






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:

Small workgroups and departments	Classrooms and labs	Entire institutions
		
Creative Cloud for education Named-user licensing <ul style="list-style-type: none"> • Licenses for each individual user on their institutional computer • Includes complete set of Creative Cloud applications or single-app option • Online services included 	Creative Cloud for education Device licensing <ul style="list-style-type: none"> • Licenses for each computer, rather than each user • Includes complete set of Creative Cloud applications or single-app option • Online services not included 	Creative Cloud for enterprise Enterprise licensing <ul style="list-style-type: none"> • Mix and match named-user licenses and device licenses as needed • Includes complete set of Creative Cloud applications • Option to add select online services
Available on Adobe.com or through the Adobe Value Incentive Plan (VIP).	Available through the Adobe Value Incentive Plan (VIP).	Available through a customizable Enterprise Term License Agreement (ETLA).
Purchase by phone, on Adobe.com, or through an Adobe Authorized Education Reseller.	Purchase through an Adobe Authorized Education Reseller.	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



Are you an educator or a student purchasing for yourself?

Learn more about Creative Cloud for individuals at adobe.com/go/cc_for_students*

Institutional plans for Creative Cloud

Always have access to the latest Adobe creative apps.*

What it's used for			Creative Cloud [†] for enterprise	Creative Cloud [‡] for education, named-user license	Creative Cloud [†] for education, device license
Design tools	Adobe Photoshop CC	Edit and composite images, use 3D tools, edit video, and perform advanced image analysis	•	•	•
	Adobe Illustrator CC	Create vector-based graphics for print, web, video, and mobile	•	•	•
	Adobe InDesign CC	Design professional layouts for print and digital publishing	•	•	•
	Adobe Bridge CC	Browse, organize, and search your photos and design files in one central place	•	•	•
	Adobe Extension Manager CC	Install and manage extensions for many creative apps that are part of Creative Cloud	•	•	•
	Adobe InCopy CC	Use with InDesign for a professional writing and editing solution	•	•	•
Web tools	Adobe Acrobat XI Pro	Create, protect, sign, collaborate on, and print PDF documents	•	•	•
	Adobe Dreamweaver CC	Design, develop, and maintain standards-based websites and applications	•	•	•
	Adobe Flash Professional CC	Create rich interactive content across varied platforms and devices	•	•	•
	Adobe Flash Builder Premium Edition	Build exceptional applications for iOS, Android, and BlackBerry using a single codebase	•	•	•
Video and audio tools	Adobe Fireworks	Rapidly prototype websites and applications, and optimize web graphics	•	•	•
	Adobe Premiere Pro CC	Edit video with high-performance, industry-leading tools	•	•	•
	Adobe After Effects CC	Create industry-standard motion graphics and visual effects	•	•	•
	Adobe Audition CC	Create, edit, and enhance audio for broadcast, video, and film	•	•	•
	Adobe SpeedGrade CC	Manipulate light and color in video footage	•	•	•
	Adobe Prelude CC	Streamline the import and logging of video, from virtually any video format	•	•	•
	Adobe Encore	Author DVDs, Blu-ray discs, and web DVDs	•	•	•
Other tools and services	Adobe Media Encoder CC	Automate the process of encoding video and audio to virtually any video or device format	•	•	•
	Adobe Photoshop Lightroom 5	Use organization, editing, and output-creation tools for digital photography	•	•	•
	Adobe Muse CC	Design and publish HTML websites without writing code	•	•	•
	Adobe Edge Tools & Services (Edge Animate CC, Edge Code CC, and Edge Reflow CC)	Use animation tools to optimize the look and performance of websites	•	•	
	Behance	Showcase and discover creative work	Custom network optional	ProSite	
	Digital Publishing Suite, Single Edition	Create, publish, and optimize content-centric mobile apps		•	
	Cloud storage	Store files in the cloud (limits shown are per seat)	Customizable	100GB/20GB	
	Collaboration tools	Collaborate with colleagues inside or outside your organization; keep files private or share at will	•	•	
	Adobe Expert Services	Get deployment, workflow, and how-to assistance and 24x7 technical support	Optional	•	

[†] Internet connection required. Syncing functionality requires a separate download and agreement to additional terms. Adobe online services, including Adobe Creative Cloud, are available only to users 13 and older and require agreement to additional terms and Adobe's online privacy policy. The applications and online services are not available in all countries or languages, may require user registration, and may be subject to change or discontinuation without notice. Additional fees or membership charges may apply.

[‡] Named-user license also includes Adobe Digital Publishing Suite, Single Edition, as well as Adobe Scout CC, Gaming SDK, ExtendScript Toolkit CC, Story CC Plus, Edge Inspect, Edge Web Fonts, Typekit, and PhoneGap Build.

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At-a-glance comparison guide

for Education institutions

	Value Incentive Plan (VIP) Subscription	Education Enterprise Agreement (EEA) K-12 term license	Transactional Licensing Program (TLP) One-time purchase	Cumulative Licensing Program (CLP) Volume discount membership	Enterprise Term License Agreement (ETLA) Customization
	Experience dramatically simplified deployment and management through a subscription model. The Adobe Value Incentive Plan (VIP) is a subscription-based licensing program that makes it easy for institutions to purchase, deploy, and manage Adobe products.	Give primary and secondary institutions access to the latest Adobe products over a 1- or 2-year term. The Adobe Education Enterprise Agreement (EEA) program offers substantial savings to primary and secondary schools on volume purchases of Creative Cloud apps and other Adobe software.	Use one simple transaction for a quick and easy way to manage licenses and save on volume purchases. The Adobe Transactional Licensing Program (TLP) offers volume purchase benefits without membership requirements or long-term agreements.	Maintain control of your Adobe software licenses and enjoy significant savings on volume license purchases. The Adobe Cumulative Licensing Program (CLP) is a 2-year membership program designed to benefit small to large institutions through volume purchases and simplified software administration.	Tailored for your institution-wide needs. An Adobe Enterprise Term License Agreement (ETLA) is a 3-year term licensing program ideal for large institutions that need custom software licensing options.
Customer Profile	Institutions that want flexibility in their software commitment and the latest Adobe apps, tools, and services	Primary and secondary institutions that need to license on a per-full-time-equivalent (FTE) basis	Institutions that want administrative simplicity and a quick and easy one-time transaction	Institutions that want to extend discount levels globally and to their affiliates and subsidiaries	Large institutions that want a direct relationship with Adobe and access to the latest Adobe apps, tools, and services
License Type	Subscription	Term	Perpetual	Perpetual	Term
Agreement Term	Evergreen with annual subscriptions	1 or 2 years	None	2 years	3 years
Adobe Products	See list of product offerings for each program on next page				
Access to new product features	Get ongoing access to new features and upgrades as soon as they're released for no extra charge	Get ongoing access to new features and upgrades as soon as they're released for no extra charge, and deploy only when you're ready	Upgrade licenses or Upgrade Plan (on eligible products) available for purchase	Optional for eligible perpetual products	Included
Software and deployment management	<ul style="list-style-type: none"> Simple management and deployment through the Admin Console Package apps using Adobe Creative Cloud Packager 	Deploy and manage through Adobe's Licensing Website (LWS) and Creative Cloud Packager	Deploy and manage through LWS	Deploy and manage through LWS	<ul style="list-style-type: none"> Creative Cloud for enterprise includes a personalized orientation call and dedicated Technical Support Manage users and provision entitlements with Adobe Enterprise Dashboard Package apps using Adobe Creative Cloud Packager
Support	Creative Cloud for education Complete plan includes two 1-on-1 sessions with an Adobe product expert per year	Not available	Available for purchase	Available for purchase	<ul style="list-style-type: none"> Enterprise Support included Creative Cloud for enterprise includes dedicated IT support, plus the ability to schedule 10 1-on-1 60-minute Expert Services sessions per year
How to buy	Adobe Authorized Education Reseller or select Adobe call centers	Adobe Authorized Education Reseller	Adobe Authorized Education Reseller	Adobe Authorized Education Reseller	Contact your Adobe Account Executive
Minimum initial purchase	None	Small schools: 20 FTE Large schools: 70 FTE Legal entity*: 300 FTE	One license	5,000 points	Request a consultation

*Legal entity: A legal entity having responsibility for the procurement and contract management of multiple primary and secondary schools (for example: district, county, state, or other education government agency).

Value Incentive Plan (VIP) Subscription	Education Enterprise Agreement (EEA) K-12 term license	Transactional Licensing Program (TLP) One-time	Cumulative Licensing Program (CLP) Volume discount membership	Enterprise Term License Agreement (ETLA) Customization
Creative Cloud for education Includes all of Adobe's apps and services, plus extras that make setup and management fast, easy, and flexible. Online services for named-user licenses only. <ul style="list-style-type: none"> • Named-user Complete • Named-user Single-app • Device license Complete • Device license Single-app 	Creative Cloud desktop apps The Creative Cloud product offering under EEA provides access to specific apps (without services or storage) frequently used by primary and secondary schools. <p>Optional add-on bundles</p> <p>Bundle 1:</p> <ul style="list-style-type: none"> Adobe Presenter Adobe Captivate <p>Bundle 2:</p> <ul style="list-style-type: none"> Adobe Premiere Elements Adobe Photoshop Elements 	Adobe Acrobat and other products <ul style="list-style-type: none"> Adobe Acrobat Pro Adobe Creative Suite 6 family Adobe Media Server family Adobe Technical Communication Suite Adobe Captivate Adobe ColdFusion family Adobe Contribute Adobe Director Adobe eLearning Suite Adobe Flash Builder family Adobe Font Folio Adobe FrameMaker family Adobe FreeHand Adobe InDesign Server CS6 Adobe LeanPrint family Adobe Lightroom Adobe PageMaker Plus Photoshop Elements Photoshop and Premiere Elements bundle Premiere Elements Presenter Licensed Adobe RoboHelp Office Adobe Type Classics for Learning 	Adobe Acrobat and other products <ul style="list-style-type: none"> Acrobat Pro Creative Suite 6 family Adobe Media Server family Adobe Technical Communication Suite Captivate ColdFusion family Contribute Director eLearning Suite Flash Builder family Font Folio FrameMaker family FreeHand InDesign Server CS6 LeanPrint family Lightroom PageMaker Plus Photoshop Elements Photoshop and Premiere Elements bundle Premiere Elements Presenter Licensed RoboHelp Office Type Classics for Learning 	Creative Cloud for enterprise Creative Cloud for enterprise brings together everything you need to empower faculty, staff, and students across your institution to do their greatest work. Get the latest versions of creative apps and services along with centralized license management tools to help IT easily manage your deployment. <ul style="list-style-type: none"> Creative Cloud for enterprise Presenter Licensed eLearning Suite Premiere Elements Photoshop Elements Captivate Photoshop Elements, Premiere Elements, and Captivate bundle



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