



Adobe Buying Programs

# Adobe VIP Program Guide

## Commercial and Government

Updated July 10, 2014

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*.



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“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 that makes it easy for business, government, and education customers\* to purchase, deploy, and manage Adobe products.

### Eligible Products

Adobe Creative Cloud for teams

- Complete membership plan
- Single app membership plan
- Acrobat Pro and Acrobat Standard

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\*Qualified nonprofit organizations are permitted to purchase through VIP utilizing the Education price list. For more information, see the *Education VIP Program Guide*.



## Benefits

### No minimum purchase

VIP has no minimum license purchase requirement. Your organization can deploy as few or as many Adobe apps as needed.

### Gain easy, immediate access

Upon enrollment, VIP Members are able to log in to the Admin Console to download products for immediate deployment. No more waiting for financial paperwork to clear. It takes only a few steps to make sure the right people have access to the right tools for the job.

### 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.

### 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.

### 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.

### Hassle-free compliance

Have peace of mind with automatic compliance. Once your organization enrolls, you have 30 days to pay for subscription licenses and remain in compliance. Keep track of the licenses you added, who's using them, and when they were purchased.

### 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.

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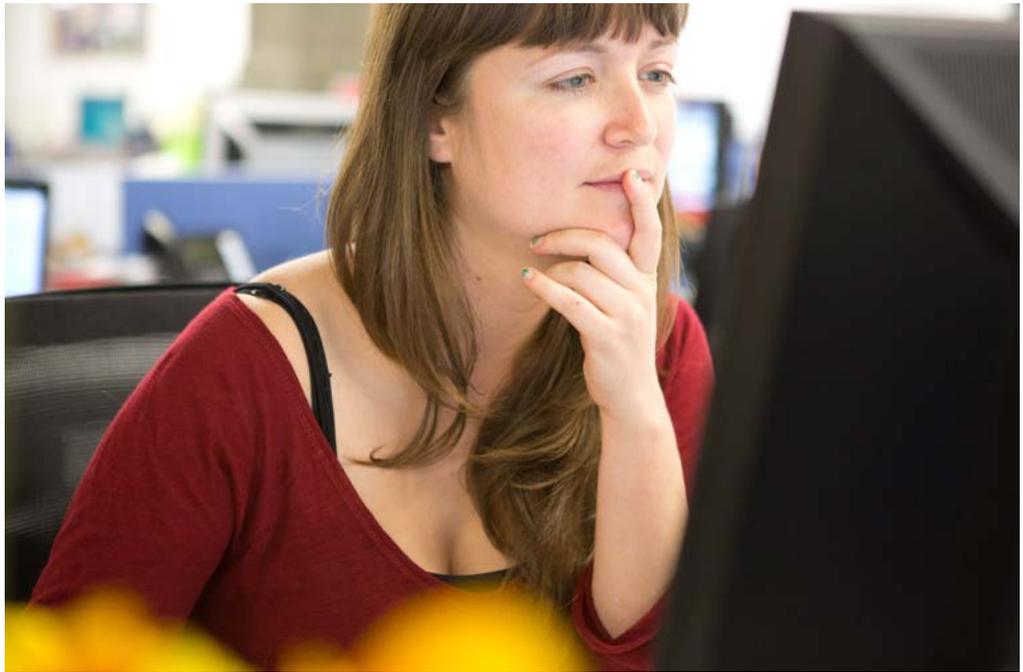
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## Enrollment

### 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.

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“[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

### 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.

Level	Minimum Licenses
1	1–49
2	50–249
3	250–999
4	1,000+

### Qualifying licenses

All licenses purchased through VIP on any single order qualify toward the minimum license requirement.

### Initial order

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

#### Tip

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

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

"... 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*

## 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.

### 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.

## 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.

## 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.

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## 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).

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## 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.

## Anniversary Date

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

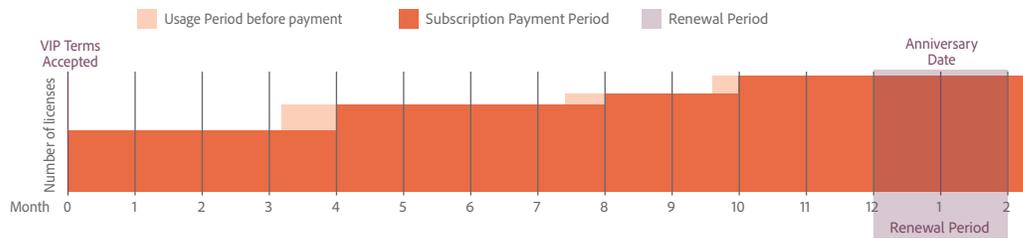
- The Anniversary Date serves as the date each year when all subscription licenses must be renewed.
- It determines when all licenses purchased throughout the subscription year co-terminate.

**Note:** Subscriptions begin on the day licenses are added, and expire the day prior to the Anniversary Date each year. (See Renewal section 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 from the date the VIP terms and conditions are accepted. (See the exceptions listed in the End-of-Month Anniversary Dates section on Page 10.) For example, if ABC Company accepts the VIP terms and conditions on January 16, 2014, the company would have its first Anniversary Date on February 16, 2015.

### Time line for establishing a VIP Anniversary Date



## 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 date of the month will always be the Anniversary Date. (See the exceptions listed on the End-of-Month Anniversary Dates section on Page 10.) For example, if the Anniversary Date is 1/15/2014, the Monthly Proration Date would be the 15th of each month.

### Example

XYZ Company, which has an upcoming Anniversary Date of February 16, 2015, adds additional licenses on October 1, 2014. The company's Monthly Proration Date is the 16th of the month. Therefore, XYZ Company is charged for 4 months of subscription (October 16, 2014–February 15, 2015). 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*.

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## 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. After the first year, the paid period is 12 months, starting on the Anniversary Date and ending one day before the next year's 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 the VIP terms and conditions were accepted. 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, and adds a license on June 7, the Anniversary Date is set as July 1, since the month of June only has 30 days.

## 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.

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## Renewal

### Renewing licenses

Each year on the Anniversary Date, licenses purchased through VIP need to be renewed 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 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 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 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.

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## 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.

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## 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.

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### 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*
- VIP subscription licensing program*
- VIP Calculator*

### Additional online resources for Resellers

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



**Adobe Systems Incorporated**  
 345 Park Avenue  
 San Jose, CA 95110-2704  
 USA  
[www.adobe.com](http://www.adobe.com)

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