

Adobe® Value Incentive Plan

Subscribe and simplify licensing.

Adobe's Value Incentive Plan (VIP) is a new program that dramatically simplifies the licensing experience. This all-new subscription-based licensing program makes it easy for business, government, and education customers to purchase, deploy, and manage Adobe products.

Subscription licensing vs. perpetual licensing.

Until now, all applications licensed through Adobe's licensing programs have been perpetual licenses. When purchasing perpetual licenses, you pay up front for each application, and when a new version of that application is released, you must upgrade at an additional cost to get the latest features. But many organizations are looking for more flexible licensing solutions. That's where Adobe's VIP comes in. Adobe's VIP enables you to license select Adobe products through a subscription (or term-based) license, which offers lower up-front costs for your organization while ensuring users have access to the latest versions of the Adobe tools they rely on.

Ensure fast, easy access.

Enrolling in Adobe's VIP is simple—you work with your Adobe reseller and provide some basic information about your organization. Once your enrollment is complete, you get immediate online access to all the Adobe products that are available through VIP via a portal called the Admin Console.

Deploy products without delay.

Adobe's VIP puts your needs first by enabling you to deploy the Adobe products your organization relies on right away—even before completing the license purchase process. As soon as you enroll, you can use the Admin Console to deploy the products your users need, and you have 30 days to pay for your subscription licenses to remain compliant. You can also add products as you go. No matter how long it has been since you enrolled in the program, you can always deploy additional licenses and pay for those extra seats once a month to simplify administration.

Get just the number of licenses you need.

Adobe's VIP has no minimum license purchase requirement. Your organization can deploy as few or as many Adobe subscription licenses as it needs. And no matter when you add licenses, all your subscriptions track to the same anniversary (with pricing prorated accordingly), which makes them easier to manage and enables you to renew them all at the same time.

Simplify management, guarantee compliance.

Adobe's VIP simplifies license management. When you enroll, you are assigned a VIP Number that gives you access to the Admin Console portal, where you can deploy Adobe products, track your subscription licenses, and easily view who is assigned to each license. Another advantage to Adobe's VIP is that you can download and start using products right away and pay for your subscriptions within 30 days. If payment is not received within 30 days, those products will stop working, therefore ensuring you are always in compliance.

Get more information.

To learn more about Adobe's VIP and other volume licensing programs, contact your Adobe Authorized Reseller or visit www.adobe.com/aboutadobe/volumelicensing. To find an Adobe Authorized Reseller, consult the Partner Finder at <http://adobedealreg.force.com/PartnerSearch?lang=en>.

