.