

Grow your deal with consolidation

Help your customers consolidate their traditional licenses by enrolling them in Adobe® Creative Cloud™ for teams



Considerations in purchasing by department

Loss of productivity

- Independent and sporadic purchase transactions
- More frequent workflow problems due to deployment of multiple versions

Higher software costs

- Greater per-transaction cost

Higher support costs

- Difficulty in centrally supporting and deploying software
- Greater effort to manage licenses
- Higher compliance risk

Traditional software use and licensing scenario



See key at page bottom.*

Benefits of consolidated purchasing

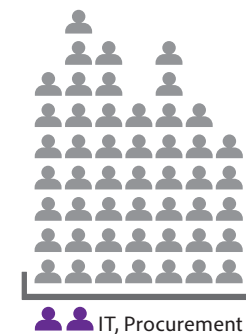
Standardization on a single version

- Delivery of the latest version of Adobe Creative Suite® software to all creative users
- Seamless workflow among teams using the same version and file formats

Simplified management

- Consolidated purchasing
- Centrally managed deployment
- Easier desk/user management and license management
- Minimal compliance risk

Consolidated software scenario



See key at page bottom.*

*Key

 CS6 Master Collection users  CS6 Design & Web Premium users  CS6 Production Premium users  CS6 Design Standard users  Group Managers  IT, Procurement



Three steps to sell consolidation

Customers purchasing or upgrading multiple copies of Adobe software can simplify the ordering process and streamline license management with consolidated purchasing.

Step 1: Check customer purchase history

- Find customers with concerns about licensing compliance issues.
- Distinguish customers that want to reduce the total cost of ownership for Adobe software.
- Look for multiple purchases of individual products within the organization.
- Note different versions of the same products.

Step 2: Connect customer groups

- Find out if other groups are using Adobe software.
- Ask who else you should talk to about the decision to consolidate purchasing.

Step 3: Recommend the right consolidated purchase option

- Introduce and emphasize the benefit of the Value Incentive Plan.

Two paths to consolidation

Path 1: Creative Cloud for teams

Adobe Creative Cloud for teams provides access to all the CS6 Master Collection applications, plus Adobe Acrobat® XI and Adobe Photoshop® Lightroom® 4 software, Adobe Muse™, Adobe Edge Tools & Services, and more, all under a single membership management system. Members also receive:

- File sharing/workgroup collaboration tools
- Access to new versions and features as they become available
- Publishing services for apps and websites
- Storage of 100GB per user
- Expert services

Product Choices

Creative Cloud for teams

Licensing Programs

Value Incentive Plan

- Simple sign-up process with no minimum entry level or minimum level to maintain
- Administrator console that provides easy management of use under one membership
- No membership renewal fees
- Anniversary date established for co-termination

Users

1+

Path 2: Traditional licensing for CS6

Traditional licensing for Adobe Creative Suite 6 is ideal for users that only need a few specialized Adobe products. Organizations own the license and choose from a variety of license programs.

Master Collection

Design & Web Premium

Design Standard

Production Premium

TLP
Volume discounts in a single transaction without membership requirements

CLP
Significant savings on high-volume purchases throughout a two-year period

EA
Deep discounts on Creative Suite products over a three-year term

1+

5+

100+

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