

Maximize your investment

HP Software Licensing Service for Adobe Solutions

Work with us to get the most out of your Adobe licensing agreement. We can help you realize the full value of your software investment.



Insights

- Create, deliver, and optimize compelling content with Adobe products.
- Take advantage of Adobe's new subscription-based licensing program.
- Depend on our proven expertise in software licensing and management.

Make the right choice

There are many reasons for you to choose HP for your Adobe software licensing needs, including:

- **Experience**—We have more than 30 years of experience in software licensing and management.
- **Partnerships**—HP has strategic alliances with hundreds of leading software providers.
- **Customized approach**—We create solutions based on your company's unique business needs.
- **Support and service**—We provide outstanding after-sale support through our fully trained, dedicated global staff.
- **Single-source accountability**—HP consolidates where you buy hardware, software, and services to improve your return on investment.
- **Stability**—As the world's number-one technology company, HP gives you peace of mind knowing we'll be there when you need us.

Work with the best

The experts from HP Software Licensing and Management Solutions know all about Adobe. Trust us to identify the best licensing program for your needs, explain how to get the most from your licensing agreement, and work with the software publisher on your behalf.

Maximize your investment

Creative teams across your company want their work to look its best. Chances are they are using the latest technology from Adobe® Systems, the industry-leading software developer of acclaimed graphics and publishing applications. And now, Adobe makes it even easier with the launch of its Creative Cloud offerings.

As a large-scale user of Adobe products, your company makes a substantial investment in software. We would like to help you realize the full value of that investment. For more than 30 years, we have helped companies such as yours maximize their software investments. HP offers cost-effective licensing programs from Adobe. We help you choose the best licensing program for your needs—making it easy to track renewals, comply with Adobe licensing requirements, and manage your software.

Use Adobe

Change the world through digital experiences

Adobe helps you create, deliver, and optimize compelling content and applications. Its products improve the impact of your communications, enhancing your brand and productivity, and ultimately bringing you greater business success. Ordinary interactions can become more valuable digital experiences across media and devices—anywhere, anytime.

Adobe offers you solutions in three critical endeavors:

- **Author content**—Build content and applications with greater reach and stronger impact.
- **Manage customer experience**—Offer customer experiences that strengthen brands and improve efficiency.
- **Market online**—Deliver and measure marketing effectiveness across a wide spectrum of screens and devices.

Understand licensing options

Transactional Licensing Program

Adobe's Transactional Licensing Program (TLP) 5 makes it easy to get volume pricing with no membership requirements and no agreements to sign. This program is available worldwide to commercial, education, and government organizations and covers most Adobe desktop products.

TLP 5 benefits include:

- Discounts without a contract
- Control of your software licenses
- Simplified deployment and compliance
- Management of software upgrades

Adobe Value Incentive Plan (VIP)

New from Adobe, VIP is a subscription-based licensing program designed for companies of all sizes. With a VIP membership, no minimum license purchase is required. Management is easy. Deployment is immediate. And compliance is automatic.

Benefits of this new program are:

- Fast, easy access
- Software deployed without delay
- Only the number of licenses you need
- Simplified management, guaranteed compliance

Table 1. Adobe Volume Licensing Programs Comparison guide

This guide describes the four Adobe Volume Licensing (AVL) programs—Value Incentive Plan (VIP), Enterprise Agreement (EA), Cumulative Licensing Program (CLP) 5 and Transactional Licensing Program (TLP) 5—and helps you choose the program that works best for your organization.

Compare programs	Value Incentive Plan (VIP)	Enterprise Agreement (EA)	Cumulative Licensing Program (CLP) 5	Transactional Licensing Program (TLP) 5
License type	Annual subscription	Three-year agreement, perpetual license	Two-year agreement, perpetual license	One-time purchase, perpetual license
Minimum initial purchase requirement	No initial purchase required	100 licenses of any combination of eligible software plus Maintenance and Support	10,000 points	One license
Volume discount basis	Same as retail pricing	Discount level locked in for three years based on initial purchase; provides deepest AVL discounts	Discounts accrue cumulatively throughout two-year agreement	None
Eligible products	Adobe® Creative Cloud™ for teams	Adobe® Acrobat® Family products	All Adobe perpetual desktop products	All Adobe perpetual desktop products
Web-based license tool	Included (Admin Console)	Included (Adobe Licensing Website)	Included (Adobe Licensing Website)	Included (Adobe Licensing Website)
Electronic Software Delivery (ESD)	Included	Included	Included	Included
Upgrade/Maintenance coverage	Included	Maintenance coverage	Upgrade Plan optional for eligible products	Upgrade Plan optional for eligible products for education and government customers only
Adobe support services	Varies per product	Support coverage required	Optional	Optional
Online enrollment	Online enrollment via reseller	Available	Available	Not applicable
Region availability	Worldwide*	Worldwide	Worldwide	Worldwide

* VIP is not available in countries where laws or other restrictions prevent Adobe from offering the program

Cumulative Licensing Program

Adobe's Cumulative Licensing Program 5 helps your organization cut costs and simplify software administration on volume software licenses over a two-year membership period. With CLP 5, your software orders provide cumulative, consistent savings worldwide, regardless of your location. It also helps your organization streamline software management with centralized tools to track and manage your Adobe software volume licenses.

CLP 5 benefits include:

- Significant savings over retail prices
- Budget predictability
- Simplified purchasing and deployment
- Easy upgrades

Enterprise Agreement

Adobe Enterprise Agreement (EA) is designed to help medium and large companies standardize on Adobe software. EA delivers significant savings to commercial customers and simplifies

license management over a three-year term. Adobe Enterprise Agreement (EA) helps you more easily deploy and manage the latest Adobe software across your organization. EA also offers predictable pricing on software while reducing administrative, management and IT workloads.

Discover a better way to license and manage all software across your enterprise.

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