



Adobe Buying Programs

# Adobe VIP Program Guide

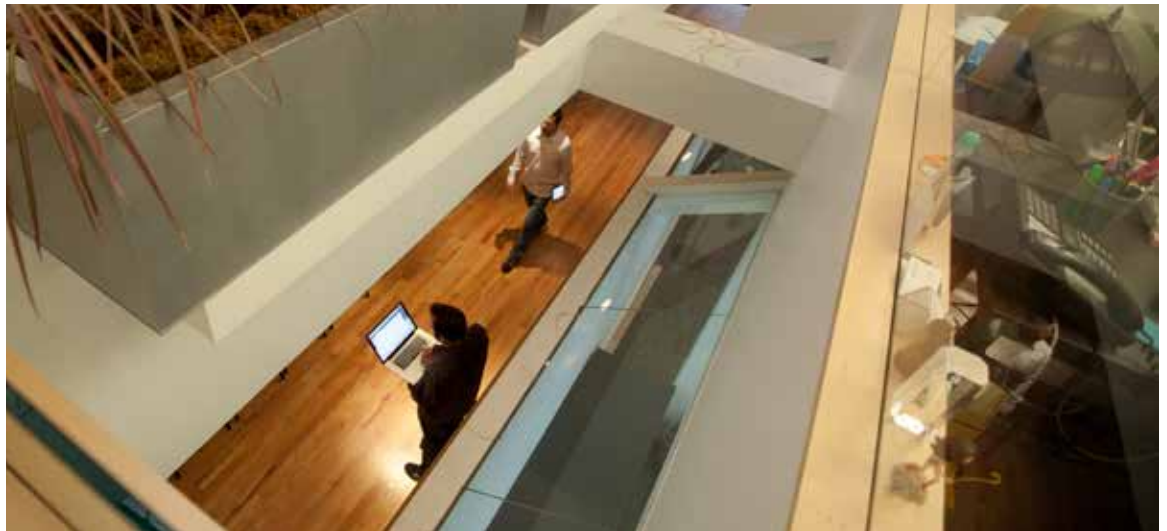
## Commercial and Government

March 5, 2016

Simplify licensing across the organization while saving through volume discounts.

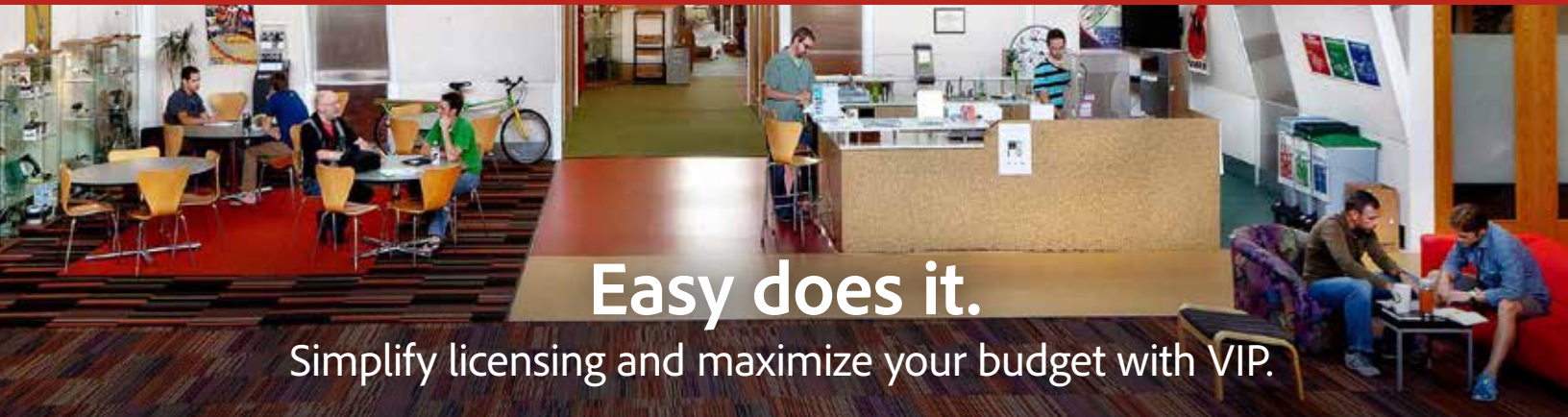
The Adobe Value Incentive Plan (VIP) is a subscription licensing program that makes it convenient for organizations of all sizes to purchase, deploy and manage Adobe products.

**Note:** Educational institutions and nonprofits should use the Education version of the *Adobe VIP Program Guide*.



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# Easy does it.

## Simplify licensing and maximize your budget with VIP.

The Adobe Value Incentive Plan (VIP) is a subscription licensing program with simple and secure management capabilities, flexible terms that give you lots of choices, and discount levels that increase as you make additional purchases. And qualified Members can save even more with VIP Select.



### Easy access to Adobe Creative Cloud and Adobe Acrobat DC

In a few simple steps using the VIP Admin Console, give your people the latest versions of the tools they need.



### Term of your choice with lots of flexibility

You choose the length of the subscription term—1 year, 18 months, or longer.

VIP is ideal for organizations of all kinds, from small work groups to entire enterprises.



### VIP for enterprise-wide needs

It's a given that large organizations have rapidly expanding and evolving needs. VIP is designed to meet those changing needs. Membership is ongoing, adding licenses is easy with the one-stop Admin Console, and, as purchases increase, VIP Select offers even greater savings.



### VIP for IT

VIP is full of features that make IT's life easier. Whether assigning licenses to 3 or 300 employees, deployment is a snap with the Admin Console. The Admin Console also makes it easy to assign or un-assign licenses at any time. And advanced 24/7 tech support ensures deployments keep running.



### VIP for government needs

Whether a department or agency needs a few licenses or hundreds, VIP has an option to fit a limited budget, align with that budget's cycles, and meet stringent security standards. The VIP Admin Console is a centralized tool that let you easily and securely administer licenses and monitor storage.



### VIP for procurement specialists

Scale with ease. There's lower upfront spending, and you get exclusive feature updates at no additional cost. It's easy to adapt as the team grows, and volume purchases lead to more savings. You choose your Anniversary Date, which means purchases prorate to the same date—and you avoid surprises.

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# Save. On your terms.

Find a VIP option that's right for your organization.

Annual subscription		Extended subscription	
1 year	Subscription length	Up to 3 years	
Pay up front	Payment	Pay up front†	
<b>VIP Select: 10+ licenses</b>		<b>VIP Select: 10+ licenses</b>	
Discount on all purchases	Discount	Discount on all purchases	
Link affiliated VIPs	Payment and subscription length options	Pay annually at a set price* for 3 years (with license commitment) Link affiliated VIPs	

† Education and Government may purchase up to 4 years.

\* Specific pricing is always between the Account Manager and the VIP Member.  
Certain currencies may be affected by fluctuations in exchange rates.

## Here are a few examples of different needs and VIP solutions:

“Excellent licensing, more predictable, affordable costs, and more creative exploration—it’s exactly what our creative and IT teams were looking for.”

*Jon Ostroushko, Mac admin, solutions architect, and creative user, Quality Bicycle Products*

### Discount on all purchases with VIP Select

**Need:** An organization has evolving, expanding software needs and would like added discounts.

**VIP Solution:** With VIP Select, the organization can purchase 10 licenses or more at one time and get a set discount level on all subsequent purchases in a term. And the organization can qualify for even higher discount levels with purchases of 50 or 100 licenses..

### Budget predictability with VIP

**Need:** An organization is on a tight but guaranteed budget, with funding coming at the same time each year.

**VIP Solution:** The organization chooses its annual payment date to align with its predictable influx of tech funding.

### Extended subscription with VIP Select

**Need:** An organization seeks budget predictability but isn’t certain about exactly how many licenses it will need over the next few years.

**VIP Solution:** In addition to the discount level—on all purchases—with VIP Select, the extended subscription option allows the organization to pay annually with a set price\* on the license quantity defined at the beginning of the agreement. It can add additional licenses at the same price for up to three years. And by signing up for the 3-year agreement, customers get a deeper discount than they would when signing up for 1 year.

### Linked Membership with VIP Select

**Need:** A consortium or affiliated organizations have vastly different software needs but would like to benefit as much as possible from volume discounts.

**VIP Solution:** Linked Membership allows for purchasing and managing licenses separately by the affiliates while ensuring that all qualified affiliates receive the combined high-volume reward of those aggregated purchases. Reaching 10 licenses qualifies for the discounts of VIP Select.

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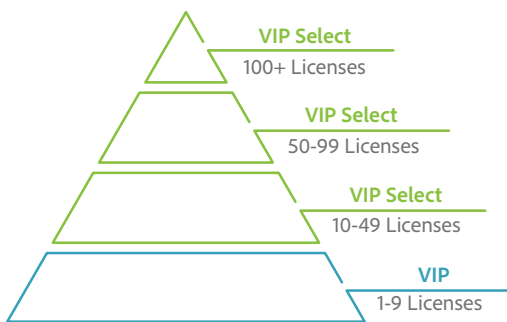
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# Save even more.

VIP Select offers loyalty rewards that can keep on growing.

VIP Members can save even more when they qualify for VIP Select by purchasing 10 licenses or more during a subscription term. And they can save on top of that by purchasing 50 or 100 licenses or more.



## VIP discount levels

Discount Level	License Quantity	Discount	Membership Status
4	100+	Yes	VIP Select
3	50-99	Yes	VIP Select
2	10-49	Yes	VIP Select
1	1-9	None	VIP

## Receive larger discounts with a 3-year agreement

After qualifying for VIP Select, you have the option to receive set pricing for up to three years when you commit to 10+ licenses. Committing to 3 years also comes with an even bigger discount than the 1-year subscriptions.

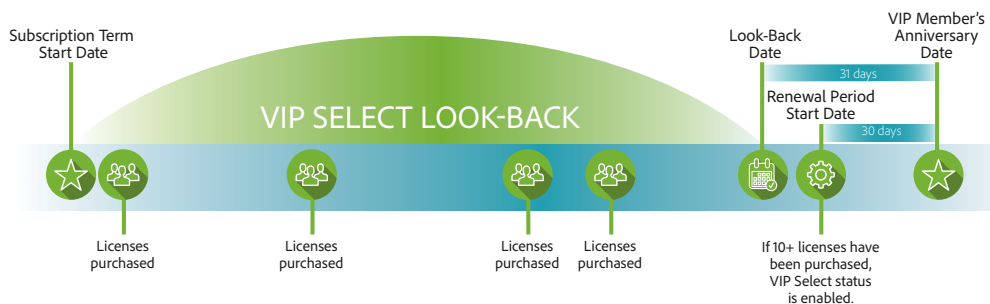
## Look-back as the way to qualify for VIP Select:

### Qualify for VIP Select with a single purchase:

VIP Members automatically qualify for VIP Select with a single order of 10 or more licenses. Simply place an order for the minimum license quantity, and your membership will automatically upgrade to VIP Select and the corresponding benefits.

### Qualify for VIP Select at renewal:

If you're looking to order 10 or more licenses over the course of the subscription term, you can qualify for VIP Select with an automated look-back. 31 days before your Anniversary Date, Adobe tallies the total number of licenses purchased during your current subscription term. If this total is more than 10 licenses, subsequent orders of any size qualify for the initial VIP Select discount. Then, of course, the 50- and 100-license thresholds can bring even greater discounts.



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## Enrollment

With VIP, enrollment is simple. Contact your Account Manager (either an Adobe representative or a Reseller—see below\*), receive an invitation to VIP, read and accept the terms and conditions, and you are ready to place your first order.

### How to enroll

To enroll, contact your Account Manager and provide the following basic information:

- Market segment (Commercial or Government)
- Organization name
- Address
- Designated VIP Admin's name and email

The designated VIP Admin listed will receive an email from Adobe asking the contact to read and accept the legal terms and conditions of the VIP Program. Once the terms and conditions have been accepted, your organization is assigned a VIP Number and is given administrative access to the Admin Console.

### VIP Number: It's your organization's account ID

A VIP Number is a unique identifying number that designates your organization as a member of the VIP program. You should keep track of your VIP Number and provide it to your Account Manager(s) prior to purchasing any licenses. This number will remain in effect as long as your organization chooses to participate in VIP.

### Your initial order

Once your organization receives a VIP Number, you can then place your initial order directly with an Account Manager. You can order at the time of enrollment, or anytime after.



### Tip

When a VIP Number is assigned to an organization, this single VIP Number should be used for all orders placed during the subscription term. If Adobe or a Reseller submits a new enrollment for an existing VIP Member, and a new VIP Number is created, the organization will have two different accounts and cannot combine license totals to receive a higher discount level. If multiple VIP numbers for one organization are appropriate, they can be managed by one VIP Admin in the Admin Console.

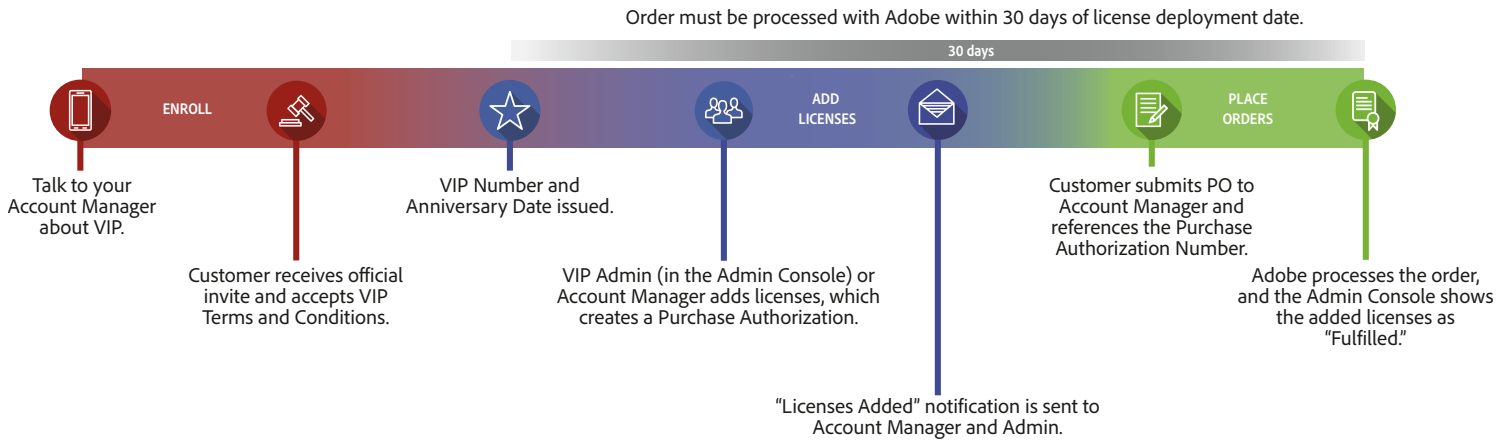
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\*Important: "Account Manager" means either (i) Reseller, if a transaction is through a reseller, or (ii) Adobe representative, if a transaction is direct with Adobe.

## Getting started with VIP: It's quick and easy

Joining VIP and then purchasing software licenses is simple and quick. The first easy step: Contact an Account Manager (either an Adobe representative or an Adobe Authorized Reseller) to request membership. You don't have to be a huge organization to join—even teams ordering a few licenses benefit from VIP Membership.



### Enrollment

1. Contact your Account Manager and provide information about your needs.
2. Designate a VIP Admin. This is the first person with access to the organization's Admin Console, where they can add licenses and manage users.  
The VIP Admin will need an Adobe ID to associate with the VIP number. Use an existing Adobe ID or create a new one.
3. The VIP Admin will receive an official invitation to VIP via email.
4. Accept VIP Terms and Conditions.
5. Receive your VIP number.



### Adding Licenses

1. Add licenses—through the Admin Console or with your Account Manager—and place your initial order.
2. Add licenses at any time throughout your subscription term with ease through the Admin Console.

#### Ready to get started?

With VIP, you can budget more predictably, lower your up-front costs, and leverage volume discounts. Set your own Anniversary Date to align your buying cycle, and rest assured that your software will always be in compliance.

Call Adobe at 800-915-9428 or contact your *Adobe Authorized Reseller*.



### Payments and Renewals

1. You must make payment or issue a purchase order for the initial licenses within 30 days of receiving your VIP number.
2. Renew at the end of your term, placing renewal orders within the 30 days before the Anniversary Date. You can change products or conduct partial renewals at this time.

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"[The] Admin Console keeps everything organized, and adding new seats is easy."

Justin Lang,  
senior technical  
production manager,  
Sympoz



## Adding and Deploying Licenses

Once you are enrolled in VIP, adding and deploying licenses is easy. Using the online Admin Console, you can add licenses and inform users that the software has been deployed for them. To support flexible project management, you can also easily assign and un-assign users.

### The Admin Console: A tool that makes it all so easy

The Admin Console is the centralized management tool that you use to easily add and administer licenses and monitor storage. Log-in is easy with your Adobe ID and password.

See the *Admin Console Help* pages on Adobe.com for more information.

### Adding licenses

Orders may be placed by VIP Members at any time throughout the VIP subscription term. Members may contact their Account Manager, or they may indicate their intent to purchase by adding licenses in the Admin Console, and then submitting an order to their Account Manager.

VIP Members have the ability to add licenses of available products directly through the Admin Console for immediate deployment. Once licenses have been added, they are considered deployed, regardless of whether the licenses have been assigned to specific users. (Note: With Named-user Licenses, deployment ties the usage of Adobe apps and services to an individual user.) Members may also place their product orders directly with Adobe or their Reseller prior to deployment. Each license has two allowed activations.

### Purchase Order or payment must be received within 30 days of adding licenses

VIP Members must issue a purchase order or make payment for licenses within 30 days of licenses being added. If Adobe has not received your order within that time, you will be unable to add additional licenses or products. If your organization does not issue a purchase order for deployed licenses within 60 days, Adobe has the right to suspend access to those license(s).

#### Important

Reminder: Although your organization can add licenses through the Admin Console, you still must work directly with Adobe or your Reseller to submit a purchase order for any licenses that have been deployed. Failure to do so may result in licenses being suspended.

### Removing licenses

License purchase authorizations may be removed from your organization's membership within 30 days of being added. Please contact Adobe or your Reseller to remove licenses. After 30 days, licenses may not be removed.

#### Tip

If the person who is being assigned licenses has an Adobe ID, please use the email address associated with that person's Adobe ID.

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“Our licensing costs were cut by more than 20% in comparison to desktop software. We will continue to use Adobe Creative Cloud for teams. It is now a part of our core infrastructure for inventing and delivering new creative businesses and catering faster and better to our clients.”

— Kwangyoon Won, director of sales division, Gabia

## Deployment management

Deployment management is one of the key features of VIP. VIP Administrators have the ability to view information about deployed/added licenses, such as which individuals currently have deployed licenses, and the number of licenses purchased vs. the number of licenses deployed. VIP Admins may assign, unassign, and reassign licenses from the Admin Console.

### Assigning licenses

After adding licenses from the Admin Console, the VIP Admin has the ability to assign the added licenses to specific users by sending them an invitation. In order to assign licenses, the Admin must input the email address of the specific user into the Admin Console. The assigned user(s) will receive an email invitation to use the specified license. The email will outline the next steps for the end-user(s) to gain access to their products.

## Regional deployment

VIP Members must purchase for the country where their team members reside (for team members residing in the European Economic Area, “country” shall mean the European Economic Area). To the extent there is inconsistency between this restriction and terms stated in an applicable end-user license agreement, this restriction shall govern.

### Example

ABC Company is based in the United States. However, some of its employees reside in France, and others live in Japan. ABC must purchase European licenses for its employees residing in France, and Japanese licenses for those employees residing in Japan.

If you purchased Creative Cloud for teams via Adobe or an Adobe Authorized Reseller, you must do one of the following:

- Purchase all licenses centrally from Adobe or the Reseller, who is authorized to sell in all regions. You must specify the number of licenses for each country where you are deploying.
- Have ABC Company’s local offices in France and Japan buy from Adobe or their local Resellers (using the same VIP ID that was initially assigned for ABC Company).

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“... we are really saving time during the purchase and deployment process. Keeping track of our software inventory has become far easier and the time required to re-assign a license has been reduced by up to 80%.”

*Christopher Lindemann,  
IT department team lead,  
InnoGames*



## Administration

With VIP, administration of licenses is very manageable and flexible, with subscription term options to meet your organization's needs. And there's no contract renewal or renegotiation necessary — only licenses need renewing each term, and you can adjust quantity and change products as needed. *See the Renewal section for more information.*

### Subscription term options: Annual and Extended

VIP offers two subscription term options to fit your organization's needs:



#### Annual subscription

Annual subscription allows VIP Members to pay up front for a 12-month license subscription. Your Anniversary Date is 13 months from acceptance of the VIP terms and conditions.

**Note:** All terms default to the Annual subscription during the renewal period.



#### Extended subscription

Extended subscription provides new VIP Members an extended, pay-up-front term. This option makes it even easier for you to meet the purchasing and budgeting needs for your organization. With this option, you receive extended license periods and can select an Anniversary Date that aligns with your organization's budget schedule. Please talk to your Account Manager about this option before signing up for VIP.

#### Long-term savings with 3-year option — under VIP Select

The extended term subscription for VIP Select includes a 3-year option that allows your organization to pay annually at a set price\* on the license quantity defined at the beginning of the agreement. And by signing up for the 3 year agreement, customers get a deeper discount than they would when signing up for 1 year.

Add additional licenses throughout the subscription term at the discounted price defined on the day you sign the 3 year agreement.

VIP Select Members can take advantage of this option by accepting the 3-year commit amendment in the Admin Console. [Learn more about qualifying for VIP Select.](#)

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## Returns

Returns are accepted if the entire purchase order is returned, and if the licenses are not currently in use.

Purchases made under a VIP membership may be returned for one of the following reasons only:

- The VIP Member does not agree with the terms and conditions of the End-User License Agreement.
- The wrong product, platform, or quantity was purchased. (This could include Adobe providing the item requested on Adobe's or the Reseller's purchase order, but this information does not match what the VIP Member ordered.)
- The VIP Member receives a duplicate shipment or duplicate billing (due to a duplicate purchase order from Adobe or the Member's Reseller).

### Important

Adobe must approve and issue a Returned Materials Authorization (RMA) for any return request. The VIP Member must make the return request with Adobe or their Reseller within 14 days of placing the order with Adobe or their Reseller. The request must state the reason for the return and provide proof of the original order date.

## Cancellation of VIP Membership and Changes in Terms

Once you are enrolled in VIP, your membership remains effective until you choose to leave the program by giving a 30-day notice of cancellation, Adobe terminates the program, or Adobe terminates the membership due to a breach of program terms and conditions. The program terms and conditions are subject to change at any time. You will be presented with updated terms and conditions the next time you log in if there are any changes.

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## Dates

With VIP, dates are important for the ongoing management and renewal of licenses. For example, once your organization enrolls and makes an initial order, an Anniversary Date will be established to determine when licenses must be renewed.

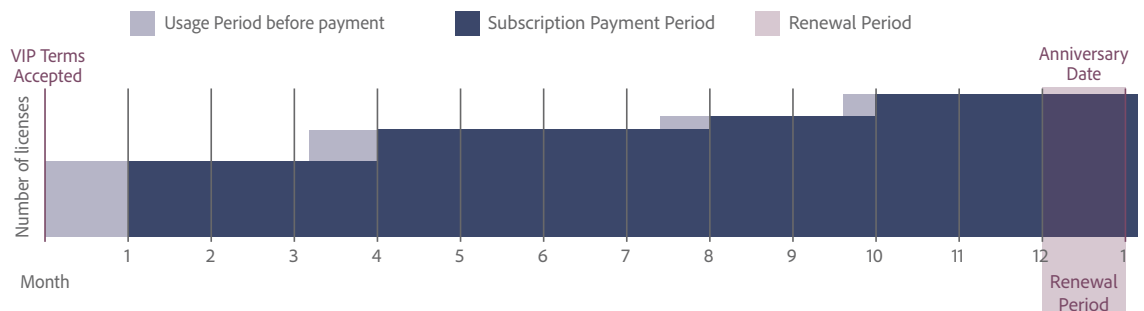
### Anniversary Date

The Adobe VIP Anniversary Date is an important part of the VIP program. The Anniversary Date affects several key factors:

- It serves as the date each year when all subscription licenses must be renewed.
- It determines when all licenses purchased throughout the subscription year co-terminate.
  - Note:** Subscriptions begin on the day licenses are added, and expire the day prior to the Anniversary Date. (See *Renewal section* for more info.)
- It determines the Monthly Proration Date. (See section below.)
- It serves as the basis for any monthly proration calculations.

The Anniversary Date is automatically calculated as one year and one month (13 months) from the date the VIP terms and conditions are accepted. (See the exceptions listed in the *End-of-Month Anniversary Dates section*.) For example, if ABC Company accepts the VIP terms and conditions on January 16, 2016, the company would have its first Anniversary Date on February 16, 2017.

### Timeline for establishing a VIP Anniversary Date



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## Monthly Proration Date

The cost of licenses is prorated so you pay only for the number of months used. There are no partial-month subscriptions, and VIP makes this adjustment to a full month by using the Anniversary Date to set the monthly proration start date.

Regardless of the month the license is added, the Monthly Proration Date (the date by which the license subscription is calculated) will always begin on the same date of the month as the Anniversary Date and end the day before the Anniversary Date. For example, if the Anniversary Date is January 15, 2016, the Monthly Proration Date would be the 15th of each month. (See the exceptions listed on the *End-of-Month Anniversary Dates* section below.)

### ★ Example

XYZ Company, which has an upcoming Anniversary Date of February 16, 2017, adds additional licenses on October 1, 2016. The company's Monthly Proration Date is the 16th of the month. Therefore, XYZ Company is charged for 4 months of subscription (October 16, 2016–February 15, 2017). In this example, the new users have 15 days in October when they can use the software before the paid period.

## Paid Period

The paid period for VIP Members is the period of time members pay for use of their licenses each year. The paid period begins on the Monthly Proration Date and always ends (co-terminates) on the day before the VIP Anniversary Date.

### ! Important

- You will always be charged for a full month, regardless of when you added licenses.
- It is possible that licenses are added prior to the actual start day of the paid period. Members always have access to use their software immediately.

## End-of-Month Anniversary Dates

If an Anniversary Date falls on the 29th, 30th, or 31st day of a month, then when adding licenses, the subscription month start date may shift depending upon whether or not a specific month has the same number of days as the month of the VIP Anniversary Date. Refer to the table below for further guidelines, and see the example below.

If VIP start day is...	...then the Subscription start day will be...
1–28	1–28 respectively
29	29 or 1 (if no 29 exists)
30	30 or 1 (if no 30 exists)
31	31 or 1 (if no 31 exists)

### ★ Example

If the member enrolls on May 31, the Anniversary Date is set as July 1, since the month of June only has 30 days.

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## Renewal

Renewing licenses is a smooth process for your organization's VIP Admins, who are notified via the Admin Console and by email as the Anniversary Date approaches. When renewing, there's a lot of flexibility: you can change products, make partial renewals, and adjust your license quantity.

### Renewing licenses

All licenses purchased through VIP must be renewed by the Anniversary Date each year in order for your organization to continue using the products. Contact Adobe or your Reseller to place a renewal order. Any licenses for which no renewal order has been placed will be removed.

### Renewal period

Renewal orders can be placed 30 days prior to the Anniversary Date and are due on the Anniversary Date. During this time, you may place your renewal orders through Adobe or your Reseller.

### Renewal notifications

VIP Admins 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)
- If no purchase order is processed, customer will be notified before access to their software is removed.

### Renewing all licenses

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

When the VIP Admin logs into the Admin Console, an alert will appear notifying the Admin of the approaching Anniversary Date with the suggestion to contact Adobe or the Reseller to place a renewal order.

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## Changing products at the Anniversary Date

If you wish to change products at the time of the Anniversary Date, you may do so when placing a renewal order with Adobe or your Reseller. After the order has been processed by Adobe, you 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

If you wish to renew only some of your licenses during a renewal period, you will need to contact Adobe or your Reseller to place your order. The VIP Admin must select the licenses to be renewed in the Admin Console within 30 days of the Anniversary Date. If you do not select which licenses to renew, Adobe will automatically renew licenses based on the following:

1. Active licenses — the oldest have priority
2. Licenses to which the invitation was sent but never accepted
3. Licenses that have never been assigned

## Expiration of licenses

Licenses not renewed by the Anniversary Date are considered expired and will be removed from the account.

To reactivate licenses after they have been removed from the Admin Console, a new order must be placed. The VIP Admin will then re-assign the license to the end-user, who must then re-sync their storage from Adobe.com.

## Removing licenses

If you do not renew your licenses, Adobe will automatically remove licenses within 31 days past due, 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

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## Support and Resources

Before and after your enrollment in VIP, Adobe or Adobe Authorized Resellers can provide you the information and support you need to help your organization fully benefit from the program.

### Additional online resources for organizations

*Creative Cloud for teams*

*Creative Cloud Packager help*

*Adobe Acrobat DC*

*Admin Console help*

*Adobe Value Incentive Plan VIP Terms & Conditions*

*Adobe Buying Programs*

### Customer Care

For program support, please contact your Adobe Account Manager—or Adobe licensing Customer Care at 1-800-915-9428. Outside the U.S. and Canada, click on the corresponding location:

- *Australia*
- *Austria, Germany, Switzerland (German speaking)*
- *Belgium, France, Switzerland (French speaking)*
- *Italy, Switzerland (Italian speaking)*
- *Japan*
- *Latin America*
- *Netherlands*
- *New Zealand*
- *South East Asia*
- *Spain*
- *Sweden*
- *United Kingdom*

All other locales go to *Adobe Buying Programs Help* for additional contact information or contact your organization's local Reseller.

### Learn more about VIP:

Contact an Adobe representative at 800-915-9428.

*Find an Adobe Authorized Reseller.*

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