

# Adobe creative tools & licensing options for organizations

A guide to choosing Adobe products and purchase options.



## Adobe® Creative Cloud™ for teams

Ideal for organizations that want to:

- Download and use any Adobe professional creative tool, including CS6, Adobe Muse™, Lightroom, Edge Tools & Services, and more
- Benefit from always up-to-date software
- Access new tools and features from Adobe as soon as they are available
- Share content easily among workgroups
- Take advantage of predictable budgeting
- Experience a lower cost of entry
- Simplify compliance management
- Treat software purchases as an operating expense

## Traditional CS6 products and licensing

Ideal for organizations that want:

- Specific and finite Adobe software products
- A choice of licensing programs and payment options
- Perpetual ownership of the license(s)
- Ability to treat their software purchases as a capital expense and depreciate costs over time

## Common questions

### Creative Cloud for teams

**Do I need to be connected to the Internet all the time?**

No, the applications install on your local hard drive and function the same as the desktop versions. Syncing to the cloud is optional\*.

**Will the Creative Cloud applications be slower than regular desktop versions?**

Not at all. Because Creative Cloud applications are installed locally, you'll still enjoy all the performance of CS6, with features such as 64-bit support in Adobe Photoshop®, Illustrator®, Adobe Premiere® Pro, and After Effects® and Adobe Mercury performance.

**Will I be forced to upgrade when a new version is released?**

Although all upgrades are made available to you immediately and are included for the term of your membership, you can install the new versions on your own schedule.

### Traditional CS6 licensing

**Which versions can I upgrade from?**

Upgrades are available from CS3 and CS4 until December 31, 2012, after which only CS5 and CS5.5 customers will qualify for upgrade pricing to CS6. Consider Creative Cloud to avoid worrying about upgrades.

**Will I get updates when new versions are released?**

Only if you purchase upgrade protection at an additional cost or join Creative Cloud, in which all upgrades are included with the cost of your membership.

**Security is very important to our organization. Aren't traditional desktop versions more secure?**

All CS6 applications for both traditional licensing and Creative Cloud install and run on the desktop. So, desktop software security is not a factor in choosing between Creative Cloud and Creative Suite.

Differences between types of Creative Cloud membership						
	Creative Cloud for teams					Creative Cloud for individuals
Is the membership associated with an individual?	No					Yes
Can the membership be transferred to another user?	Yes					No
Does the membership stay with the organization if an employee leaves?	Yes					No
Is the software managed centrally?	Yes					No
Does membership include workgroup collaboration tools?	Yes					No
How many memberships are issued?	One per organization					One per user
What are the purchasing options?	Available under company licensing program					Credit card only

## Product offering matrix

	Creative Cloud for teams	Creative Cloud for individuals	CS6 Design & Web Premium	CS6 Design Standard	CS6 Production Premium	CS6 Master Collection
Adobe Photoshop CS6 Extended	X	X	X		X	X
Adobe Photoshop CS6				X		
Adobe Illustrator CS6	X	X	X	X	X	X
Adobe InDesign® CS6	X	X	X	X		X
Adobe Acrobat® X Pro			X	X		X
Adobe Acrobat XI Pro	X	X				
Adobe Flash® Professional CS6	X	X	X		X	X
Adobe Flash Builder® 4.6 Premium	X	X				X
Adobe Dreamweaver® CS6	X	X	X			X
Adobe Fireworks® CS6	X	X	X			X
Adobe Premiere Pro CS6	X	X			X	X
Adobe Prelude™ CS6	X	X			X	X
Adobe SpeedGrade™ CS6	X	X			X	X
Adobe After Effects CS6	X	X			X	X
Adobe Audition® CS6	X	X			X	X
Adobe Encore® CS6	X	X			X	X
Adobe Bridge CS6	X	X	X	X	X	X
Adobe Media Encoder CS6	X	X	X	X	X	X
Adobe Photoshop Lightroom®	X	X				
Adobe Edge Tools & Services	X	X				
Adobe Muse™	X	X				
Unlimited publishing to iPad with Adobe Digital Publishing Suite, Single Edition	X	X				
Website hosting with Adobe Business Catalyst®	X	X				
Storage	100GB/user	20GB				
Workgroup features	X					
Adobe Expert Services	X					
New features, upgrades, and services as soon as they are available at no extra cost	X	X				
Membership management tools	X					

## Purchasing options

Creative Cloud for teams	CS6 Design Standard, CS6 Design & Web Premium, CS6 Production Premium, CS6 Master Collection		
Value Incentive Plan	Traditional licenses		
Customer value	TLP	CLP	EA
<ul style="list-style-type: none"> <li>Simple sign-up process with no minimum entry level or minimum level to maintain</li> <li>Administrator console that provides easy seat management</li> <li>No membership renewal fees</li> <li>Anniversary date established for co-termination</li> </ul>	Volume discounts in a single transaction without membership requirements	Significant savings on high-volume purchases throughout a two-year period	Deep discounts on Adobe Creative Suite over a three-year term
1+ Users	1+ Users	5+ Users	100+ Users

\* Internet connection required. Syncing functionality requires a separate download and agreement to additional terms. Adobe online services, including the Adobe Creative Cloud service, are available only to users 13 and older and require agreement to additional terms and Adobe's online privacy policy (see [www.adobe.com/go/terms](http://www.adobe.com/go/terms)). The applications and online services are not available in all countries or languages, may require user registration and may be subject to change or discontinuation without notice. Additional fees or membership charges may apply.