**How to use this document:** Use this guide to start relevant conversations, identify needs, and close more deals—with customers and prospects in IT and procurement departments in commercial, government, and educational organizations.

# Adobe Acrobat DC with Document Cloud services

The complete PDF solution for working with documents from computers, browsers, and mobile devices.

All-new Adobe Acrobat Pro DC with Adobe Document Cloud services includes completely reimagined PDF tools that let users create, edit, sign, and track documents in the office or on the go.

## Meet—*or exceed*—your sales goals by upgrading current customers and acquiring new ones:

- A large installed base of current Acrobat customers gives you a big selling opportunity.
- Acrobat DC is an all-new way of working with documents, so interest and demand will be high.
- Sell Acrobat DC with Microsoft Office 365 or Office 2013, Adobe Creative Cloud for teams (CCT), and mobile devices to increase the size of every deal.

## What's included in Acrobat DC

Acrobat DC can be sold as a subscription license or a perpetual license. Use this chart to help customers make the best choice.

| | Acrobat Standard DC | Acrobat Pro DC |
|---|---|---|
| Includes | Acrobat Standard DC desktop software | Acrobat Pro DC desktop software |
| | • New Acrobat DC mobile app<br>• Access to free Adobe Document Cloud services to store and share files from anywhere<br>• Virtualization support and deployment tools | |
| Top features | • Create and export PDFs from desktop, web*, and mobile*<br>• Directly edit text and images in a PDF with full-page paragraph reflow<br>• Prevent others from copying or editing content in PDFs<br>• E-sign documents<br>• Get e-signatures from others*<br>• Enhance scans and document images<br>• Access recent files across devices with MobileLink<br>• Fill forms fast with smart autofill<br>• Track and confirm delivery of sent files | All Acrobat Standard DC features plus:<br>• Edit and organize PDFs from mobile devices*<br>• Instantly edit scanned paper documents<br>• Create accessible PDFs<br>• Standardize PDF tasks with Actions<br>• Permanently redact information and sanitize PDFs |
| License type | • Subscription-based licensing: VIP<br>• Perpetual volume licensing: CLP (including CLP Pack and Upgrade Plan) and TLP<br>• Shrinkwrap (in-box and ESD) | |

*Acrobat DC subscription only.*

| Customer type | What to ask | What to say: How Acrobat DC benefits your organization |
|---|---|---|
| **Acrobat XI or earlier** | *How will upgrading to Acrobat DC align with your plans to update your Microsoft OS or Office applications?* | Acrobat DC works with both 32- and 64-bit versions of Windows 7 and 8.<br><br>Acrobat DC integrates seamlessly with and extends investments in Office 365, Office 2013, Office 2010, and Office 2007 applications:<br>• Create high quality Adobe PDFs from the ribbon in Office App for Windows.<br>• Protect PDFs while creating PDFs in Office apps to prevent others from copying or editing sensitive content.<br>• Turn existing PDFs into Word, Excel, or PowerPoint files with formatting intact.<br>• Open, edit, and save PDF files from Office 365 and SharePoint libraries.<br>• Request signatures from others directly from Word or PowerPoint in Office 365. |
| | *How is your organization using mobile devices to drive productivity?* | An Acrobat DC perpetual license includes free online services that support users to work anywhere:<br>• Store and share files online with instant access to recently viewed files across devices.<br><br>With a subscription to Acrobat DC, your users can do even more across computers, browsers, and mobile devices:<br>• Create, export, and sign PDFs.<br>• PDF tools are always available and work the same way across devices. |
| | *How do you protect important documents when shared inside or outside your firewall?* | Acrobat 9 and earlier versions do not include advanced security technology.<br><br>While Acrobat X does include advanced security technology, support for Acrobat X ends on November 15, 2015—including bug fixes and patches.<br><br>Acrobat DC incorporates industry-leading security measures:<br>• Protected View uses sandboxing technology to open untrusted PDF files in a read-only environment.<br>• JavaScript can be selectively enabled for both Windows and Mac OS. |
| | *How many different versions of Acrobat and other PDF applications do you manage across your organization?* | Simplify software administration and reduce compliance risk with a subscription to Acrobat DC:<br>• Replace multiple versions of Acrobat and other PDF applications with a single subscription.<br>• Easily deploy, manage, and add new seats through the intuitive VIP Admin console.<br>• Get access to the latest innovations via continuous releases. |

| Customer type | What to ask | What to say: How Acrobat DC benefits your organization |
|---|---|---|
| **Prospects looking for a PDF solution and considering Adobe or clones** | *What are you looking for in a PDF solution?* | Acrobat DC is the most complete PDF solution, enabling users to create, edit, sign, and track documents—simply and naturally—across computers, browsers, and mobile devices:<br>• Create, edit, and sign PDFs on your computer or mobile device.*<br>• Turn paper and PDF documents into instantly editable files.<br>• Replace paper and ink signatures with e-signatures.*<br>• Restrict others from copying or editing sensitive information in PDFs.<br>• Send and track documents in Adobe Document Cloud.* |
| | *Do you want to know what makes Adobe PDF files better than those created in other programs?* | PDFs created in Acrobat are smarter than the average PDF:<br>• Unlike PDFs created in Office apps, Adobe PDF files render fonts at maximum quality.<br>• Adobe PDF files are designed to be recycled. When you convert a PDF back to Office formats, the layouts, bullets, and tables still work as expected.<br><br>Acrobat DC is from Adobe—the inventor of PDF and a trusted leader in secure digital documents for more than 20 years. |
| | *How is your organization using mobile devices to drive productivity?* | An Acrobat DC perpetual license includes free online services that support users to work anywhere:<br>• Store and share files online with instant access to recently viewed files across devices.<br><br>With a subscription to Acrobat DC, your users can do even more across computers, browsers, and mobile devices:<br>• Create, export, and sign PDFs.<br>• PDF tools are always available and work the same way across devices. |
| | *How do you protect important documents when shared inside or outside your firewall?* | Acrobat DC incorporates industry-leading security measures and provides advanced security technology:<br>• Protected View uses sandboxing technology to open untrusted PDF files in a read-only environment.<br>• JavaScript can be selectively enabled for both Windows and Mac OS. |
| | *How do you plan to manage PDF licenses and upgrades?* | Simplify software administration and reduce compliance risk with a subscription to Acrobat DC:<br>• Replace multiple versions of Acrobat and other PDF applications with a single subscription to Acrobat DC.<br>• Easily deploy, manage, and add new seats through the intuitive VIP Admin console.<br>• Get access to the latest innovations via continuous releases. |

*Acrobat DC subscription only.*

| Customer type | What to ask | What to say: How Acrobat DC benefits your organization |
|---|---|---|
| **Customers who buy Office 365, SaaS, mobile devices, scanners, and printers** | *How do you plan to expand your company's current SaaS strategy?* | Acrobat DC aligns with SaaS strategies and supports more predictable budget cycles.<br><br>Simplify software administration and reduce compliance risk with a subscription to Acrobat DC:<br><br>• Replace multiple versions of Acrobat and other PDF applications with a single subscription to Acrobat DC.<br>• Easily deploy, manage, and add new seats through the intuitive VIP Admin console.<br>• Get access to the latest innovations via continuous releases. |
| | *How will you meet users' growing demand for secure, mobile solutions?* | An Acrobat DC perpetual license includes free online services that support users to work anywhere:<br><br>• Store and share files online with instant access to recently viewed files across devices.<br><br>With a subscription to Acrobat DC, your users can do even more across computers, browsers, and mobile devices:<br><br>• Create, export, and sign PDFs.<br>• PDF tools are always available and work the same way across devices. |
| | *How can you get more out of your printer and scanner investment?* | Acrobat DC extends your printer and scanner hardware investment:<br>• Turn scanned documents into instantly editable PDFs.<br>• Recognize text in scans, and then preview and fix suspected errors with a side-by-side view.<br>• Clean up document photos to remove backgrounds and adjust perspective.<br>• Save money by using less ink or toner when printing from PCs. |

NOTE TO SALES REPS: Please check the customer's profile and purchase history before asking the following questions, and then adjust the conversation to reflect their situation.

| Customer type | What to ask | What to say: How Acrobat DC benefits your organization |
|---|---|---|
| **Adobe customers with Acrobat XI or Creative Cloud for teams (CCT) subscription** | *How many different versions of Acrobat, other PDF applications, and Adobe Creative Suite are you managing across your organization?* | Simplify software administration and reduce compliance risk with a subscription to Acrobat DC:<br>• Consolidate your existing Acrobat and Creative Cloud for teams into one licensing program.<br>• Choose one anniversary date for all your licenses, making renewals easier to manage.<br>• Manage all your Adobe subscription software with the VIP Admin console.<br>• Increase volume discounts by combining Creative Cloud for teams and Acrobat seats. |
| | *What are your plans for migrating current perpetual license users to subscription?* | With a subscription to Acrobat DC, your users can access more online Document Cloud services and get even more work done across computers, browsers, and mobile devices. |