

Adobe Volume Licensing programs: At-a-glance comparison guide

This guide describes the three Adobe Volume Licensing (AVL) programs—Transactional Licensing Program (TLP), Cumulative Licensing Program (CLP), and Adobe Enterprise Agreement (EA) to help you choose the program that works best for your organization.

	TRANSACTIONAL LICENSING PROGRAM (TLP)	CUMULATIVE LICENSING PROGRAM (CLP)	ADOBE ENTERPRISE AGREEMENT (EA)
ORGANIZATION TYPE			
Size	<ul style="list-style-type: none"> • Small organizations (1–249 workstations) • Commercial, government, and education organizations that want to avoid a contractual agreement 	<ul style="list-style-type: none"> • Medium to large businesses, creative agencies, or organizations • Large international conglomerates that would like to aggregate and centralize their purchases while extending their discount level • Organizations that spend a lot of time and resources managing and deploying licenses 	<ul style="list-style-type: none"> • Medium to large businesses, creative agencies, or organizations • Large international conglomerates that would like to aggregate and centralize their purchases while extending their discount level • Organizations that spend a lot of time and resources managing and deploying licenses
Type	Commercial, government, and education	Commercial, government, and education	Commercial and government
Structure	<ul style="list-style-type: none"> • Organizations that often purchase at the department or workgroup level • Organizations that have a decentralized buying environment 	<ul style="list-style-type: none"> • Organizations with policies that support centralized purchasing • Organizations that want to extend discount levels globally and to their affiliates and subsidiaries 	<ul style="list-style-type: none"> • Organizations with policies that support centralized purchasing • Organizations that want to extend discounts globally across their entire enterprise
Software strategy	<ul style="list-style-type: none"> • Organizations interested in moving from shrinkwrapped purchases to a more cost-effective transactional model • Organizations with an immediate need for products and a desire to avoid potentially cumbersome internal approval processes 	<ul style="list-style-type: none"> • Organizations that are committed to Adobe technology as part of their business strategy and want to maximize their volume software discounts • Organizations that want to improve control over expenses and management of software assets 	<ul style="list-style-type: none"> • Organizations that are committed to deploying Adobe technology as a standard part of their business strategy and, in return, want to be rewarded with maximum volume discounts on Adobe® Acrobat® and eligible Adobe Creative Suite® software and maintenance and support (for a full list of available products through EA, consult the EA Program Guide) • Organizations that want to standardize on the same version of software across their entire organization • Organizations that want predictable pricing based on their initial volume order • Organizations that want optimal control over expenses and management of software assets, upgrades, and support

	TRANSACTIONAL LICENSING PROGRAM (TLP)	CUMULATIVE LICENSING PROGRAM (CLP)	ADOBE ENTERPRISE AGREEMENT (EA)
PROGRAM BENEFITS			
Reduce your software costs	<ul style="list-style-type: none"> • Reduce costs through time savings and administrative efficiencies over buying retail 	<ul style="list-style-type: none"> • Get deeper savings on Adobe software than through retail today and in the future with a two-year commitment and minimum purchase order • Achieve budget predictability through a two-year membership and optional Upgrade Plan • Increase your savings as you accumulate points because all subsequent orders add to your overall point total • Enable affiliates worldwide to receive the same discount level and contribute to your purchase points total 	<ul style="list-style-type: none"> • Get the most substantial savings on eligible Adobe software of any AVL program • Achieve predictable pricing for three years • Get additional discounts when you standardize on eligible Adobe software across 100% of the computers in your organization • Set your EA discount level based on your existing CLP level and your discount tier based on the number of units of Maintenance and Support on your initial order • Earn CLP points and thus potentially improved pricing on products not offered through EA • Annualize upgrade costs for the duration of your three-year enrollment
Simplify software deployment and management	<ul style="list-style-type: none"> • Streamline deployment with quick and easy one-time order placement and fulfillment • Get one comprehensive license certificate with all serial numbers, quantity of units, platforms, and product licenses included • Enjoy one simple and flexible purchase transaction • Easily track and manage your Adobe software licenses through the Adobe Licensing Website • Utilize the same serial numbers for all licenses of the same product, version, language, and platform 	<ul style="list-style-type: none"> • Deploy additional licenses as you need them throughout the month and then simply include them on one monthly purchase order • Keep track of and deploy licensed software easily • Simplify software license management with Upgrade Plan, which runs concurrently with your CLP membership period • Easily track and manage your Adobe software licenses through the Adobe Licensing Website • Utilize the same serial numbers for all licenses of the same product, version, language, and platform 	<ul style="list-style-type: none"> • Deploy additional licenses as needed and settle those license fees with annual true-ups • Standardize on the same version of software across your entire organization • Get comprehensive support coverage to maximize productivity and minimize risks • Get automatic upgrades of your licensed products with Maintenance coverage • Easily track and manage your Adobe software licenses through the Adobe Licensing Website • Simplify license deployment by utilizing the same serial numbers for all licenses of the same product, version, language, and platform
Enjoy greater flexibility	<ul style="list-style-type: none"> • No minimum order size • Make purchases in any quantity with no long-term contract • Order through your reseller • Available worldwide 	<ul style="list-style-type: none"> • Place orders of any size (after your initial qualifying order) quickly and easily at any time during your membership period • Give affiliates the flexibility to purchase licenses and support locally while taking advantage of the combined purchasing power of the worldwide organization • Enroll in or renew membership online for maximum convenience • Order through your reseller • Available worldwide 	<ul style="list-style-type: none"> • Complements the Adobe CLP program • Enroll or renew online for maximum convenience • Order from your reseller • Available worldwide

	TRANSACTIONAL LICENSING PROGRAM (TLP)	CUMULATIVE LICENSING PROGRAM (CLP)	ADOBE ENTERPRISE AGREEMENT (EA)
PROGRAM DETAILS			
Minimum initial purchase requirement	None	<ul style="list-style-type: none"> • 10,000 points for commercial and government customers • 5,000 points for education customers 	100 licenses plus Maintenance and Support. Any combination of eligible products may be used to meet the minimum* (for EA eligible products, please refer to the EA Program Guide)
Agreement term	No agreement	Two-year agreement	Three-year agreement
Discount strategy	None	Discounts accrue cumulatively throughout two-year agreement	Price protection for three years based on initial purchase
Eligible products	All Adobe desktop products	All Adobe desktop products	<ul style="list-style-type: none"> • Adobe Acrobat family products • Adobe Creative Suite editions • Adobe Presenter (For a full list of eligible EA products, refer to the EA Program Guide)
Web-based license tool	Included	Included	Included
Electronic Software Delivery (ESD)	Included	Included	Included
Upgrade Plan or Maintenance coverage	Available (not included) for educational and government customers only	Upgrade Plan optional	Maintenance and Support coverage required
Adobe Support Services	Optional	Optional	Maintenance and Support coverage required
Online enrollment	Not applicable	Online enrollment	Online enrollment
Region availability	Worldwide	Worldwide	Worldwide

* Customers that enrolled in EA before July 23, 2012, and are interested in adding another product to their existing EA can contact their local Adobe Authorized Reseller.

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