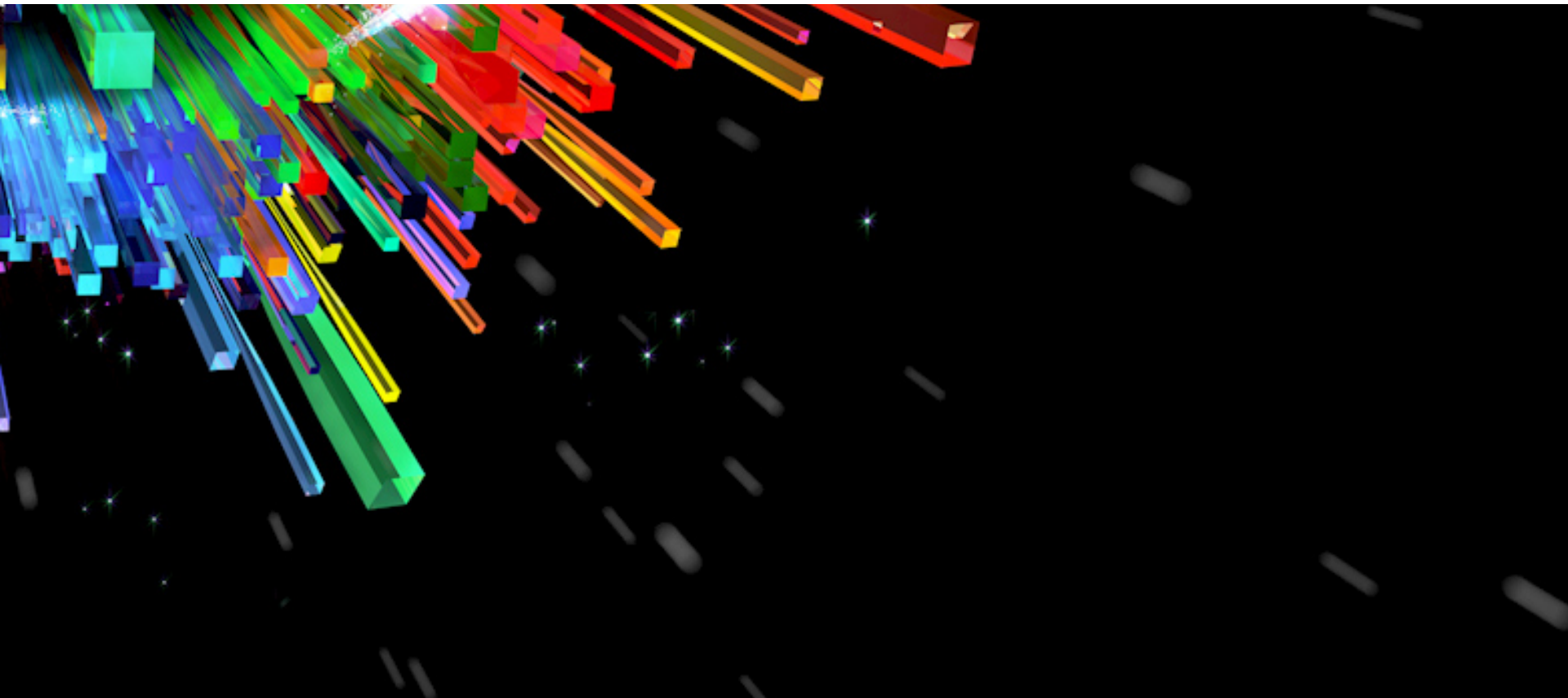




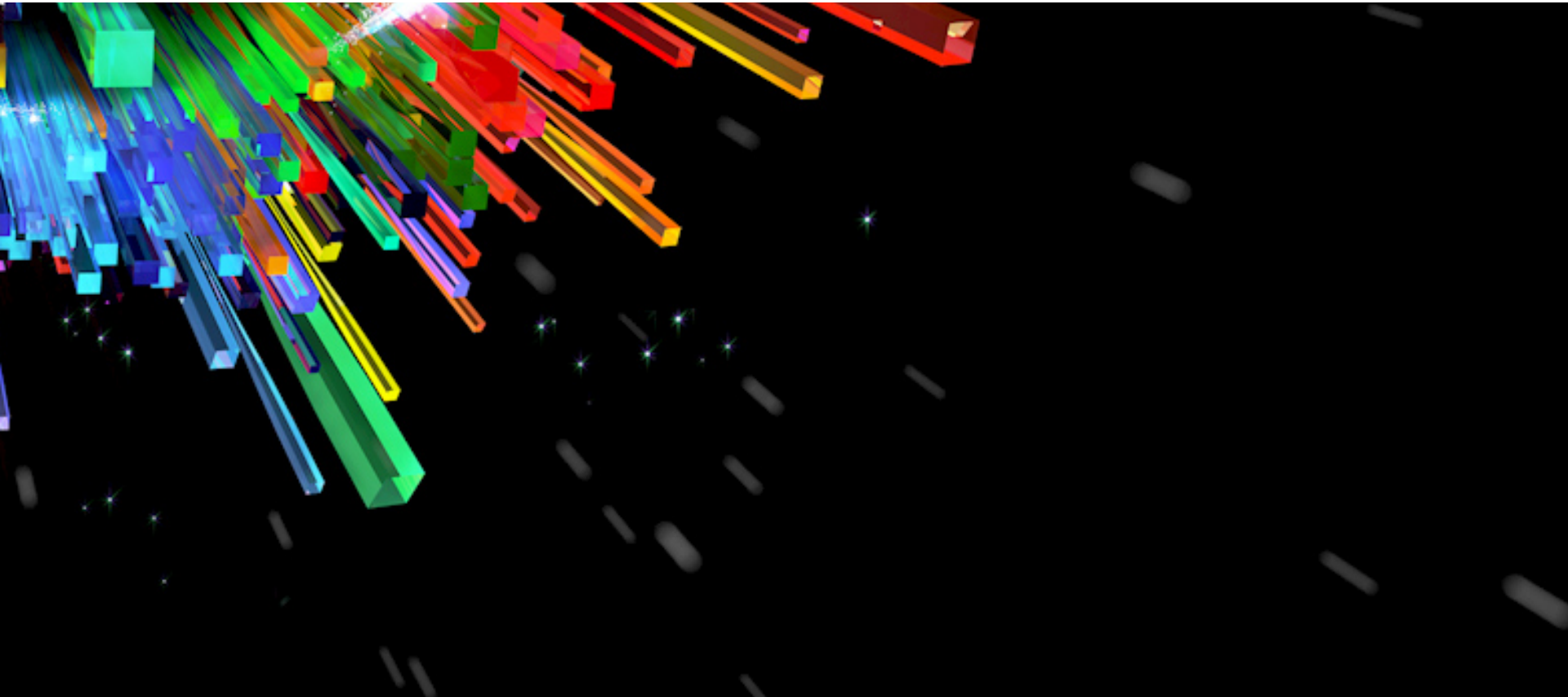
Welcome





Creative Cloud for Teams / Value Incentive Plan

Pieter van Helvoirt



Apps

Advertising

Social Media

Revenue

News

Vertical Industries

Print

Engagement

Television

Collaboration

Digital Magazines

Windows 8

Brand Promotion

Android

Repurpose Content

Free

iOS

e-Commerce

Mobility

Mobile

iPad

Digital Experiences in a Multiscreen World



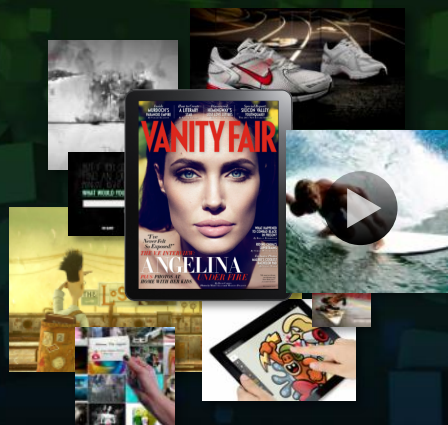
DIGITAL MEDIA

DIGITAL MARKETING

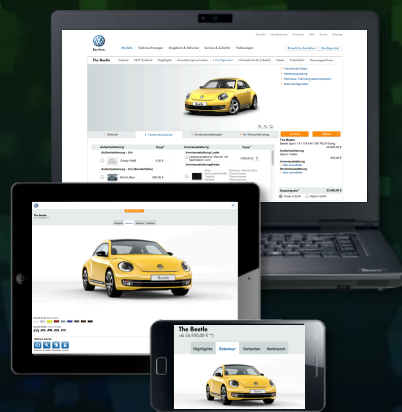


What We Do

MAKE



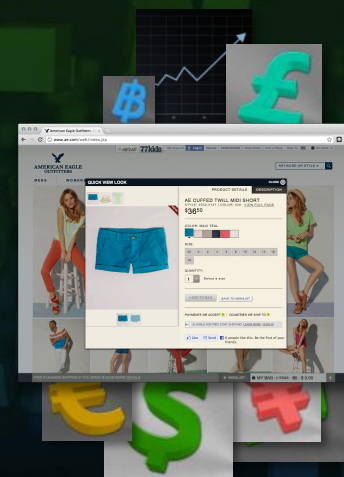
MANAGE

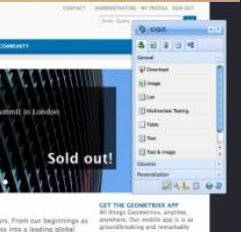
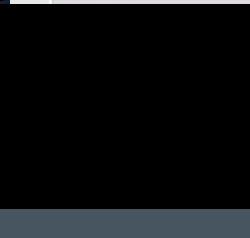
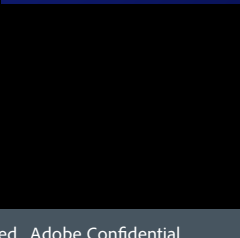
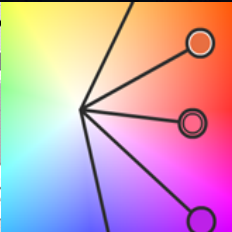
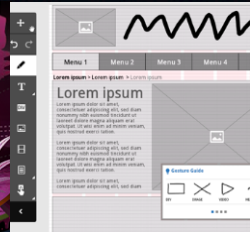
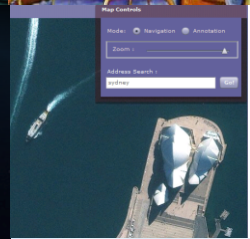
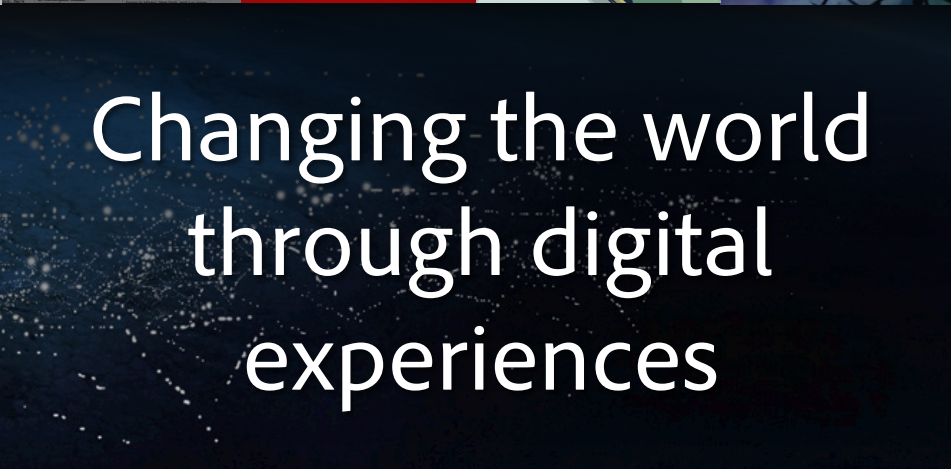
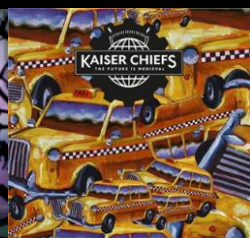
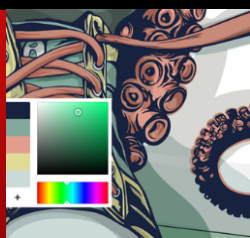
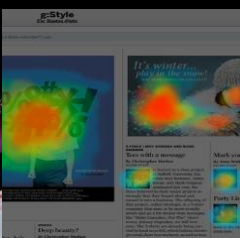
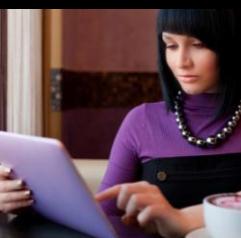
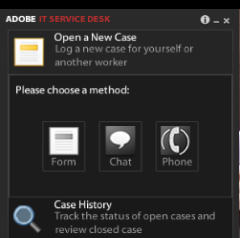


MEASURE



MONETIZE





Customer Needs

- Keep up to date with core technologies
- Quick support for new devices
- Access wherever they need it
- Collaboration
- Cloud based services
- Lower cost of entry



Adobe Creative Cloud



360.000+

individual
memberships in
8 months

Creative Cloud Success

40%

New to Creative Suite

40%

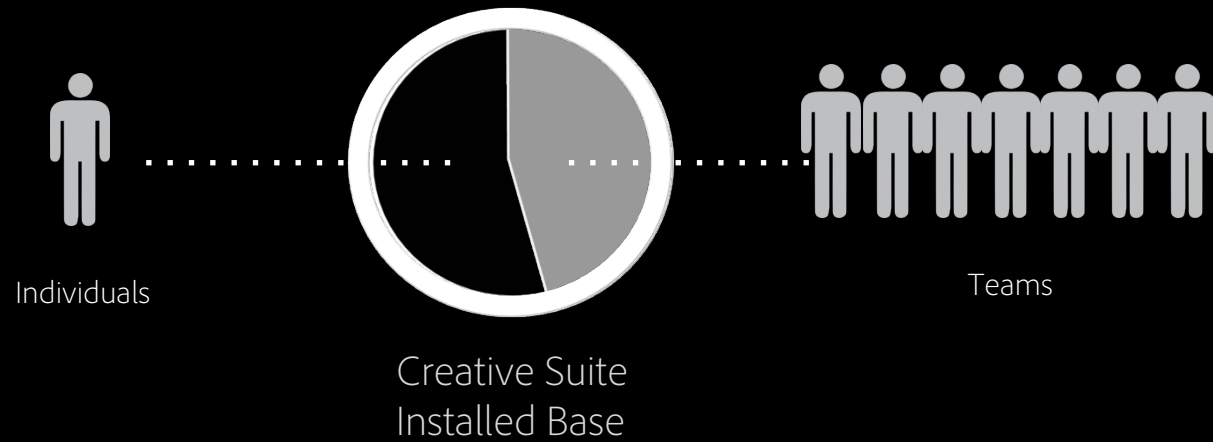
Would not have bought
otherwise

88%

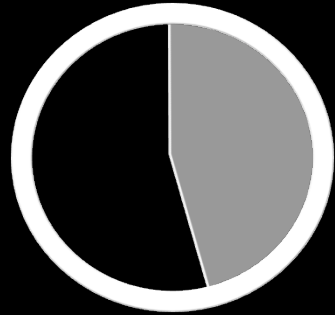
Annual Commitment

Individual Creative Cloud customers

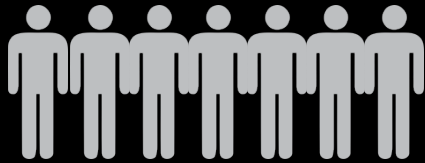
Licensing Customers



Creative Suite Licensing Install Base



Licensing
Customers



Average number of creative
users in a workgroup = 7

69%

Organizations are in a
"non-creative" industry

25%


Licensing customers with
1000 or more desktops in
their organization

Creative Suite licensing Installed base

Licensing Customer Needs



- Immediate access
- Predictable budgeting
- Easier compliance management
- Easier license management
- Closed workgroup collaboration
- Increased support

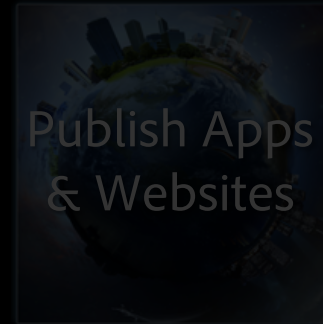
- 
- 1 Creative Cloud gives you everything you need to create anything you can imagine
 - 2 Creative Cloud is the best way for Creative Pros to continue to receive the latest innovation from Adobe – at no extra cost
 - 3 You can now get Creative Cloud for your team



#createnow



Major Additions Since April 2012 Launch




New features for Designers in
Illustrator and Adobe Muse

Major Additions Since April 2012 Launch




The World's
Best Tools



Sync, Store
& Share




Publish Apps
& Websites




Stay a
Step Ahead

Unlimited publishing to iPad with Digital
Publishing Suite, Single Edition

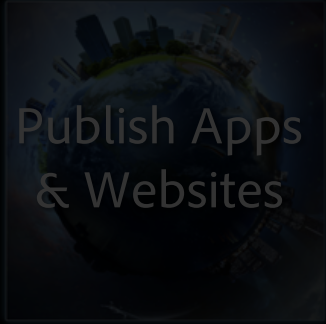
Major Additions Since April 2012 Launch




The World's
Best Tools



Sync, Store
& Share



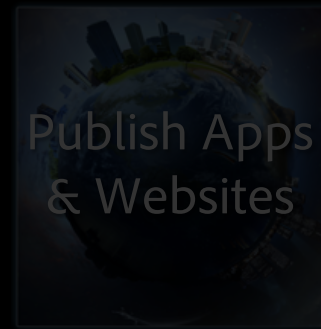
Publish Apps
& Websites



Stay a
Step Ahead

Edge Tools & Services for creating
beautiful, mobile-ready content and
apps with HTML, CSS, and Javascript

Major Additions Since April 2012 Launch



New Photoshop and Muse features,
desktop sync, and Creative Cloud Training

News Announcements for December 11, 2012

At 19:00 CET on December 11, 2012 Adobe will announce and ship these exclusive additions to Creative Cloud:

1 A major set of new **Photoshop** features

2 New **Adobe Muse** features to design mobile websites

3 Desktop sync and collaborative sharing

4 New Creative Cloud Training

5 Creative Cloud for teams

Coming December 11: Major Set of New Photoshop Features

The World's
Best Tools

Sync, Store
& Share

Publish Apps
& Websites

Stay a
Step Ahead

WORK SMART

- Smart Object support for Blur Gallery
- Smart Object support for Liquify
- Conditional Actions
- New workflow timesavers
- Pen Tool enhancement

CREATE FLUIDLY

- HiDPI and Retina display support *
- CSS export for text and shape styling
- Import color swatches from CSS and HTML files
- Support for larger JPEGs
- Default type styles

DESIGN AMAZING 3D ARTWORK

- Improved 3D effects
- Image-based lighting enhancements
- Enhanced details for textures with normal map generation

* Coming to Creative Cloud members first, but coming to all customers later this year

Coming December 11: Adobe Muse Update

The World's
Best Tools

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& Share

Publish Apps
& Websites

Stay a
Step Ahead

Design websites without writing code

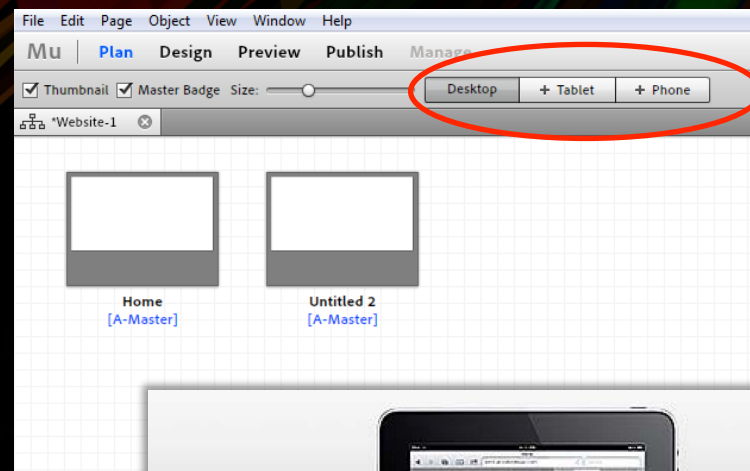
- Complete design freedom
- Low learning curve

Embraced by designers

- 40% of members have downloaded
- 30% of designers cite Muse as major driver

August: Built-in support for contact forms

December: Create tablet and smartphone versions of a website



Coming December 11: Desktop Sync and Collaborative Sharing

The World's
Best Tools

Sync, Store
& Share

Publish Apps
& Websites

Stay a
Step Ahead

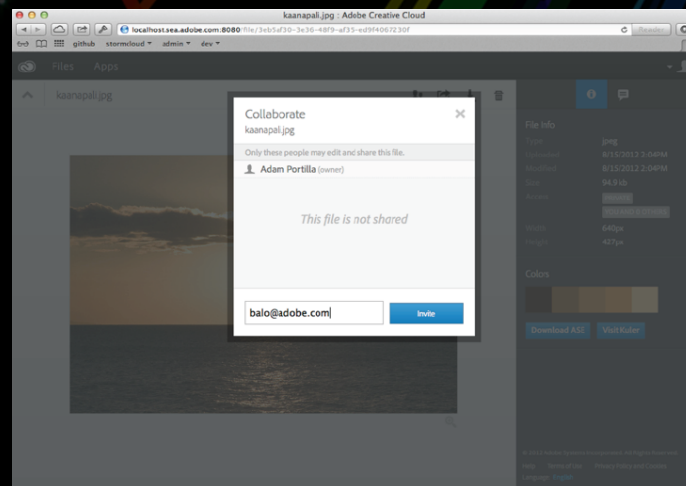


Creative Cloud Connection "Desktop sync"

- Simplifies syncing to Cloud
- Drag and drop files to a folder
- Save to folder = save to Cloud

Collaborative Sharing

- Share a file or share a folder
- Share with one person
- Share with a group *



* Coming soon

Coming December 11: Creative Cloud Training

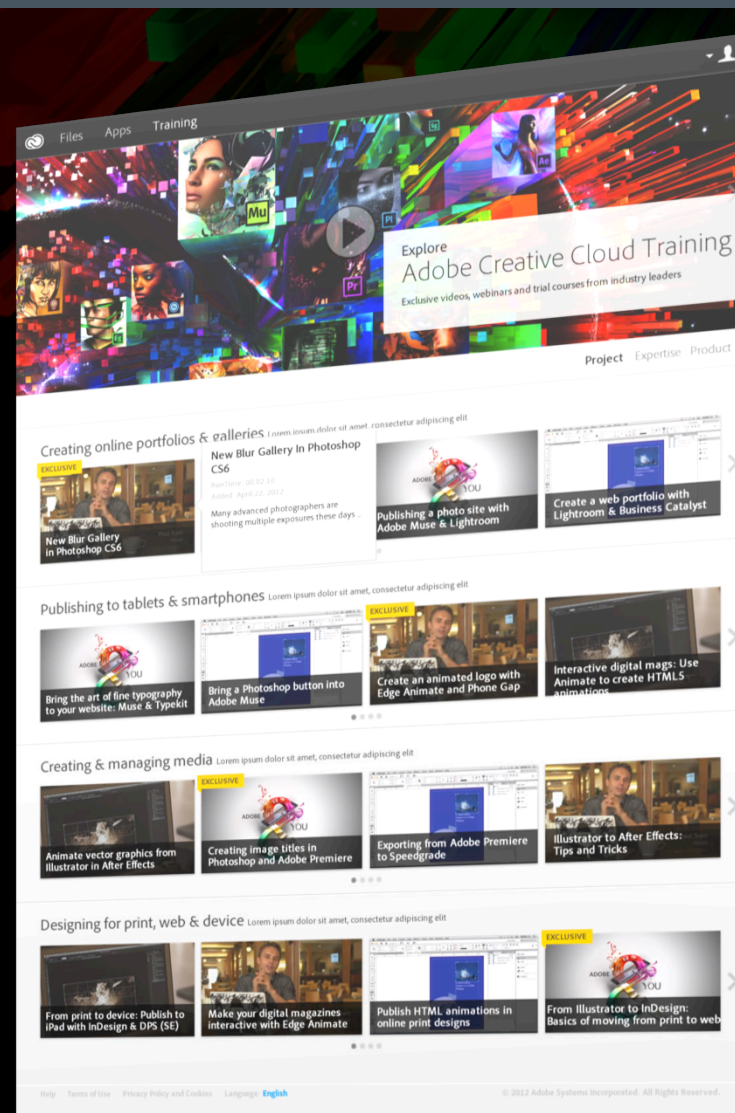
The World's
Best Tools

Sync, Store
& Share

Publish Apps
& Websites

Stay a
Step Ahead

- Exclusive premium video training
- From best-of-breed training partners
- Seamlessly integrated into the Creative Cloud experience
- Helps members expand their skills from creation to publishing
- Just the beginning of partner ecosystem adding value



Coming December 11: Creative Cloud for Teams



The World's
Best Tools



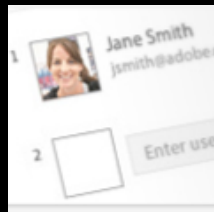
Publish Apps &
Websites



Share Widely,
Collaborate Privately



The Files You Need,
When You Need Them



Centralized
Administration



Expert
Support



CREATIVE CLOUD
for teams

Available Now!

What's In Creative Cloud?

Get the World's
Best Tools

Sync, Store &
Share

Publish
Apps & Websites

Stay a
Step Ahead



Device &
PC Sync



Digital
Publishing
Suite



New products and
updates as they
become available



Cloud Storage



Business
Catalyst



Training



Share, Comment
& Download



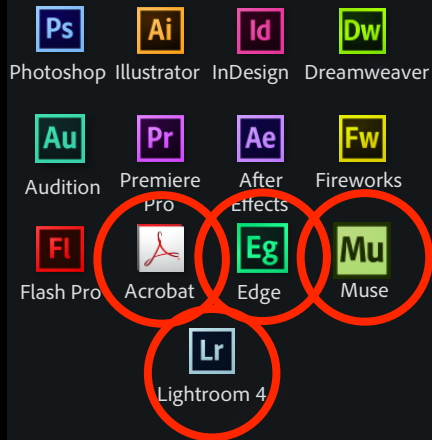
Typekit



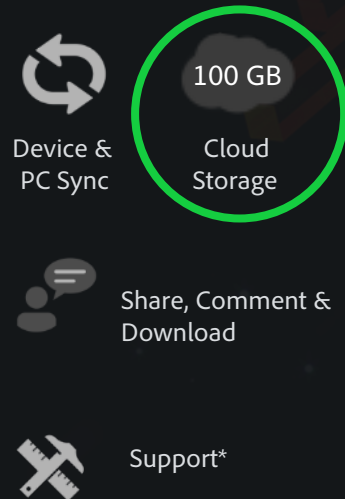
Support

Creative Cloud for Teams – What's In It?

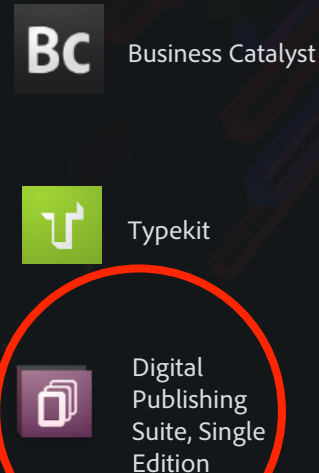
The World's Best Tools



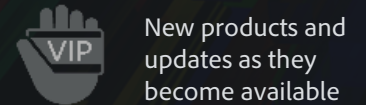
Sync, Store & Share



Publish Apps & Websites



Stay a Step Ahead



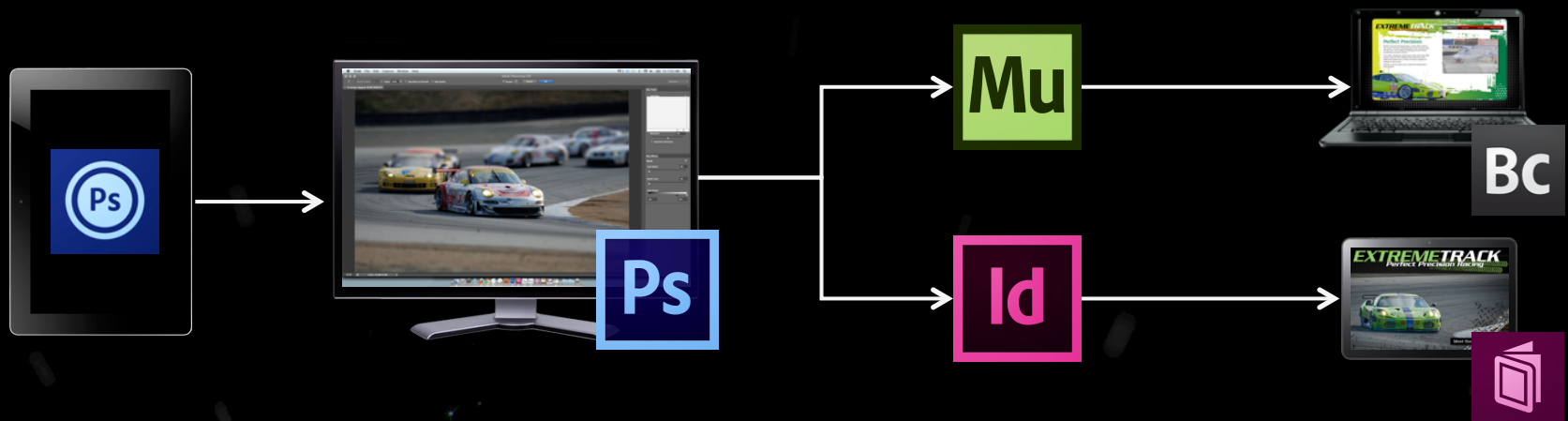
Re-imagining The Creative Process – From Concept to Publishing

Capture creative ideas on tablets

Refine concept with desktop tools

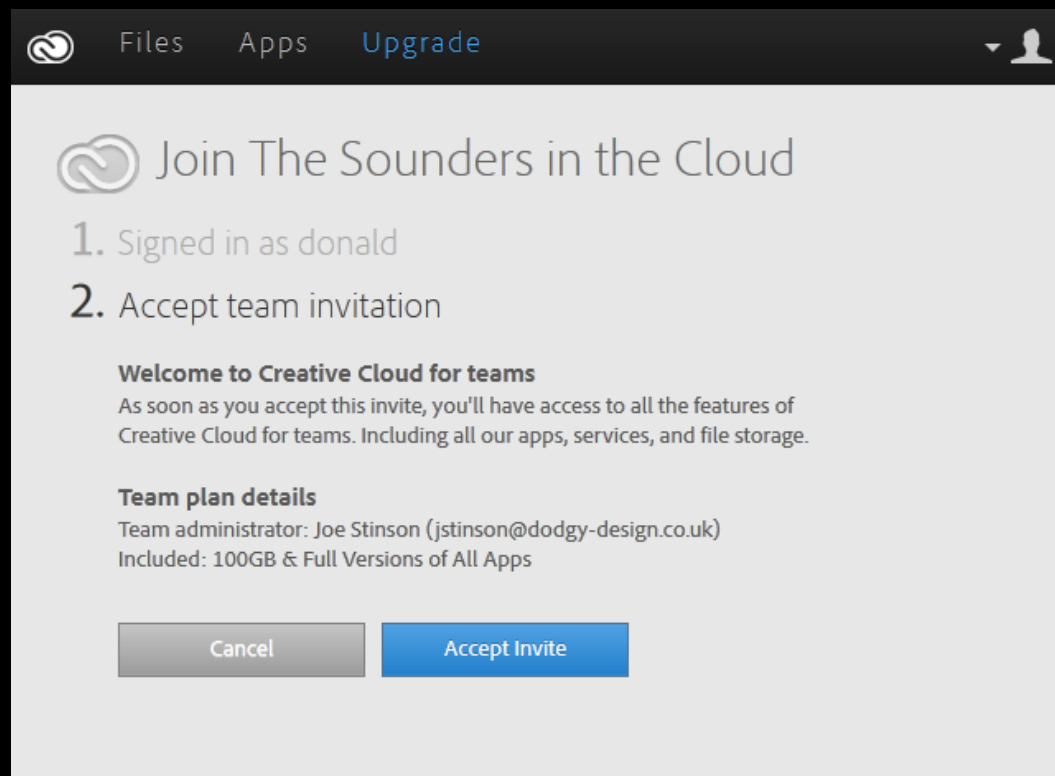
Design for multiple layouts & formats

Publish & deliver to any screen





Invitation



Creative Cloud for Teams Experience

Admin UI

The screenshot displays the Adobe Creative Cloud Admin UI for Teams. At the top, there is a navigation bar with 'Files', 'Apps', and 'Upgrade' links. Below this, the user is identified as 'Plan Administrator Jane Administrator (jane@place.com)' with a 'Team Name Design Central' and an 'Edit' link. The main heading is 'Manage your team'. A paragraph explains that 3 seats have been purchased for a team total of \$209.97, and users can be invited or removed at any time, but a minimum of 3 seats must be maintained until the anniversary date of 7/4/2012. A link for 'Terms & Conditions' is provided. Below this, there is a section for 'Invite Multiple' with a list of team members. The first member, 'jake@place.com', has a pending invitation. The second and third members have input fields for 'Enter user email' and an 'Invite User' button. The fourth option is 'Add a Seat', which states that each additional seat will be billed at \$69.99 plus tax, and is also subject to the 'Terms & Conditions'. At the bottom, the total cost is shown as '\$209.97 /mo + Tax'. On the right, it indicates 'You have 1 pending invitation.' and a 'Send Invites' button.

Files Apps Upgrade








Plan Administrator Jane Administrator (jane@place.com)
Team Name Design Central [Edit](#)

Manage your team

You have purchased 3 seats for a team total of \$209.97. You can now invite & remove users from your 3 seats at any time. You can add seats to the initial 3, **but must maintain a minimum of 3 seats until your anniversary date to avoid charges.**

Your anniversary date is 7/4/2012 [Terms & Conditions](#)

[+ Invite Multiple](#)

1	 jake@place.com	Invitation Pending	
2	 Enter user email	Invite User	
3	 Enter user email	Invite User	
4	 Add a Seat You will be billed \$69.99 plus tax for each additional seat. Seats are subject to the Terms & Conditions of this contract.		

\$209.97 /mo
+ Tax

You have 1 pending invitation.

[Send Invites](#)

Adding More Seats

The screenshot shows the 'Manage your team' interface in Adobe Creative Cloud for Teams. A modal dialog is open, titled 'Purchase 2 additional seats?'. The dialog contains the following text: 'You've already purchased 1 seat. You are about to purchase 2 additional seats which will bring your total to \$231.87 per month, tax included.' and 'All seats are subject to the [Terms & Conditions](#) of this contract.' Below this, it says 'In order to purchase, we need your account password.' followed by a password input field and a 'Forgot password?' link. At the bottom of the dialog are 'Cancel' and 'Confirm Purchase' buttons. In the background, the 'Manage your team' page shows a list of team members, including 'jake@place.com', and an 'Add a Seat' section with a price of '\$209⁹⁷/mo + Tax'. A 'Confirm Purchase' button is also visible at the bottom right of the page.

Files Apps Upgrade

Plan Administrator Jane Administrator (jane@place.com)

Team Name Pending Invite w/Error Edit

Manage your team

You have purchased 1 seat for a team total of \$69.99. You are about to purchase 2 additional seats which will bring your total to \$231.87 per month, tax included.

All seats are subject to the [Terms & Conditions](#) of this contract.

Your anniversary date is 7/4/2012 [Terms & Conditions](#)

[+ Invite Multiple](#)

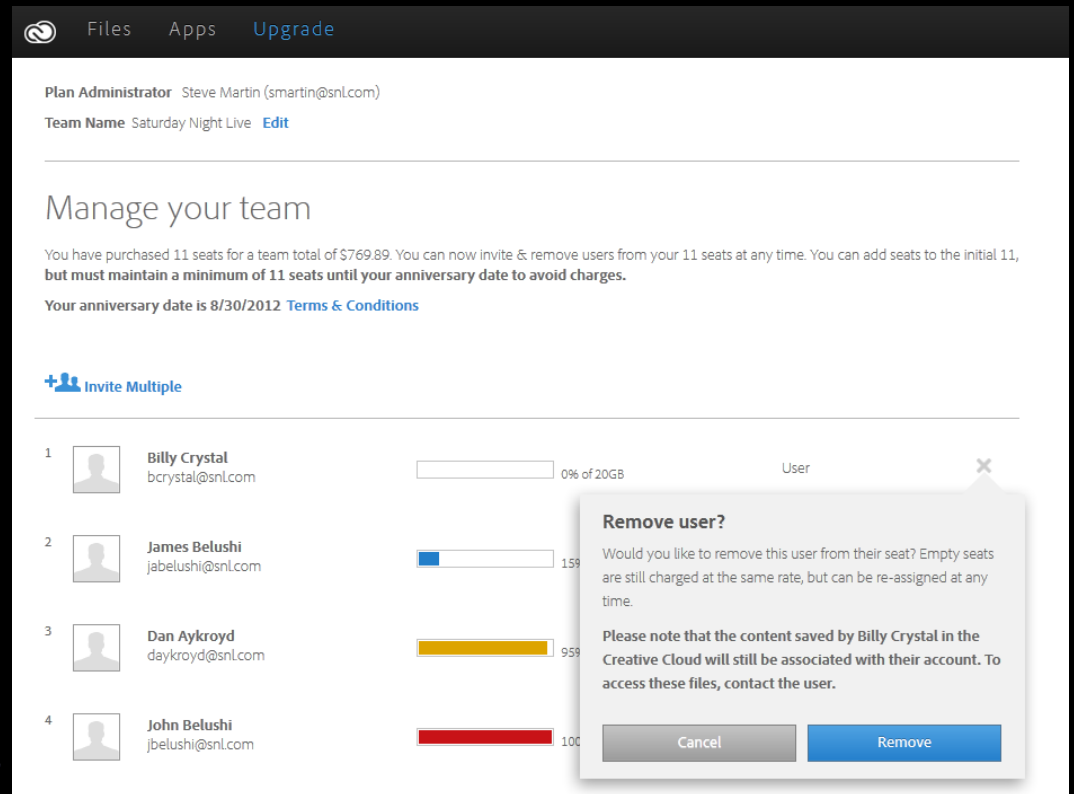
- 1 jake@place.com
- 2 Enter user email [Invite User](#)
- 3 Enter user email [Invite User](#)
- 4 [+ Add a Seat](#)
You will be billed \$69.99 plus tax for each additional seat.
Seats are subject to the [Terms & Conditions](#) of this contract.

\$209⁹⁷/mo + Tax

Confirm purchase of 2 more seats.

[Confirm Purchase](#)

Removing Seats



The screenshot displays the 'Manage your team' page in the Adobe Creative Cloud for Teams interface. At the top, there are tabs for 'Files', 'Apps', and 'Upgrade'. Below these, the 'Plan Administrator' is listed as Steve Martin (smartin@snl.com), and the 'Team Name' is 'Saturday Night Live' with an 'Edit' link. The main heading is 'Manage your team', followed by a paragraph explaining that 11 seats have been purchased for a total of \$769.89, and users can be invited or removed at any time, but a minimum of 11 seats must be maintained until the anniversary date of 8/30/2012. A link for 'Terms & Conditions' is provided. Below this, there is a '+ Invite Multiple' button. A list of team members is shown, each with a profile picture, name, email address, and a progress bar indicating storage usage. A modal dialog box is open, titled 'Remove user?', asking for confirmation to remove a user from their seat. The dialog also includes a note that content saved by the user will still be associated with their account and a 'Remove' button.

Plan Administrator Steve Martin (smartin@snl.com)
Team Name Saturday Night Live [Edit](#)

Manage your team

You have purchased 11 seats for a team total of \$769.89. You can now invite & remove users from your 11 seats at any time. You can add seats to the initial 11, but must maintain a minimum of 11 seats until your anniversary date to avoid charges.
Your anniversary date is 8/30/2012 [Terms & Conditions](#)

[+ Invite Multiple](#)

	Name	Email	Storage Usage	Role
1	Billy Crystal	bcystal@snl.com	0% of 20GB	User
2	James Belushi	jabelushi@snl.com	15%	
3	Dan Aykroyd	daykroyd@snl.com	95%	
4	John Belushi	jbelushi@snl.com	100%	

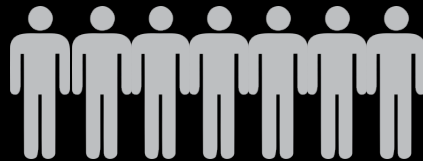
Remove user?

Would you like to remove this user from their seat? Empty seats are still charged at the same rate, but can be re-assigned at any time.

Please note that the content saved by Billy Crystal in the Creative Cloud will still be associated with their account. To access these files, contact the user.

[Cancel](#) [Remove](#)

Adobe Creative Cloud for teams



CREATIVE
CLOUD

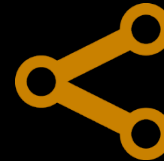
Plus



Manage
Licenses



More
Storage



Share
Files



Expert
Support

Creative Cloud



Creative Cloud
for Individuals



Creative Cloud
For Teams

* 12 months Paid upfront
List Price €839 per seat

FEATURES

Master Collection CS6	✓	✓
Additional Desktop Apps	✓	✓
Requires 1-yr contract	✓	✓
Workgroup capabilities		✓
License management for workgroups		✓
Centralized billing		✓
Expert Services		✓
File Storage	20GB	100GB

Creative Cloud

**for current customers
(CS3 or later)**



Creative Cloud
for Individuals



Creative Cloud
For Teams

* 12 months Paid upfront
List Price €839 per seat

FEATURES

Master Collection CS6	✓	✓
Additional Desktop Apps	✓	✓
Requires 1-yr contract	✓	✓
Workgroup capabilities		✓
License management for workgroups		✓
Centralized billing		✓
Expert Services		✓
File Storage	20GB	100GB

Creative Cloud for teams vs Creative Cloud for individuals

	Creative Cloud for Individuals	Creative Cloud For Teams
Is the membership permanently associated with an individual?	YES	NO
Can the membership be reassigned to another user?	NO	YES
Does the membership stay with the organization if an employee leaves?	NO	YES
Are memberships and deployment managed centrally?	NO	YES
What are the purchasing options?	Credit Card	Purchased under licensing



Revenue

More

- Current customers
- New customers

Predictable

- Recurring renewals
- Predictable growth

Easier

- Renewal bookings are easier than selling upgrades

More Revenue

Current Customers (priority)

- Deeper penetration within existing accounts
- More attractive value proposition than upgrade
- Ongoing membership increases lifetime value of customers

New Customers

@Work Professionals

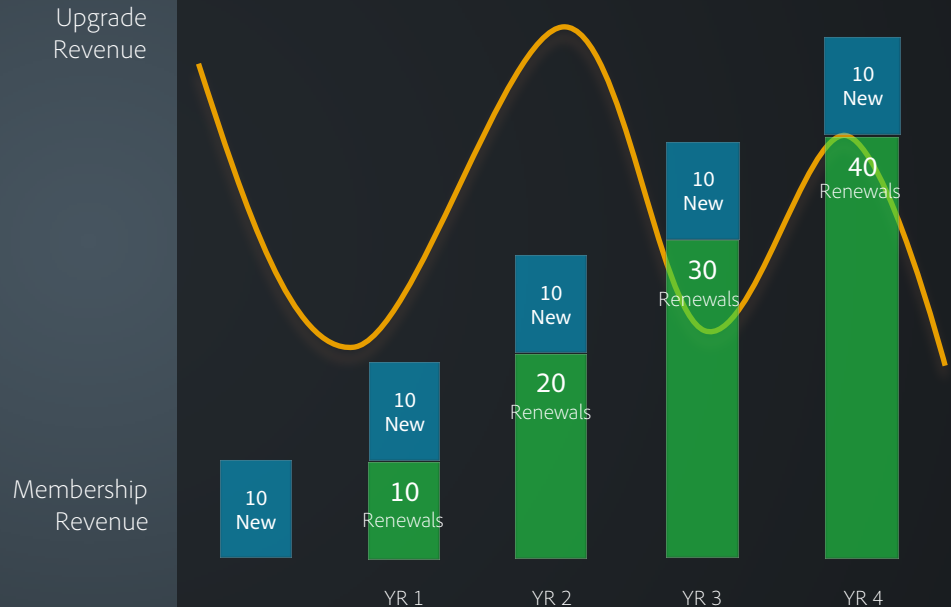
- 14.3 million
- Half are in small-med business
- 90% do not own Adobe CS tools
- High Adobe brand and product affinity
- Purchasing authority
- Aspire to use our creative tools

Predictable Revenue

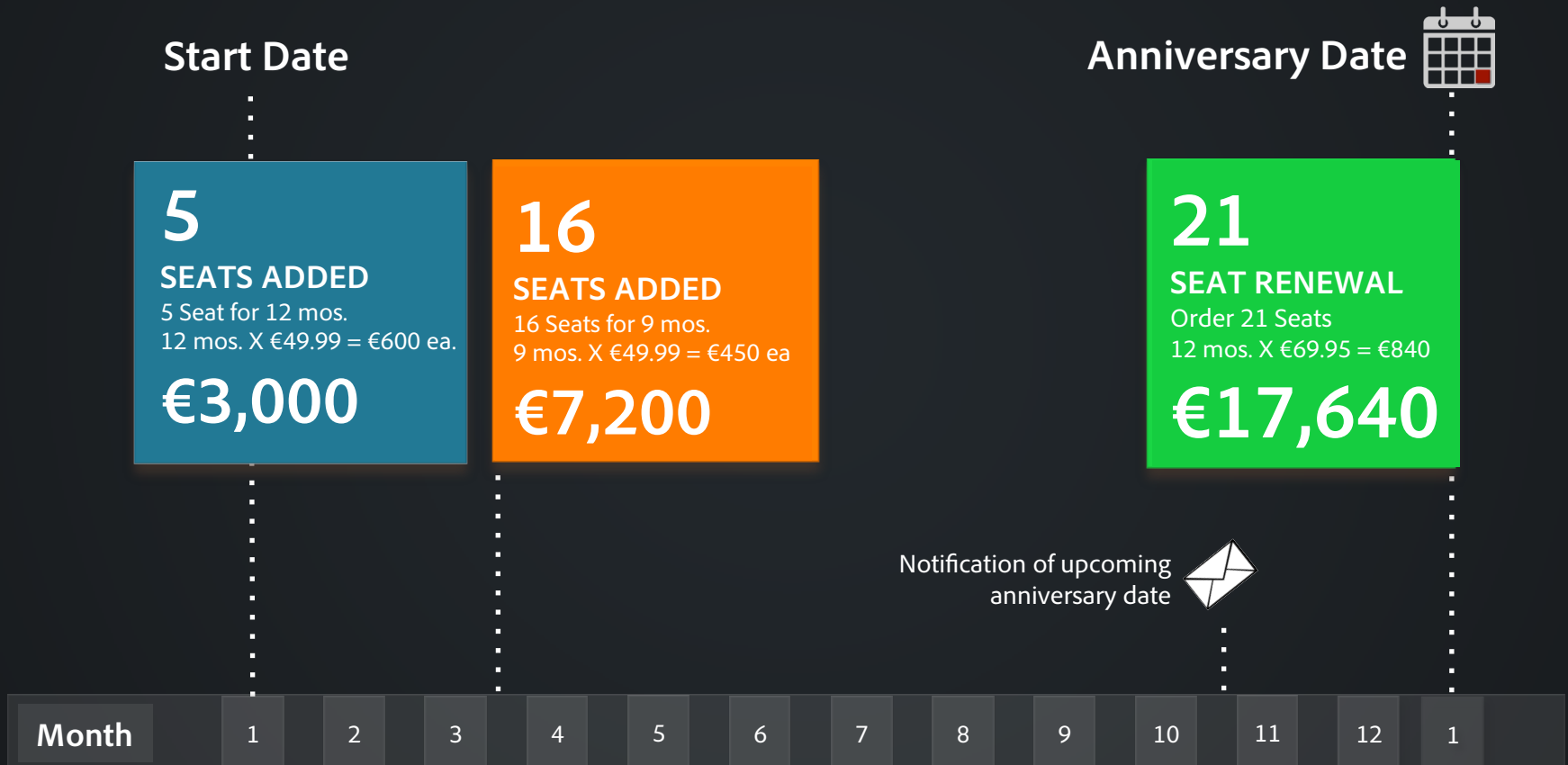
Recurring Renewals

- Visibility into monthly renewals
- 1:1 Customer : reseller relationship
- Recurring every 12 months
- Cumulative effect

Predictable Growth



Predictable Revenue



*Pricing is for illustration purposes only

Easier Revenue



- Gets past the top Reasons for not upgrading
 - "Not in my budget"
 - "What I have is good enough"
- Easier purchase process for customer
- Operational expense versus capital expense
- Renewals are easier than upgrades

Summary



CREATIVE CLOUD
for teams

- Available Q1
- The next evolution of CCM
- A great revenue opportunity
- The future of Creative Suite

Creative Cloud for teams Sales Tools

- ✓ Reseller sales training
- ✓ Creative Cloud for teams - overview
- ✓ Grow your deals
- ✓ CS Licensing options for organizations
- ✓ Reasons to call
- ✓ Channel copy blocks
- ✓ AIG (Adobe Interactive Guide)
- ✓ Reseller sales training








Value Incentive Plan



VIP Overview

- Value Incentive Plan (VIP)
- Ongoing membership-based plan
- Offers subscription licenses through APC Certified, Gold, & Platinum Resellers
- Worldwide* for commercial, education & government customers
- Creative Cloud for teams at launch
- First order date expected... soon
(with the launch of Creative Cloud for teams)

Adobe Licensing Programs at a Glance

	 TLP	 CLP	 EA
Multiple seats on a single order	✓	✓	✓
Predictable budgeting		✓	✓
Version updates**		✓	✓
Easier compliance management			✓
Lower cost of entry			
The latest applications, features and services between releases			
Easily view purchased vs. added			

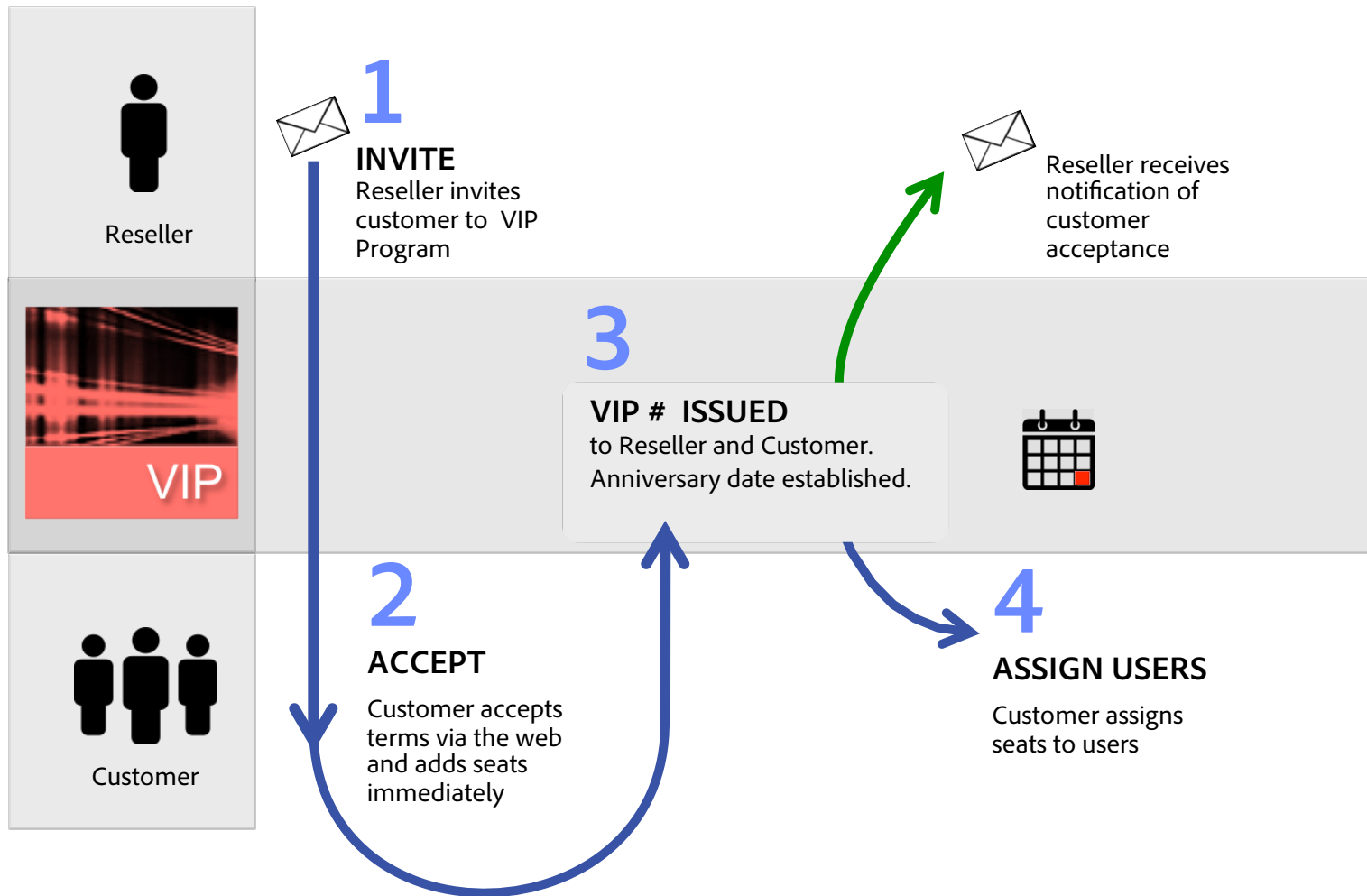
Adobe Licensing Programs Overview

	 TLP	 CLP	 EA	 VIP
Multiple seats on a single order	✓	✓	✓	✓
Predictable budgeting		✓	✓	✓
Version updates**		✓	✓	✓
Easier compliance management			✓	✓
Lower cost of entry				✓
The latest applications, features and services between releases				✓
Easily view purchased vs. added				✓

VIP membership features



- Evergreen agreement
- Anniversary Date each year establishes co-termination across products
 - ❑ Renew all products on the same date each year.
- Products pro-rated monthly
- Each customer = one VIP Number
 - ❑ Best practice—always ask for their VIP Number

Reseller-driven process



Customer Admin Console

Add Users

1	 Karina Stevenson (Admin) ksteves@adobe.com	<input type="text" value="0"/> 0 GB	Pending
2	 Margaret Hamann mhamman@adobe.com	<input type="text" value="0"/> 0 GB	Pending
3	<input type="text" value=""/>	<input type="text" value="Enter user email"/>	<input type="button" value="Invite user"/> <input type="button" value="X"/>
4	<input type="text" value=""/>	<input type="text" value="Enter user email"/>	<input type="button" value="Invite user"/> <input type="button" value="X"/>
5	<input type="text" value=""/>	<input type="text" value="Enter user email"/>	<input type="button" value="Invite user"/> <input type="button" value="X"/>
6	<input type="text" value=""/>	<input type="text" value="Enter user email"/>	<input type="button" value="Invite user"/> <input type="button" value="X"/>
7	<input type="button" value="+"/> Add a Seat		

Reseller and Customer Views



Reseller



YOUR VIEW

- check on the number of seats your customer has ordered, add seats,
- handle their purchase orders
- Renewals due
- Get details on exactly what to order
- Place order with Adobe within 30 days



SYSTEM

- System links customer and reseller together
- tracks seats added, renewal dates



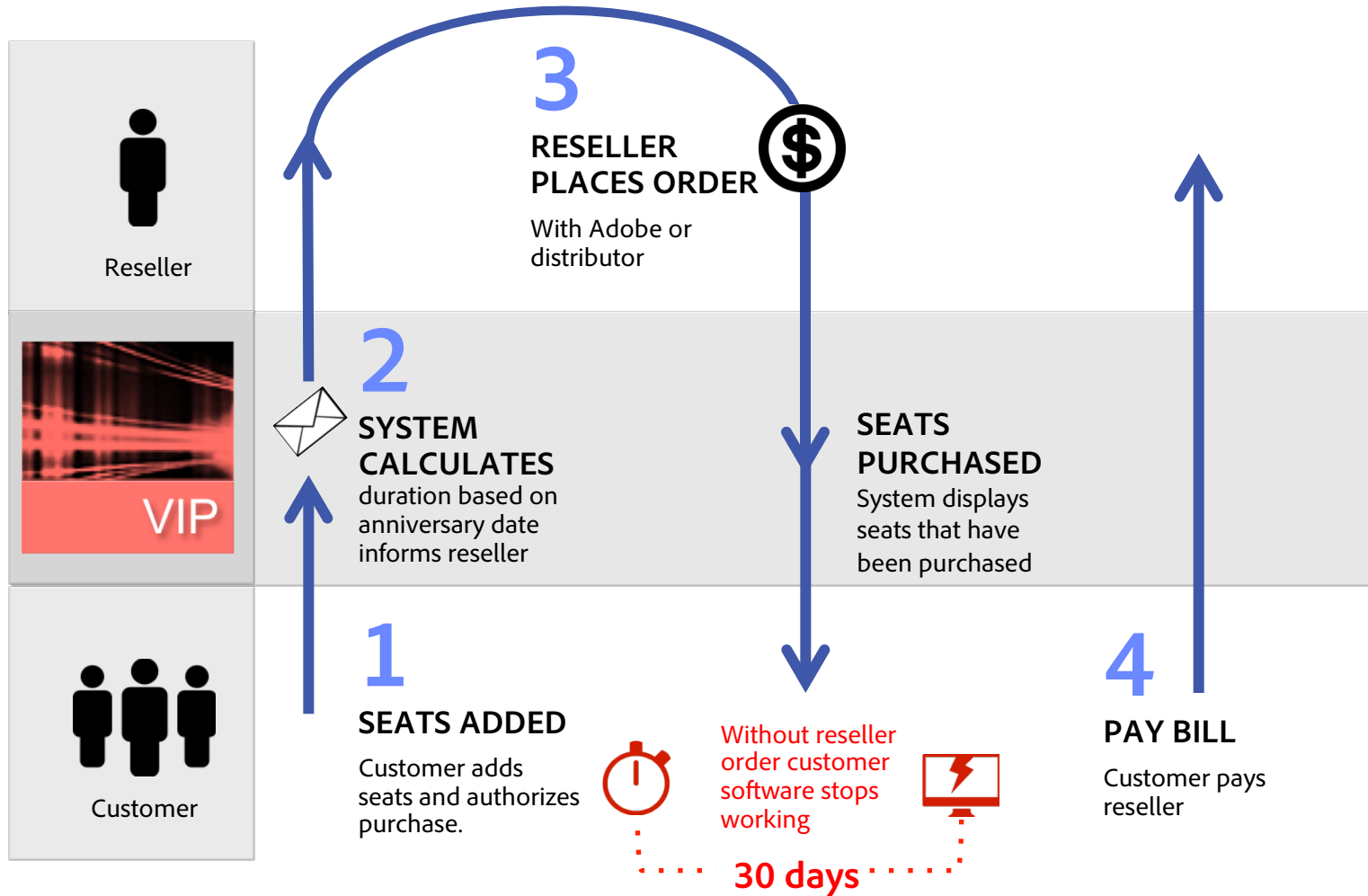
Customer



CUSTOMER VIEW

- summary level information on what they've purchased vs. added
- instantly access a license as soon as they enroll in the program and begin using the software immediately.
- Add additional seats
- Automatic compliance
- Assign & reassign seats
- View number of licenses purchased vs. added

Adding seats and placing orders



Additional Info for Resellers

- Adding seats is different from making a purchase
 - ❑ Purchase is made through Reseller.
- Adobe must receive and process order within 30 days
 - ❑ Automatic compliance means software stops working
- Notifications to Reseller
 - ❑ Customer adds seats
 - ❑ Customer is over deployed
 - ❑ Renewals due

Best Practices

1. Keep one VIP Number
2. Work with one Reseller
3. Use a PO Number, or Purchase Authorization Number

Customer and Reseller Benefits

Customer benefits from:

- immediate access to latest products and features
- a simple sign up process
- lower up-front cost
- freedom from minimum entry requirements
- ability to work with Adobe Authorized Resellers
- option to pay with a Purchase Order
- automatic compliance
- ability to add additional seats
- ability to assign & reassign seats
- a quick view of purchased vs. added seats
- all products and seats purchased through VIP co-terminate



Reseller



VIP SYSTEM



Customer

Reseller benefits from:

- opportunity to increase trusted advisor status by managing customer's licenses
- linked to customer which enables Reseller to be notified of renewal opportunity
- time saving customer management via the Reseller Console
- automatic pro-ration calculation for duration of subscription
- worry free tracking and automatic notification of purchases, renewals
- customers who have more money to spend with you

How do Resellers sign up?

1. Reseller receives email from Adobe (designated contact person)
2. Add additional reseller staff
3. Invite customers

Announcements Made at "Create Now Live" Online Event

Create Now

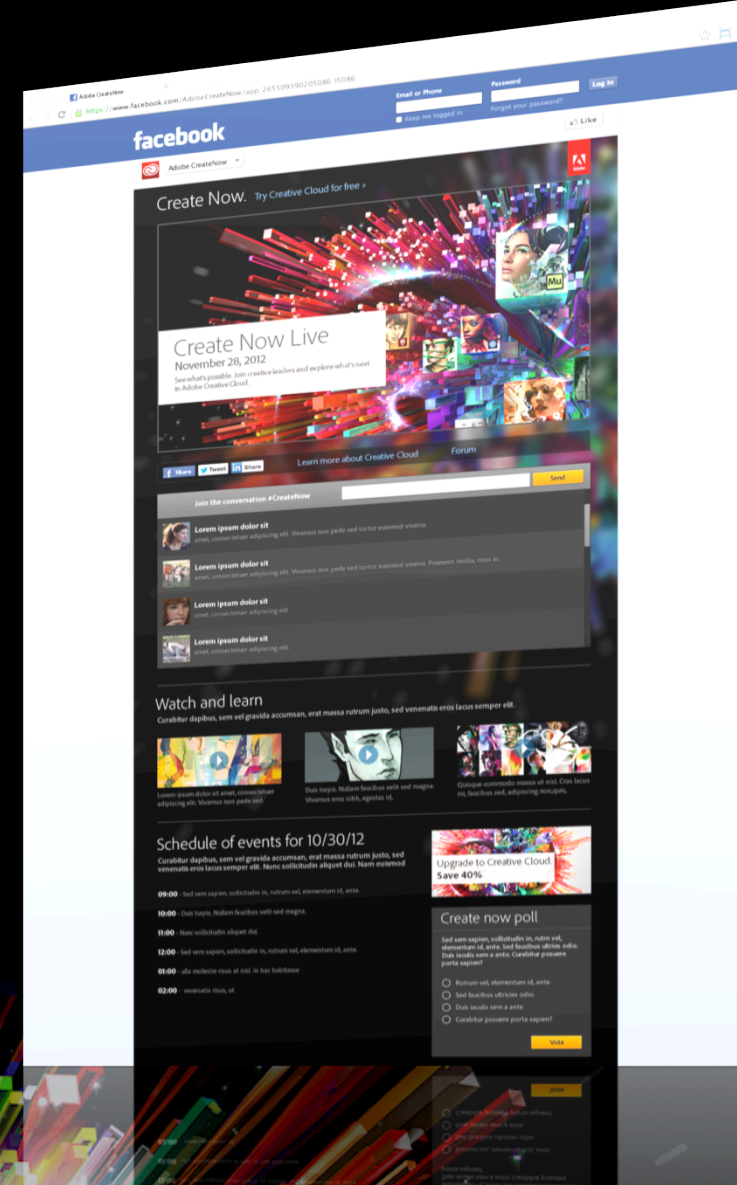
- December 11 @ 19:00 CET
- Online event, streamed live
- Adobe news and demos
- Discussions with inspiring creative pros
- Live customer participation

Register now at

<http://Bit.ly/createevent>

To live stream the event, embed

www.livestream.com/Adobe



Key Take Aways

- 1 Creative Cloud gives you everything you need to create anything you can imagine
- 2 Creative Cloud is the best way for Creative Pros to continue to receive the latest innovation from Adobe – at no extra cost
- 3 You can now get Creative Cloud for your team



How to sell Creative Cloud for Teams

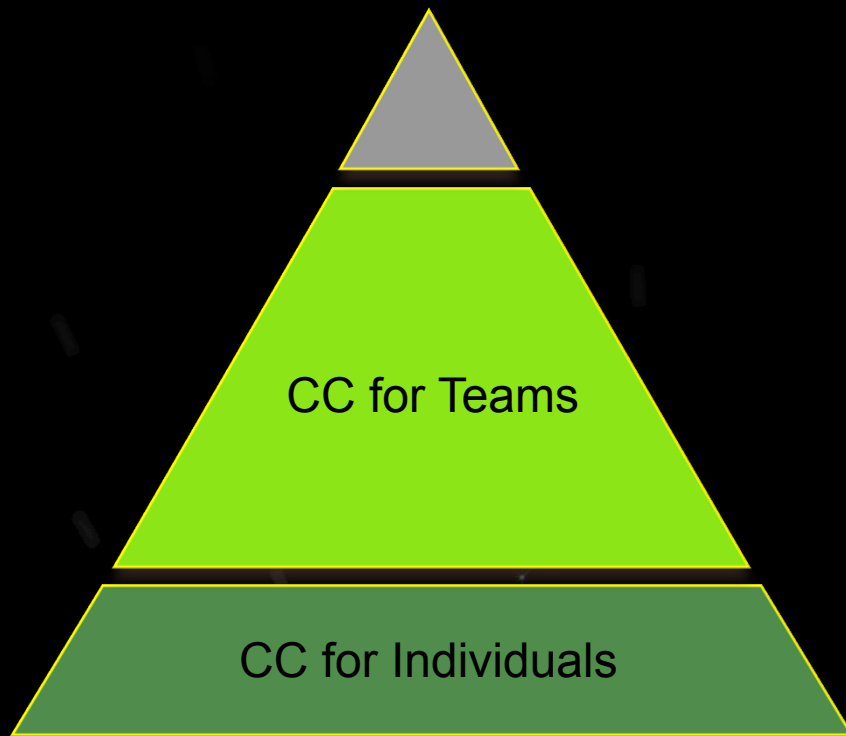


Challenges for the Channel



- We have to sell against Creative Cloud Individual.
- A.com offers Creative Cloud for Teams as well.
- Creative Cloud for Team is more expensive than perpetual upgrade.
- The customer thinks he is paying too much since he is not using all of the tools offered.
- The customer likes the idea of paying each month.

How to sell Creative Cloud for Teams



- Focus on Business users
- Focus on CS3, CS4 en CS5 users
- Focus on IT manager
- Focus on business manager
- Focus on 2-up workgroups
- *Attach it!*
- *Register your deals (a.s.a.p.)*

How to sell Creative Cloud for Teams

Step 1

Learn about your customers' challenges, pain points, business opportunities and budget

Step 2

Let the customer know you understand their needs, talk about solutions and opportunities.

Step 3

Propose Creative Cloud for Teams *or else...*

How to sell Creative Cloud for Teams - **example**

Step 1 *Customer tells about the business being difficult, low prices and customers want to publish to web and mobile...*

Step 2 *I understand, so you would like to add more value and use your skills to design their websites and apps...*

Step 3 *With Creative Cloud for Team this is all possible...*

Tip 1

Highlight your added value!

- ✓ You know about the customers business
- ✓ You know what is best for your customer
- ✓ You're his trusted advisor
- ✓ You are going for the long term relationship
- ✓ Your care about your customers continuity
- ✓ You are a service provider

Tip 2

Do your own marketing

- ✓ Talk to your customer about your added value
- ✓ point out your service to the customer
- ✓ Tell about your successes
- ✓ Use your website to show your success
- ✓ Let customers talk about you (interview)
- ✓ Service ≠ Free of Charge



Adobe® Creative Cloud

Key Values of Creative Cloud for Teams

1 Easy License and compliancy management

2 Predictable budgeting, always up-to-date

3 A single invoice per year, annual renewal

Additional Values of Creative Cloud for Teams

4 Easy software deployment

5 Adobe Expert support

6 More cloud storage – collaboration space



Adobe® Creative Cloud



Adobe