



Adobe Buying Programs

# Adobe VIP Program Guide

## Commercial and Government

April 2, 2015

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 business, government, and education customers to purchase, deploy, and manage Adobe products.

**Note:** If your institution requires information about the VIP program for Education customers, please refer to the Education version of the *Adobe VIP Program Guide*.

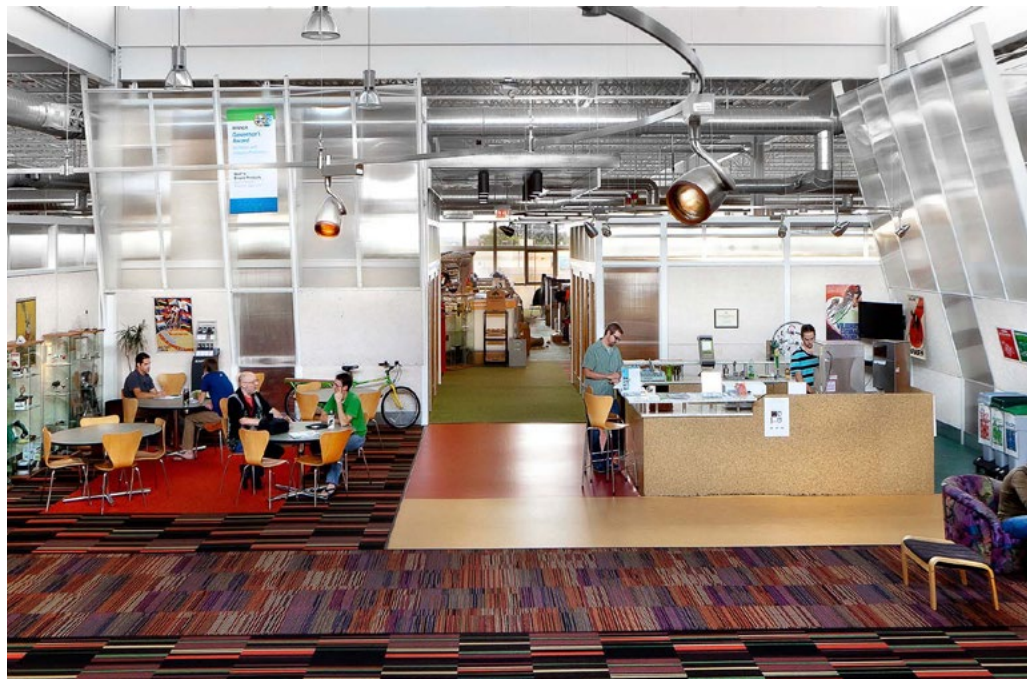


## Contents

<b>VIP Program Summary</b> .....	<b>3</b>
Subscription-based licensing program • Gain easy, immediate access • Flexibility and scalability • Centralized control • Evergreen membership • Hassle-free compliance • VIP Select	
<b>VIP Select</b> .....	<b>4</b>
Discounts through VIP and VIP Select • VIP discount levels • Qualifying—single transaction • Qualifying—look-back	
<b>Enrollment</b> .....	<b>5</b>
How to enroll • Assigning VIP Numbers	
<b>Deployment</b> .....	<b>6</b>
Admin Console • Initial order • Additional orders • Adding licenses • Removing licenses • Deployment management	
<b>Administration</b> .....	<b>8</b>
Compliance • Regional deployment • Subscription term options: Standard and Member Choice • Membership term • Returns	
<b>Dates</b> .....	<b>10</b>
Anniversary Date • Monthly Proration Date • Paid period • End-of-Month anniversary dates	
<b>Renewal</b> .....	<b>12</b>
Renewing licenses • Renewal period • Renewal notifications • Renewing all licenses • Changing products at Anniversary Date • Partial renewal • Expiration of licenses • Removing licenses	
<b>Support and Resources</b> .....	<b>14</b>
Customer service • Regional information • Additional online resources for organizations • Additional online resources for Resellers	

“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*



## VIP Program Summary

The Adobe Value Incentive Plan (VIP) is a subscription-based licensing program designed for organizations of all sizes. With VIP, license management is easy, deployment is immediate, and compliance is automatic.

## Why VIP



**Gain easy, immediate access**

It takes only a few steps to make sure the right people have access to the right tools for the job. Upon enrollment, VIP Members can log into the Admin Console and deploy licenses for immediate use.



**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. With the Admin Console, you will always know how many licenses are deployed and who is using them.



**Flexibility and scalability**

No matter when you add licenses, all your subscriptions prorate to the same Anniversary Date, making management and scalability simple.



**Evergreen membership**

VIP Memberships can exist for as long as you want. No need to have Legal review your agreement every year—just renew your product licenses to continue creating and collaborating.



**VIP Select**

VIP Members can qualify for VIP Select with purchases of 250 licenses or more.\* Eligible members secure their qualifying discount level on purchases made throughout their subscription term.

\*Must be qualified during look-back period or through a single 250+ license purchase.

**Jump to other sections:**

- [VIP Program Summary](#)
- [VIP Select](#)
- [Enrollment](#)
- [Deployment](#)
- [Administration](#)
- [Dates](#)
- [Renewal](#)
- [Support and Resources](#)

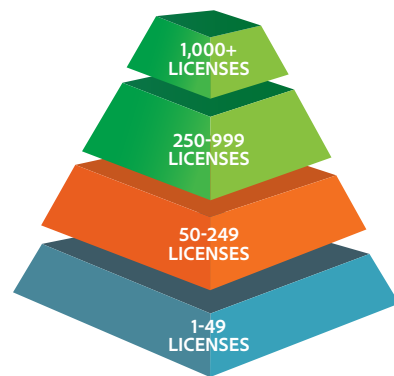
## VIP Select

Now, there's a loyalty rewards level for VIP Members who purchase 250 licenses or more in a subscription term. Eligible VIP Select members benefit from an automatic, assured discount level that continues the savings offered through transactional discounting.

### Discounts\* through VIP and VIP Select

All VIP members, even those who purchase fewer than 50 licenses, receive time- and cost-saving administration benefits. (See Pages 6–9.) VIP members who purchase 50–249 licenses qualify for transactional discounting—the larger the quantity per individual transaction, the greater the discount. Members who purchase 250 licenses or more receive VIP Select status, which means they are assured of receiving a set discount on all purchases, even small-quantity orders. Members who purchase 1,000 licenses or more qualify for an even larger set discount.

#### VIP discount levels



Discount Level	License Quantity	Discount Type	Membership Status
4	1000+	Assured	VIP Select
3	250–999	Assured	VIP Select
2	50–249	Transactional	VIP
1	1–49	None	VIP

#### Qualifying for VIP Select—single transaction

VIP members may qualify for VIP Select based on a single transaction of 250+ licenses—please contact your authorized reseller for details.

#### Qualifying for VIP Select—look-back

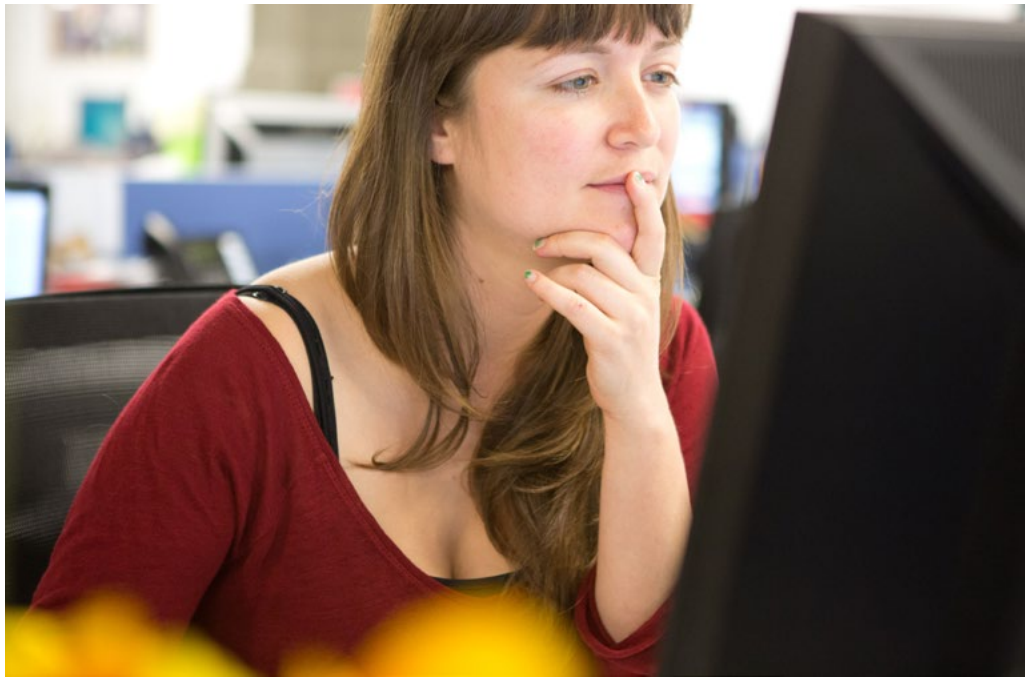
31 days before the Anniversary Date, Adobe initiates a look-back to determine VIP Select eligibility based on total licenses purchased during a subscription term. Once qualified, any subsequent orders placed will automatically receive an assured Membership Level equivalent to their qualifying license quantity.



#### Jump to other sections:

- VIP Program Summary
- VIP Select
- Enrollment
- Deployment
- Administration
- Dates
- Renewal
- Support and Resources

\* Specific pricing is always set between the reseller and the member.



## Enrollment

### How to enroll

Organizations enroll in VIP by contacting their Reseller and providing the following information:

- Market segment (Commercial or Government)
- Organization name
- Address
- Contact person's name
- Contact person's email address

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

### Assigning VIP Numbers

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

#### Tip

VIP Numbers are assigned to organizations and should be used for all orders placed during the membership. Organizations should always use the same VIP Number. If 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 that may not be coterminous. Multiple VIP numbers for one organization can be managed by one administrator in the Admin Console by toggling back and forth.

#### Jump to other sections:

VIP Program Summary  
VIP Select  
**Enrollment**  
Deployment  
Administration  
Dates  
Renewal  
Support and Resources

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

*Justin Lang,  
senior technical  
production manager,  
Sympoz*



## Deployment

### Admin Console

The Admin Console is the centralized management tool that allows you 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

### 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. Members may contact their Reseller, or may indicate their intent to purchase by adding licenses in the Admin Console, and then submitting an order to their Reseller.

#### Tip

Contact your Reseller for specific discount eligibility, as some discounted licenses may not be eligible for the additional transactional discount.

#### Jump to other sections:

- VIP Program Summary
- VIP Select
- Enrollment
- Deployment**
- Administration
- Dates
- Renewal
- Support and Resources

"... 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*

## Adding licenses

VIP Members and Resellers 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. Members may also place their product orders directly with their Reseller prior to deployment. Each license has two allowed activations.

**Note:** Adding Licenses in the Admin Console is an indication of an intent to purchase but does not constitute placing an order. Orders are placed with a Reseller.

## Removing licenses

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

### 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 for to the unpaid licenses.

## Deployment management

Deployment management is one of the key features of the VIP Program. 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 Administrators may assign, unassign, and reassign licenses from the Admin Console.

### Assigning licenses

After adding licenses from the Admin Console, the administrator of the VIP membership has the ability to assign the added licenses to specific users by sending them an invitation. In order to assign licenses, the administrator 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.

### 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.

#### Jump to other sections:

- VIP Program Summary
- VIP Select
- Enrollment
- Deployment**
- Administration
- Dates
- Renewal
- Support and Resources



## Administration

### Compliance

VIP Members are required to place an order with their Reseller for licenses within 30 days of licenses being added. If after 30 days of adding licenses, Adobe has not received an order, the Administrator will not be able to add additional licenses or products until Adobe has received the organization's order. If an order is not provided for deployed licenses within 60 days, Adobe has the right to suspend access to those license(s).

### Important

Although licenses may be added through the Admin Console, the organization still has to work directly with its Reseller to submit an order for any licenses that have been deployed. Failure to do so may result in licenses being suspended.

### 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 a Reseller, you must do one of the following:

- Purchase all licenses centrally from a 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 their local Resellers (using the same VIP ID that was initially assigned for ABC Company).

#### Jump to other sections:

VIP Program Summary  
 VIP Select  
 Enrollment  
 Deployment  
**Administration**  
 Dates  
 Renewal  
 Support and Resources



## Subscription term options: Standard and Member Choice

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

### Standard Term (annual)

The Standard VIP Term allows a VIP Member to pay up front for a 12-month license subscription. The Member's Anniversary Date defaults to 13 months from acceptance of the VIP terms and conditions.

**Note:** All terms default to the Standard Term during the renewal period.

### Member Choice Term (extended)

Member Choice Term provides new VIP Members an extended, pay-upfront term. This option makes it even easier for you to meet the purchasing and budgeting needs for your organization. This option gives new VIP enrollees extended license periods and the power to select an Anniversary Date that aligns with the organization's budget schedule. Please talk to your reseller about the Member Choice Term option before signing up for VIP.

#### With Adobe VIP Member Choice Term, you can:

- Choose a term length that suits your organization.
- Pre-pay for multiple years of licenses at the current price.
- Align the renewal/Anniversary Date to your organization's budget cycles.
- Protect your budget by spending it now, but use the licenses for years to come.

VIPs with the Member Choice Term will revert to the Standard Term during the renewal period.

## Membership term

Once a member is enrolled in the VIP program, their membership remains effective until such time when the member chooses 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. Members will be presented with updated terms and conditions the next time they log in if there are any changes.

## 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 (EULA).
- The wrong product, platform, or quantity was purchased. (This could include Adobe providing the item requested on 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 the 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 their Reseller within 30 days of the original license order date. The request must state the reason for the return and provide proof of the original order date.

#### Jump to other sections:

VIP Program Summary  
 VIP Select  
 Enrollment  
 Deployment  
**Administration**  
 Dates  
 Renewal  
 Support and Resources



## Dates

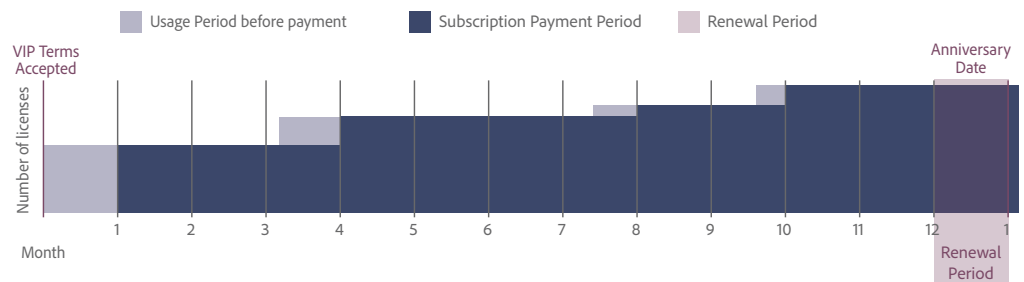
### Anniversary Date

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

- The Anniversary Date 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* on Pages 12–13 for more info.)
- It determines the Monthly Proration Date. (See section below.)
- And 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* on Page 11.) For example, if ABC Company accepts the VIP terms and conditions on January 16, 2015, the company would have its first Anniversary Date on February 16, 2016.

### Time line for establishing a VIP Anniversary Date



#### Jump to other sections:

- VIP Program Summary
- VIP Select
- Enrollment
- Deployment
- Administration
- Dates
- Renewal
- Support and Resources

## Monthly Proration Date

The cost of member licenses is prorated so members pay only for the number of months used. There are no partial-month subscriptions, and the VIP program 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. (See the exceptions listed on the *End-of-Month Anniversary Dates* section below.) For example, if the Anniversary Date is 1/15/2015, the Monthly Proration Date would be the 15th of each month.

### Example

XYZ Company, which has an upcoming Anniversary Date of February 16, 2016, adds additional licenses on October 1, 2015. The company's Monthly Proration Date is the 16th of the month. Therefore, XYZ Company is charged for 4 months of subscription (October 16, 2015–February 15, 2016). In this example, the new users have 15 days when they can use the software before the paid period.

### Tip

To help you calculate license duration, proration, and renewals, please refer to the *VIP Calculator*.

## 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

- Subscriptions are always for at least 1 full month. There are no partial-month subscriptions.
- 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 29 exists)
31	31 or 1 (if no 29 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.

#### Jump to other sections:

- VIP Program Summary
- VIP Select
- Enrollment
- Deployment
- Administration
- Dates
- Renewal
- Support and Resources



## Renewal

### Renewing licenses

All licenses purchased through VIP need to be renewed by the Anniversary Date each year in order to continue using the products. Contact your Reseller to place a renewal order. Any licenses for which no renewal order has been placed will be removed if an order is not received by Adobe.

### Renewal period

Renewal orders can be placed 30 days prior to the Anniversary Date and are due on the Anniversary Date. During this time, VIP Members may place their renewal orders through their desired Reseller.

### 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)
- If no order is processed, customer will be notified prior to access to their software being 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 organization'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.

#### Jump to other sections:

- VIP Program Summary
- VIP Select
- Enrollment
- Deployment
- Administration
- Dates
- Renewal**
- Support and Resources

## Changing products at the 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 by 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, 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 will be removed if additional license removal is required to reach compliance.

### Jump to other sections:

- VIP Program Summary
- VIP Select
- Enrollment
- Deployment
- Administration
- Dates
- Renewal**
- Support and Resources



## Support and Resources

### Customer Service

For program support, please contact your Reseller or Adobe licensing Customer Care at 1-800-443-8158.

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.

#### Jump to other sections:

- VIP Program Summary
- VIP Select
- Enrollment
- Deployment
- Administration
- Dates
- Renewal
- [Support and Resources](#)

### Additional online resources for organizations

- Creative Cloud for teams*
- Creative Cloud Packager help*
- Admin Console help*
- Adobe Value Incentive Plan VIP Terms & Conditions*
- Adobe Buying Programs*

### Additional online resources for Resellers

- Creative Cloud for teams*
- Reseller Console help*
- VIP Calculator*



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