



Adobe® Volume Licensing

Reseller Console User Guide

for Value Incentive Plan (VIP)

Version 1.0
December 11, 2012

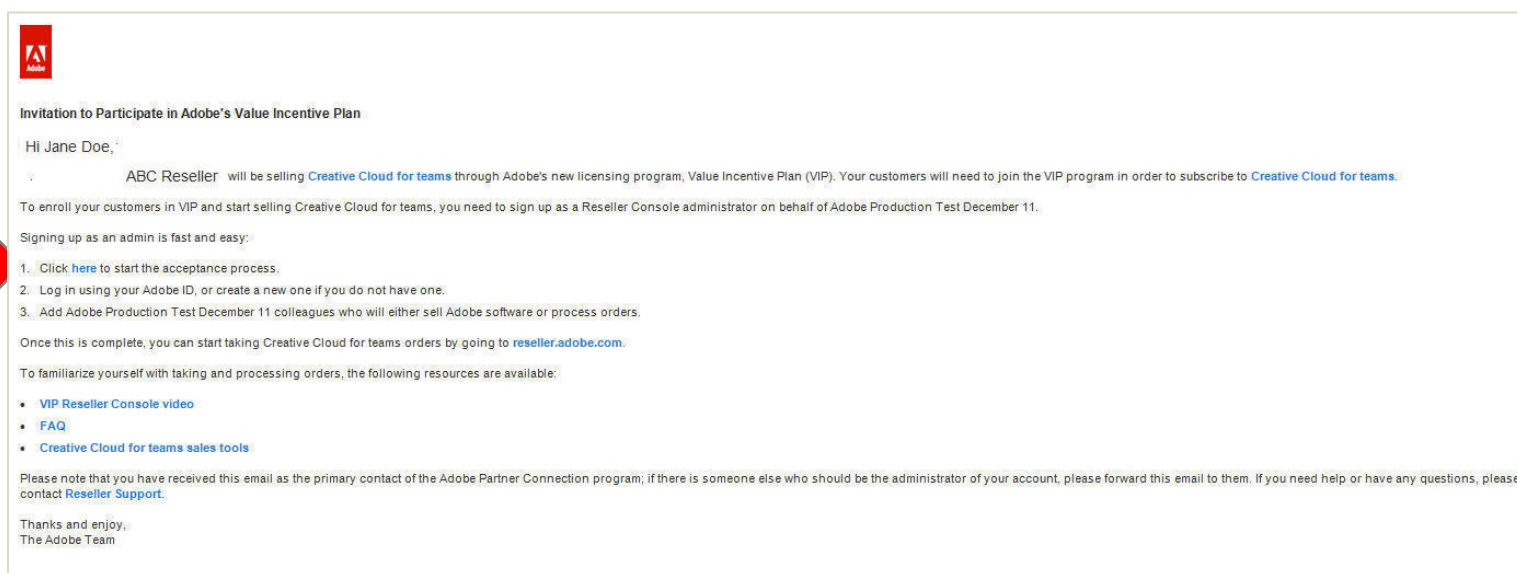


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Getting Started

1. The contact listed on the Adobe Partner Connection account of all eligible Adobe Resellers will receive an email invitation from Adobe to participate in the Value Incentive Plan (VIP).
2. Click **here** on the email to start the acceptance process.



3. Login with your Adobe ID.

NOTE

Do not go directly to the Reseller Console link—you need to go through the Accept Invitation process the first time.



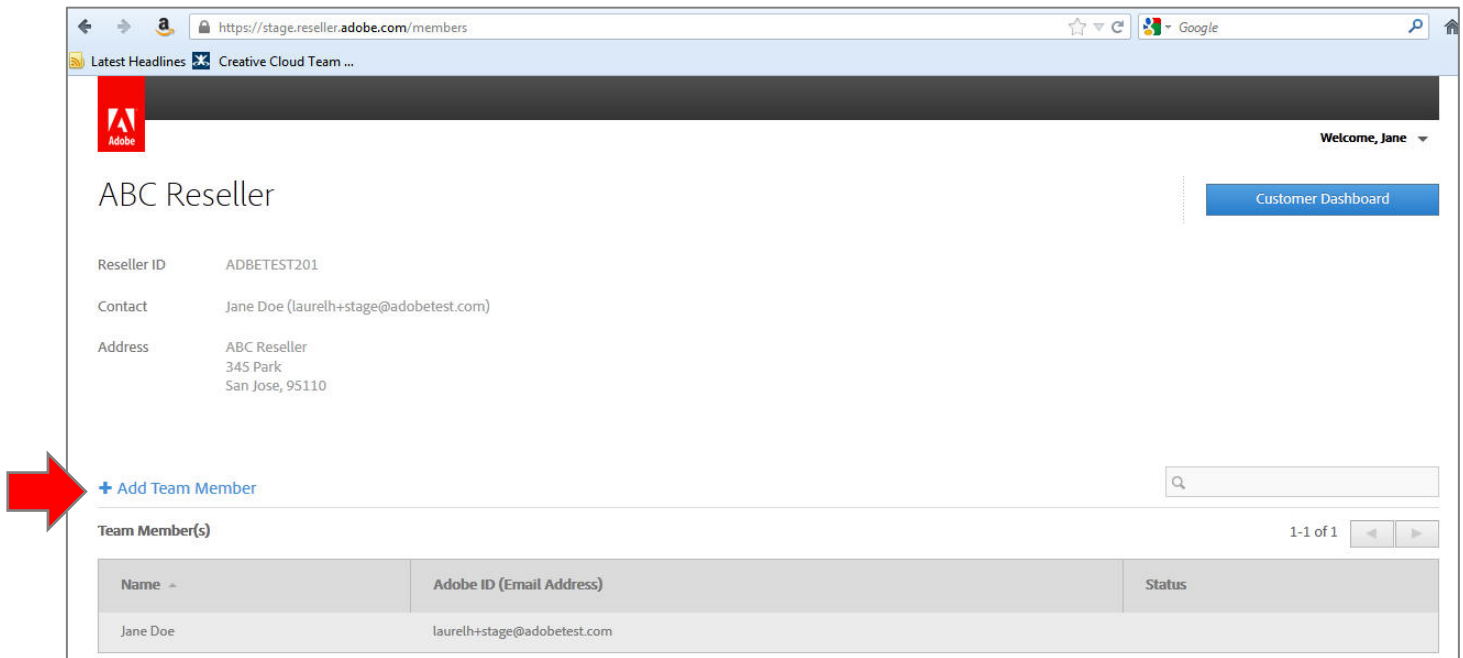
Accepting your invitation to join

Once you log in to the reseller console, you will see your account. The person who receives the invitation from Adobe is automatically set up as the Administrator, and has the ability to add additional colleagues.

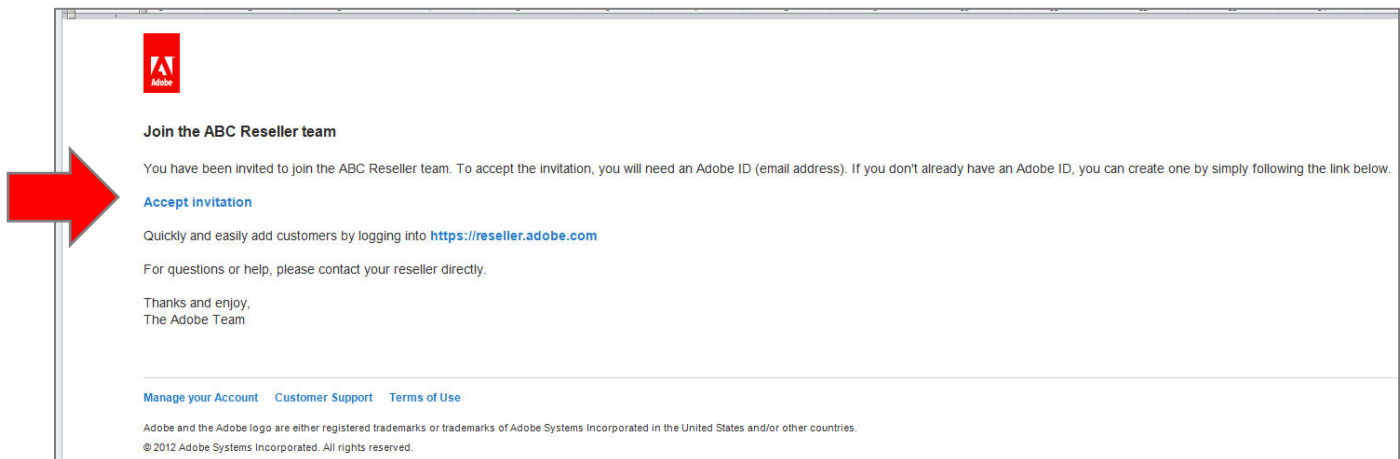
Adding your colleagues (Team Members)

Here, you have the ability to invite other people (your colleagues) who should also have access to the Reseller Console. These may be sales reps, Licensing specialists, Product Champs, or anyone else at your organization that needs the ability to manage customers in the Reseller Console.

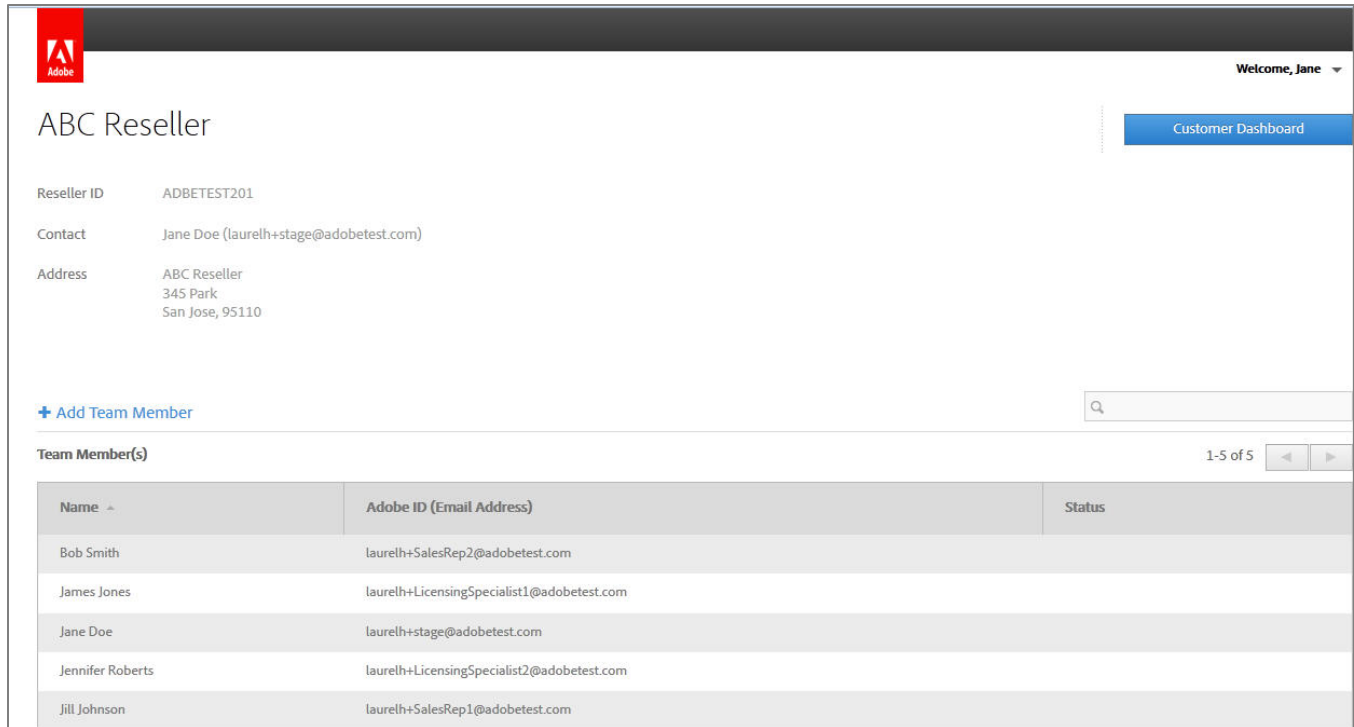
1. Add your colleagues by clicking on **+Add Team Member**, and entering their email address.



2. Your colleague will receive an email inviting them to the Reseller Console.
3. The recipient should click on **Accept Invitation**.



4. Once your Resellers have been added, their name and Adobe ID will appear on your home screen.



The screenshot shows the 'ABC Reseller' dashboard. At the top left is the Adobe logo. The top right corner says 'Welcome, Jane' with a dropdown arrow. Below the logo, the reseller's name 'ABC Reseller' is displayed. To the right of the name is a blue button labeled 'Customer Dashboard'. Below the name, there is a section for reseller details: Reseller ID (ADBETEST201), Contact (Jane Doe (laurelh+stage@adobetest.com)), and Address (ABC Reseller, 345 Park, San Jose, 95110). Below this is a '+ Add Team Member' link and a search bar. The 'Team Member(s)' section shows a table with 5 members. The table has columns for Name, Adobe ID (Email Address), and Status. The members listed are Bob Smith, James Jones, Jane Doe, Jennifer Roberts, and Jill Johnson. A search bar is located to the right of the table, and a red arrow points to it.

Reseller ID: ADBETEST201

Contact: Jane Doe (laurelh+stage@adobetest.com)

Address: ABC Reseller
345 Park
San Jose, 95110

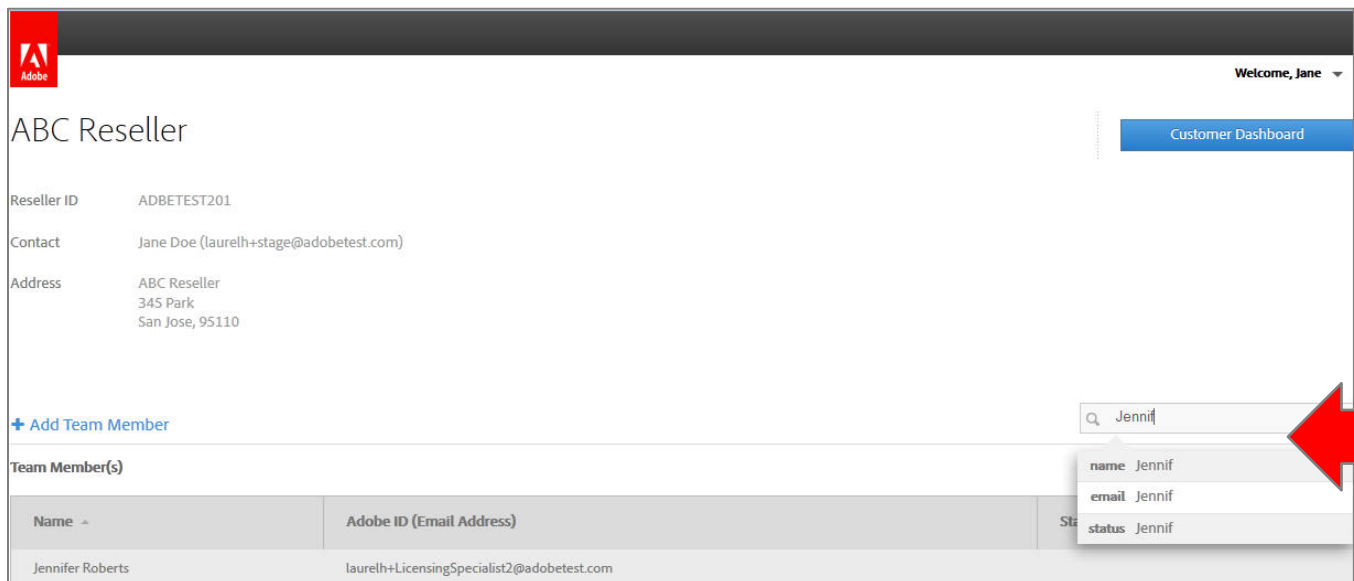
+ Add Team Member

Team Member(s)

Name	Adobe ID (Email Address)	Status
Bob Smith	laurelh+SalesRep2@adobetest.com	
James Jones	laurelh+LicensingSpecialist1@adobetest.com	
Jane Doe	laurelh+stage@adobetest.com	
Jennifer Roberts	laurelh+LicensingSpecialist2@adobetest.com	
Jill Johnson	laurelh+SalesRep1@adobetest.com	

Search for a Team Member

Use the box on the right-hand side to search for a specific team member.



The screenshot shows the 'ABC Reseller' dashboard with the search bar filled with 'Jennif'. A dropdown menu is visible below the search bar, showing the following results: name: Jennif, email: Jennif, status: Jennif. A red arrow points to the search bar.

Reseller ID: ADBETEST201

Contact: Jane Doe (laurelh+stage@adobetest.com)

Address: ABC Reseller
345 Park
San Jose, 95110

+ Add Team Member

Team Member(s)

Name	Adobe ID (Email Address)	Status
Jennifer Roberts	laurelh+LicensingSpecialist2@adobetest.com	



Inviting your customers

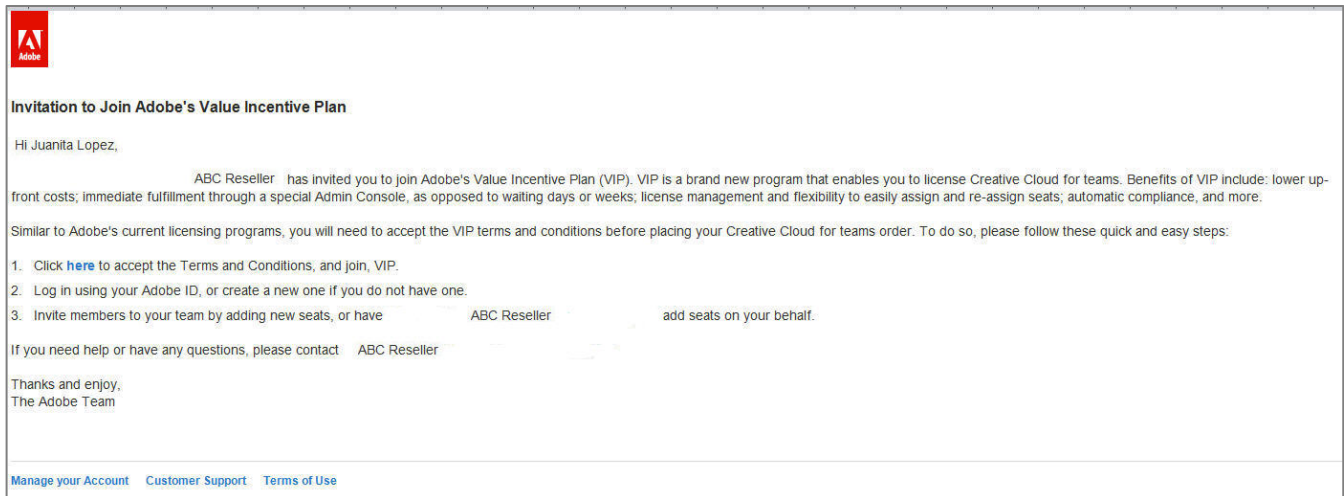
1. After your Reseller Account is set up, and you have a customer who is ready to make a purchase through VIP, click **Add Customer** to invite your customer to join VIP.

The screenshot shows the Adobe VIP Reseller Console interface. At the top, there's a navigation bar with the Adobe logo and a user greeting 'Welcome, Jane'. Below this, the page title is 'Customers'. There are tabs for 'All', 'My Customers', and '0 Alert(s)'. A search bar is present. A prominent blue button labeled 'Add Customer' is highlighted with a large red arrow. Below the button, a card for 'ACME Corporation' is visible, showing a confirmation status and a 'Details' button. A message at the bottom indicates that ACME Corporation hasn't accepted the Terms & Conditions of the Value Incentive Plan yet, with a 'Send Reminder' link.

2. Enter some basic information about your customer and click **Invite Customer**.

The screenshot shows the 'Add Customer Organization' form. It contains several input fields and dropdown menus for customer information. The 'Organization Name' field is filled with 'Nishimura Corp'. The 'Market Segment' dropdown is set to 'Commercial'. The 'Department (optional)' field is empty. The 'Country/Region' dropdown is set to 'Japan'. The 'Address' field is filled with '123 Sakura St.'. The 'City' field is filled with 'Shinagawa', the 'State/Province' dropdown is set to 'Tokyo-to', and the 'ZipCode' field is filled with '000-0000'. Below these fields, there's a section for 'Organization Contact' with fields for 'First Name' (filled with 'Taro') and 'Last Name' (filled with 'Tanaka'). The 'Email' field is filled with 'laurelh+customer2@adobetest.com'. At the bottom, there are two buttons: 'Invite Customer' (highlighted with a large red arrow) and 'Cancel'.

3. Your customer will receive an email like this.



4. Advise your customer to click on the Accept Invitation link, and login with their Adobe ID.

NOTE

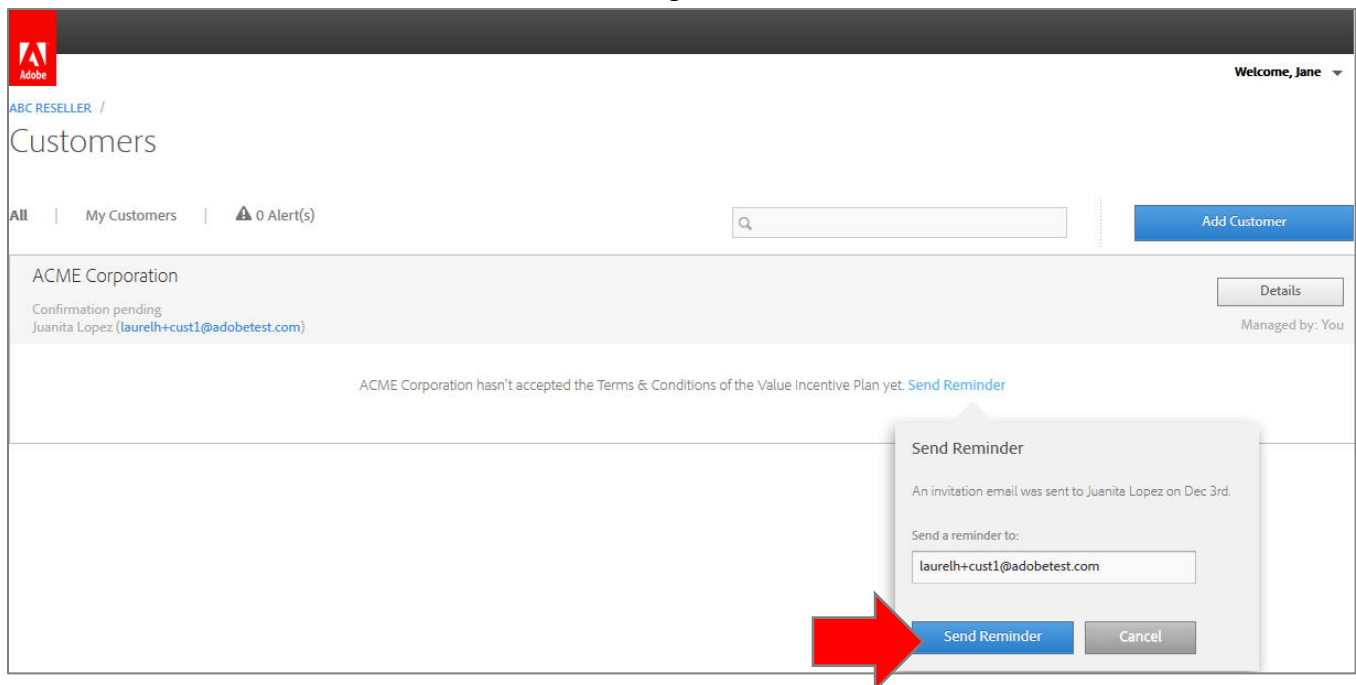
Your customer will have the opportunity to create an Adobe ID if they don't have one already.



Send a Reminder

If your customer hasn't accepted their invitation, you will see a message in the Reseller Console indicating this.

Click **Send Reminder** to email them a reminder message.

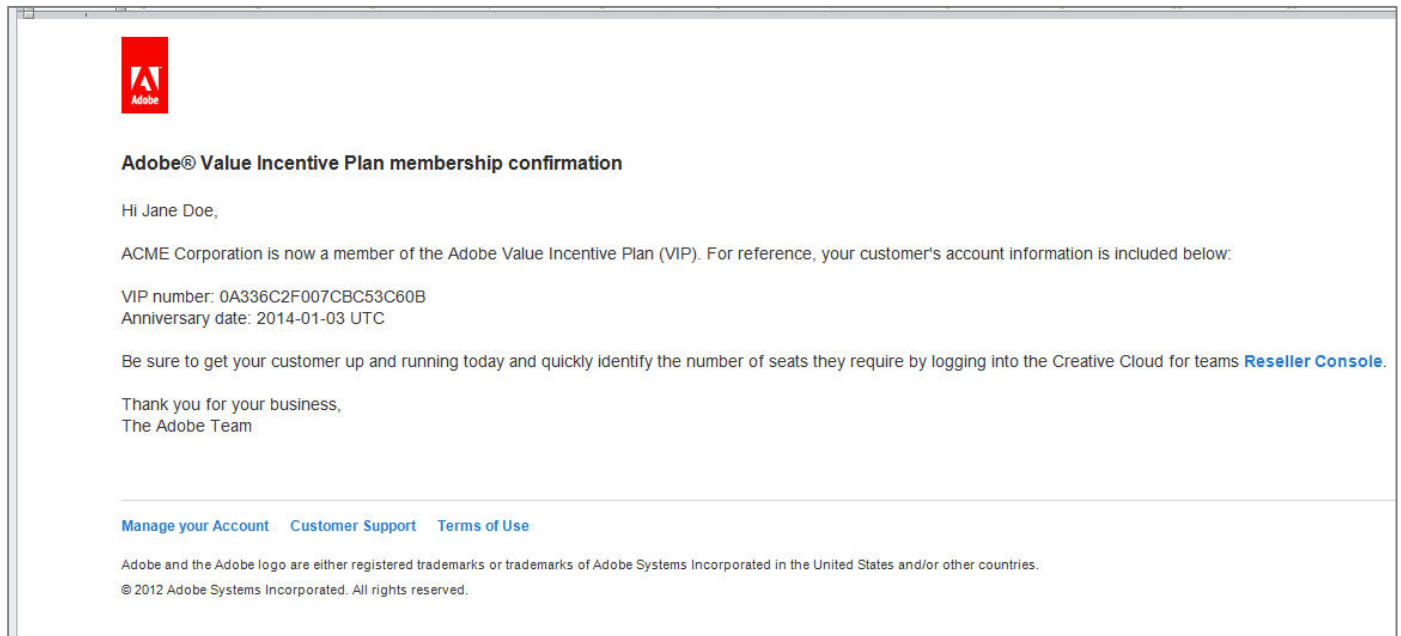




Reseller notification of customer acceptance

Resellers also receive an email notification when their customer accepts.

The email contains the customer VIP Number, Organization Name and Anniversary Date.



Adding Seats

Now you or your customer is ready to Add Seats. This can be done by either the customer or the Reseller. Adding Seats is the next step to using the software.

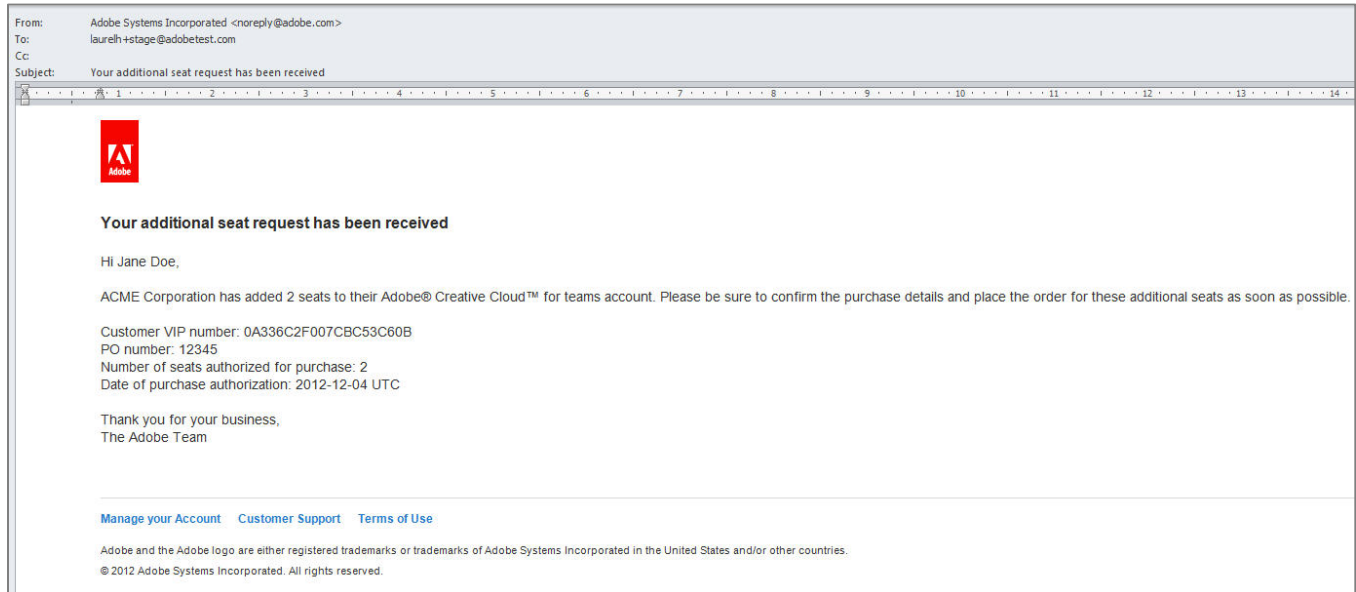
IMPORTANT

Resellers need to place an order with Adobe for any seats that are added. This ensures the customer will continue to have access to their software. Placing orders is separate from adding seats. For more information, please refer to the [VIP Program Guide](#).



Reseller Notification when Customer adds Seats

Resellers will receive an email notification when one of their customers adds seats in the Admin Console. This is an indication to the Reseller to place an order with Adobe for the seats the customer has added.



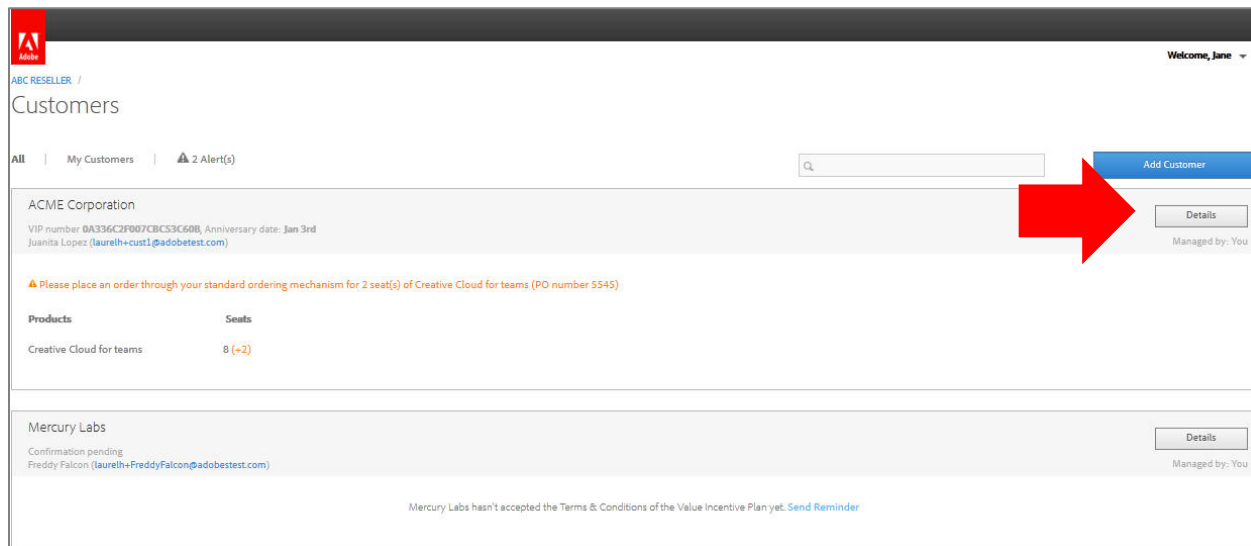
IMPORTANT

Resellers need to visit the Reseller Console to determine the specific duration that needs to be ordered. (For example 10 months). For more information on calculating the duration, refer to the [VIP Program Guide](#).

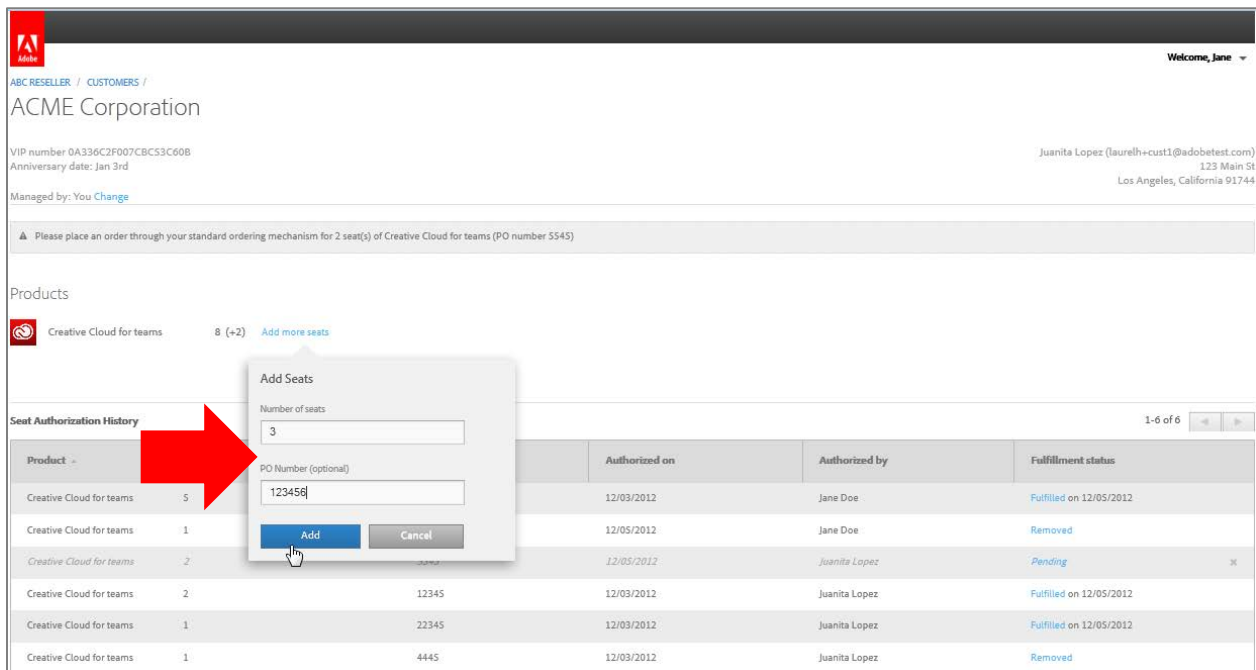
Reseller Adds Seats

Resellers can also Add Seats on a customer's behalf on the Reseller Console.

1. Login to the **Reseller Console>Customer Dashboard**.
2. Click **Details** next to the desired customer from the Customer Dashboard.



3. Click on **Add more Seats** and enter the desired number of seats and the PO Number, if applicable.



IMPORTANT

If no PO Number is entered in this field, a Purchase Authorization (PA) Number will be created automatically. It is important to use either the PO Number, or the PA Number when ordering with Adobe.

What happens next?

- Your customer will receive an email notifying them that you added seats on their behalf.
- Your customer can assign the seats to individual users.

Managing Customer Accounts

Another important aspect of selling VIP is managing your customer accounts. This means, each time either you, or your customer adds seats, you'll need to place an order with Adobe through your standard ordering mechanism (Licensing Website, Distributor, or via EDI) in order to ensure your customer continues to have access to their products.

Customer Dashboard

The Customer Dashboard in the VIP Reseller Console gives you a quick view of all of your customers, giving you an immediate view of:

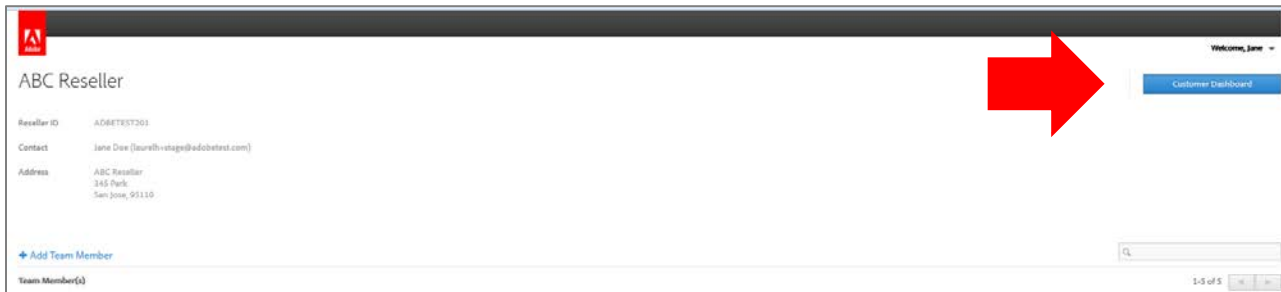
- Which products your customer has.
- The number of seats that have been added for each product on their account.
- The number of seats that have been purchased.
- Important Alerts—such as when a customer has added seats or is overdue.

The screenshot displays the 'Customers' section of the Adobe VIP Reseller Console. The header includes the Adobe logo, 'ABC RESSELLER / Customers', and a 'Welcome, Jane' message. Below the header, there's a filter bar with 'All' and 'My Customers' tabs, and a search bar. The main content area lists four customers: ACME Corporation, Mercury Labs, Nishimura Corp, and Software Reseller. Each customer entry includes their name, VIP number, anniversary date, and a 'Details' button. Alerts are shown for ACME Corporation and Nishimura Corp, indicating they need to place orders for Creative Cloud for teams. A table for each customer shows the products and the number of seats added and purchased.

Customer	VIP Number	Anniversary Date	Alerts	Products	Seats
ACME Corporation	0A5M6C90503030303030	Anniversary date: Jan 5th	Alerts: Please place an order through your standard ordering mechanism for 1 seat(s) of Creative Cloud for teams (PO number 5455); Please place an order through your standard ordering mechanism for 2 seat(s) of Creative Cloud for teams (PO number 5545)	Creative Cloud for teams	0 (+45)
Mercury Labs	Confirmation pending	Anniversary date: Jan 5th	Alerts: Mercury Labs hasn't accepted the Terms & Conditions of the Value Incentive Plan yet. Send Reminder		
Nishimura Corp	03056000000000000000	Anniversary date: Jan 5th	Alerts: Please place an order through your standard ordering mechanism for 5 seat(s) of Creative Cloud for teams (PO number 12345)	Creative Cloud for teams	0 (+45)
Software Reseller	Confirmation pending	Anniversary date: Jan 5th	Alerts: Software Reseller hasn't accepted the Terms & Conditions of the Value Incentive Plan yet. Send Reminder		

Access the Customer Dashboard

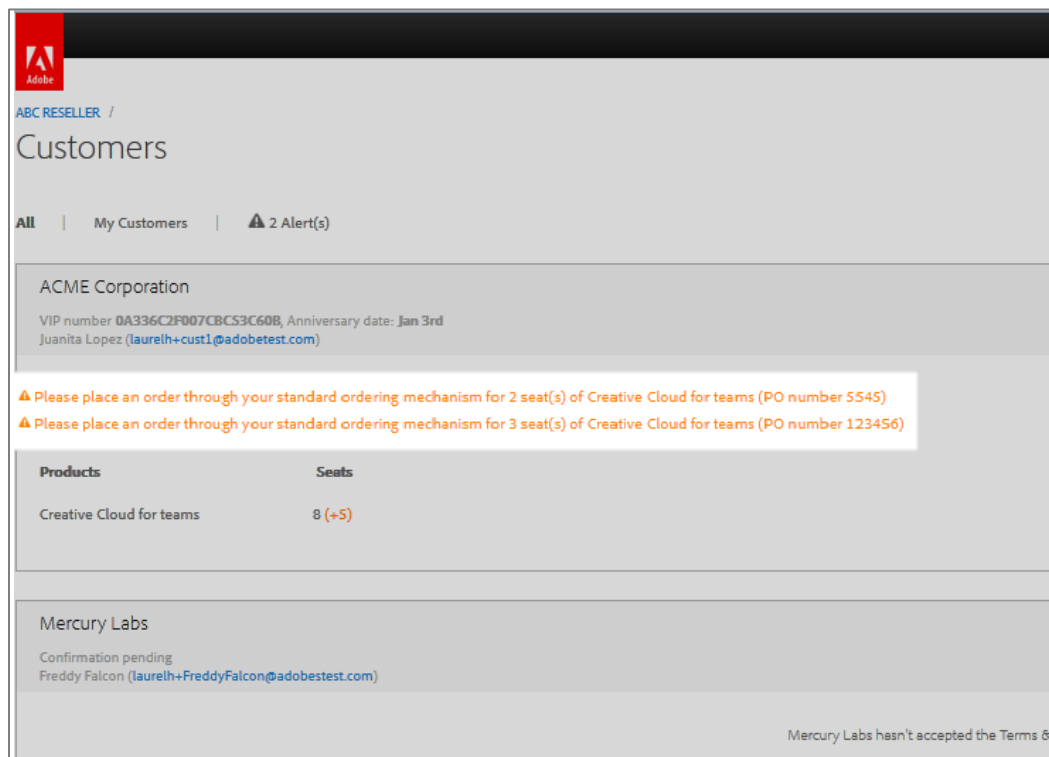
For the Reseller Admin-- Access the Customer Dashboard by logging in to the Reseller Console, and clicking on Customer Dashboard.



For any other Reseller Team Members—the Customer Dashboard is the first screen you see when logging into the Reseller Console.

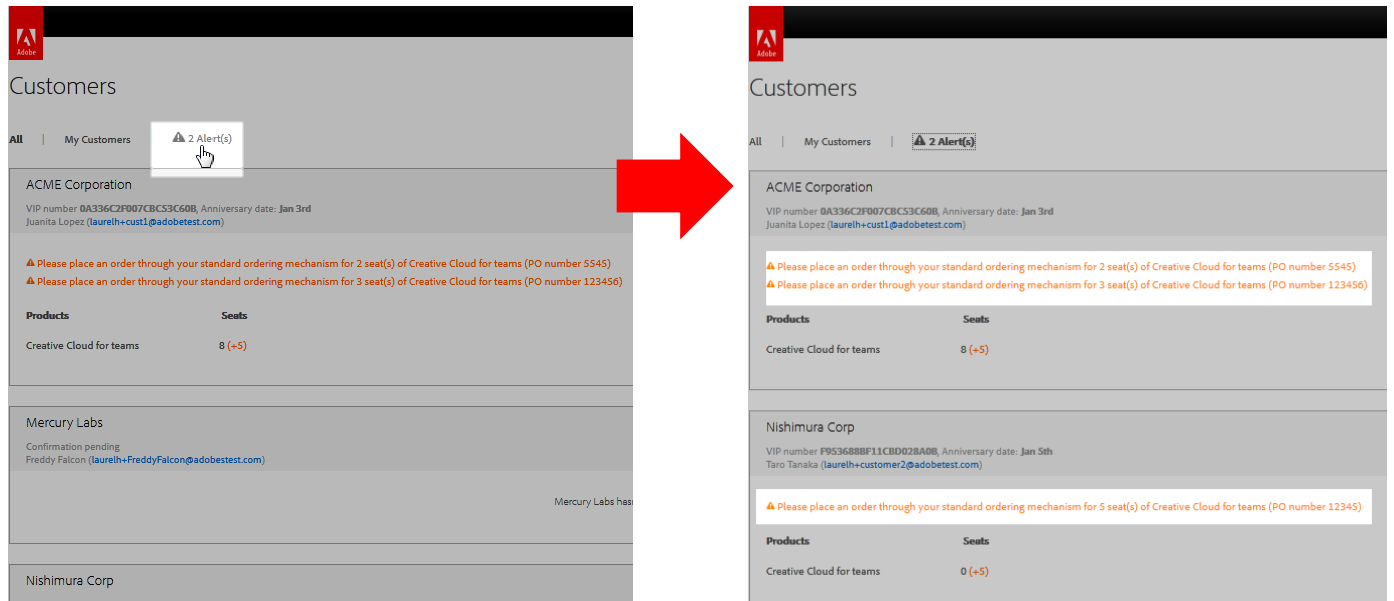
Viewing Alerts

Alerts in the Customer Dashboard will let you know when there is an action you need to take to manage your customer account.



Filtering by Alerts

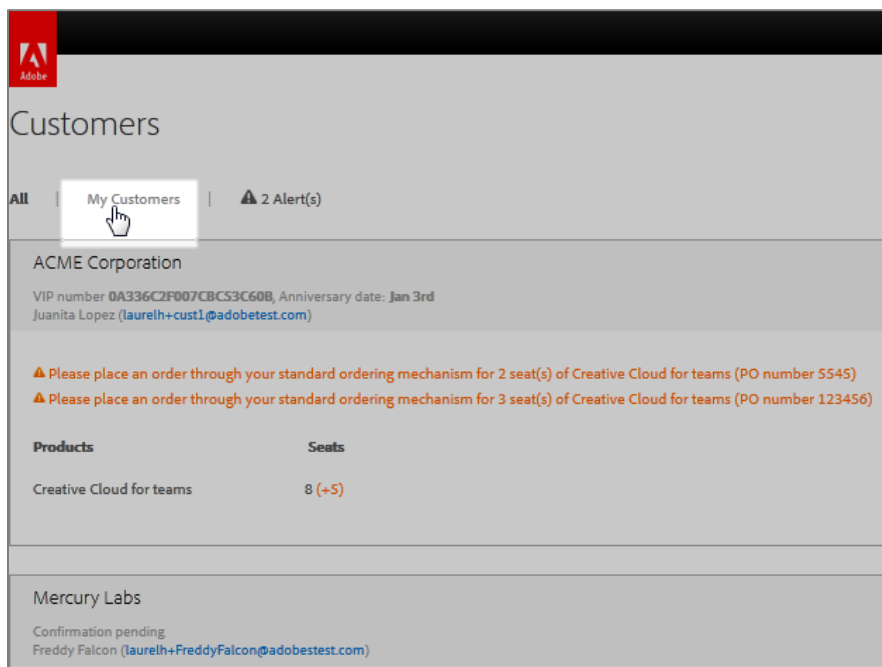
If you want to view just those customers that have alerts, click on **Alerts** to filter by your customers that have alerts on their account.



Filtering by Customers

The default view in the Reseller Console is to view all of the customers that are managed by your Reseller organization.

If you'd like to see **only** the customers that you as an individual are managing, click on **My Customers** to filter.



Viewing Customer Details

From the Customer Dashboard, click on **Details** to drill-down to view additional details about your customer such as:

- Customer contact info
- Products on customer account
- Number of seats added
- Number of seats purchased
- Detailed Seat Authorization History

The screenshot displays the Adobe VIP Reseller Console interface. At the top, the Adobe logo is on the left, and a 'Welcome, Bob' message is on the right. Below the logo, the breadcrumb 'CUSTOMERS /' is followed by the customer name 'ACME Corporation'. Customer details include 'VIP number 0A336C2F007CBC53C60B', 'Anniversary date: Jan 3rd', and 'Managed by: Jane Doe'. On the right, contact information for Juanita Lopez is listed. A warning banner contains two messages about ordering Creative Cloud for teams. Below this, the 'Products' section shows 'Creative Cloud for teams' with 5 seats and an 'Add more seats' link. The 'Seat Authorization History' section features a table with 7 columns: Product, Number of Seats, PO number, Authorized on, Authorized by, and Fulfillment status. The table lists 8 rows of seat authorization data.

Product	Number of Seats	PO number	Authorized on	Authorized by	Fulfillment status
Creative Cloud for teams	5	3345	12/03/2012	Jane Doe	Fulfilled on 12/05/2012
Creative Cloud for teams	1	5455	12/05/2012	Jane Doe	Removed
Creative Cloud for teams	2	3345	12/05/2012	Juanita Lopez	Pending
Creative Cloud for teams	2	12345	12/03/2012	Juanita Lopez	Fulfilled on 12/05/2012
Creative Cloud for teams	1	22345	12/03/2012	Juanita Lopez	Fulfilled on 12/05/2012
Creative Cloud for teams	3	123456	12/10/2012	Jane Doe	Pending
Creative Cloud for teams	1	4445	12/03/2012	Juanita Lopez	Removed

Seat Authorization History

On the Customer Detail page, the Seat Authorization History gives detailed information about each instance that seats were added on your customer's account. Specific information includes:

- Product Name
- Number of Seats
- PO Number (or auto-generated [PA Number](#) if applicable).
- Date the seats were added (authorized)
- Name of person who added/authorized the seats
- Fulfillment status

Understanding Fulfillment Status

The Fulfillment Status section of the Customer Details screen includes a variety of status to indicate where the specific seats that were added are in the overall ordering process.

Pending—means seats have been added, but Adobe has not received an order.

Fulfilled—Adobe has received and processed an order for the seats.

Removed—The seats have been removed by Adobe or the Reseller

Overdue—Adobe has not received a payment, and the seats were added more than 30 days ago.

Suspended—Adobe did not receive an order for these seats and the customer no longer has access to these seats.



Adobe[®] Volume Licensing

Admin Console User Guide

for Value Incentive Plan (VIP)

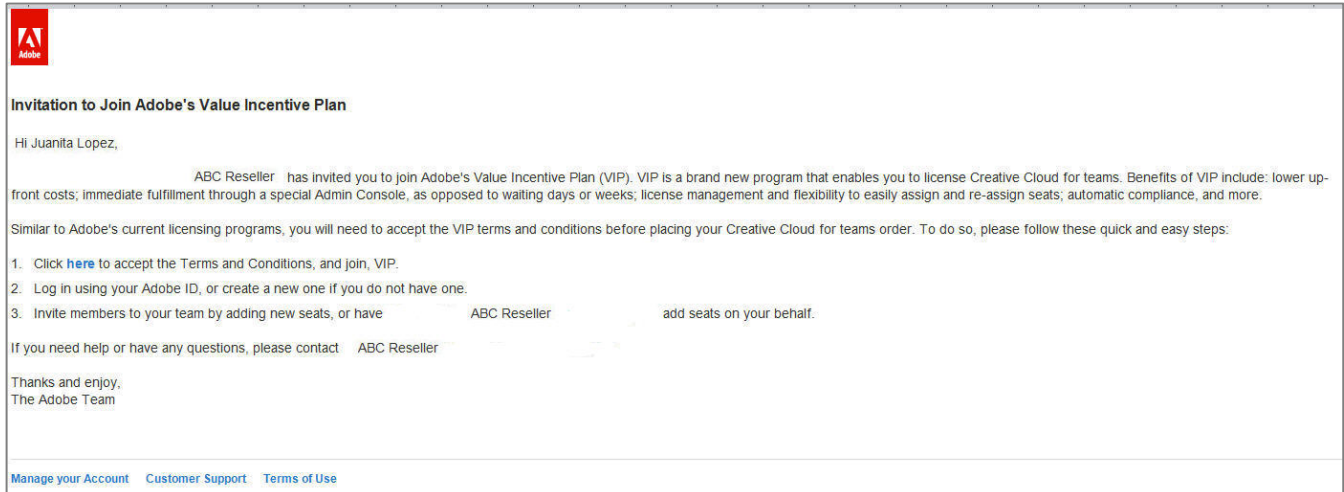
Version 1.0
December 11, 2012

1.



Customer process for getting started with VIP

1. Once you invite your customer to join VIP, they will receive an email like this.



2. Advise your customer to click on the Accept Invitation link, and login with their Adobe ID.

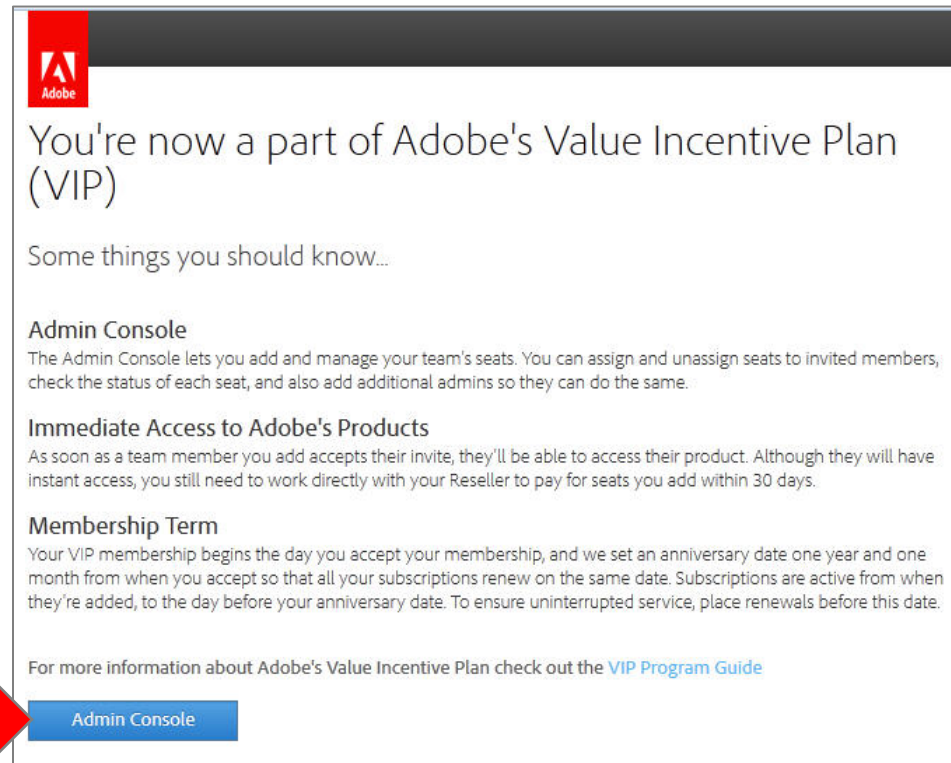
NOTE

Your customer will have the opportunity to create an Adobe ID if they don't have one already.

Customer acceptance

Your customer will view a page like this to accept the VIP program Terms and Conditions.

Customers will see a Welcome page like this, which explains a little bit about VIP, and the Admin Console (this is the customer web portal, where the customer can manage their VIP subscriptions)



You're now a part of Adobe's Value Incentive Plan (VIP)

Some things you should know...

Admin Console
The Admin Console lets you add and manage your team's seats. You can assign and unassign seats to invited members, check the status of each seat, and also add additional admins so they can do the same.

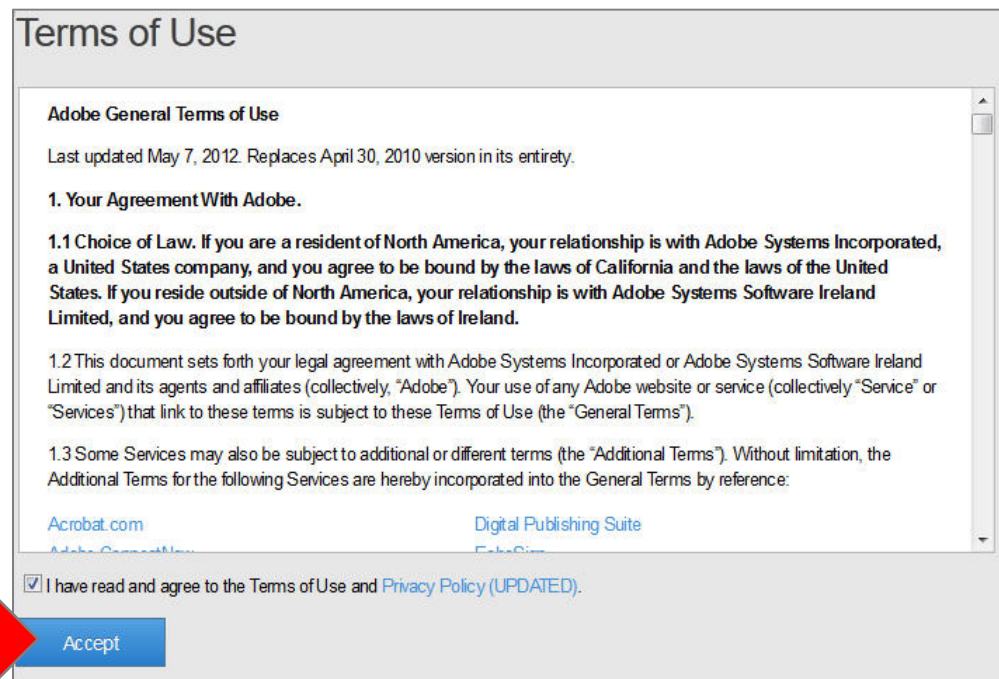
Immediate Access to Adobe's Products
As soon as a team member you add accepts their invite, they'll be able to access their product. Although they will have instant access, you still need to work directly with your Reseller to pay for seats you add within 30 days.

Membership Term
Your VIP membership begins the day you accept your membership, and we set an anniversary date one year and one month from when you accept so that all your subscriptions renew on the same date. Subscriptions are active from when they're added, to the day before your anniversary date. To ensure uninterrupted service, place renewals before this date.

For more information about Adobe's Value Incentive Plan check out the [VIP Program Guide](#)

[Admin Console](#)

Upon entering the Admin Console, the customer must also accept some terms related to using Adobe Services.



Terms of Use

Adobe General Terms of Use

Last updated May 7, 2012. Replaces April 30, 2010 version in its entirety.

1. Your Agreement With Adobe.

1.1 Choice of Law. If you are a resident of North America, your relationship is with Adobe Systems Incorporated, a United States company, and you agree to be bound by the laws of California and the laws of the United States. If you reside outside of North America, your relationship is with Adobe Systems Software Ireland Limited, and you agree to be bound by the laws of Ireland.

1.2 This document sets forth your legal agreement with Adobe Systems Incorporated or Adobe Systems Software Ireland Limited and its agents and affiliates (collectively, "Adobe"). Your use of any Adobe website or service (collectively "Service" or "Services") that link to these terms is subject to these Terms of Use (the "General Terms").

1.3 Some Services may also be subject to additional or different terms (the "Additional Terms"). Without limitation, the Additional Terms for the following Services are hereby incorporated into the General Terms by reference:

[Acrobat.com](#) [Digital Publishing Suite](#)
[Adobe Connect](#) [FlashSite](#)

☒ I have read and agree to the Terms of Use and [Privacy Policy \(UPDATED\)](#).

[Accept](#)

After customers accept these terms and conditions, they are now a VIP Member.

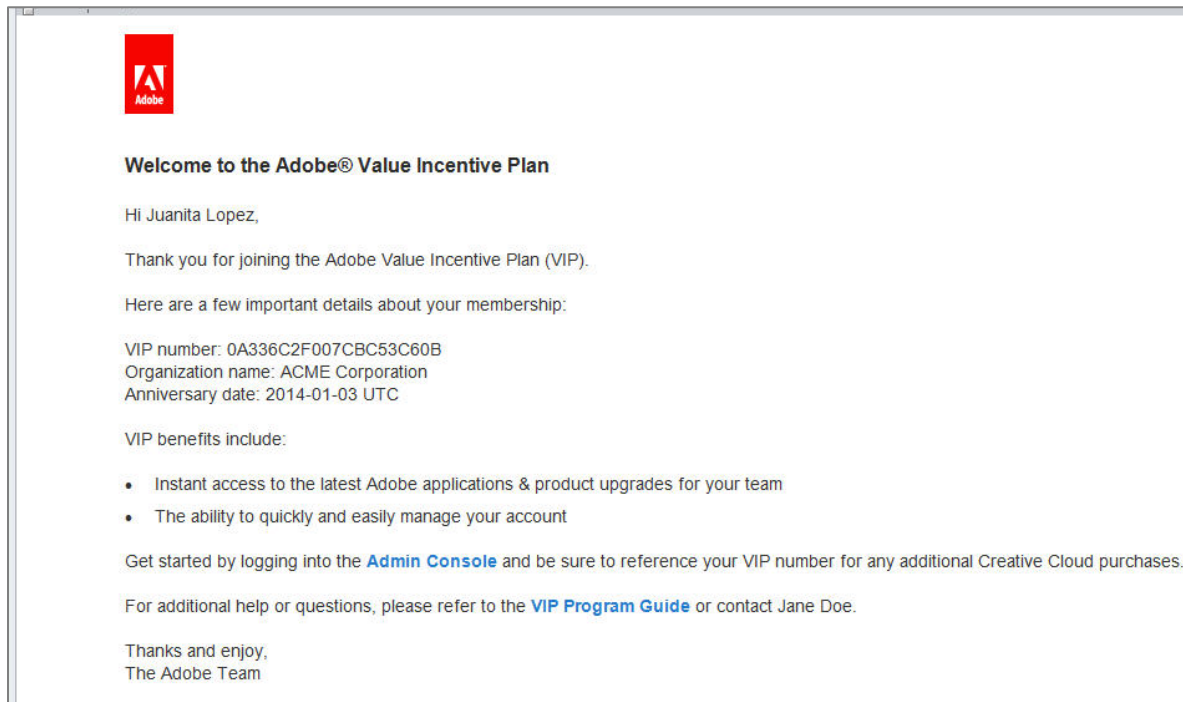
What happens next:

- VIP Number is created
- Anniversary Date is established
- Customer is notified
- Reseller is notified



Customer notification of acceptance

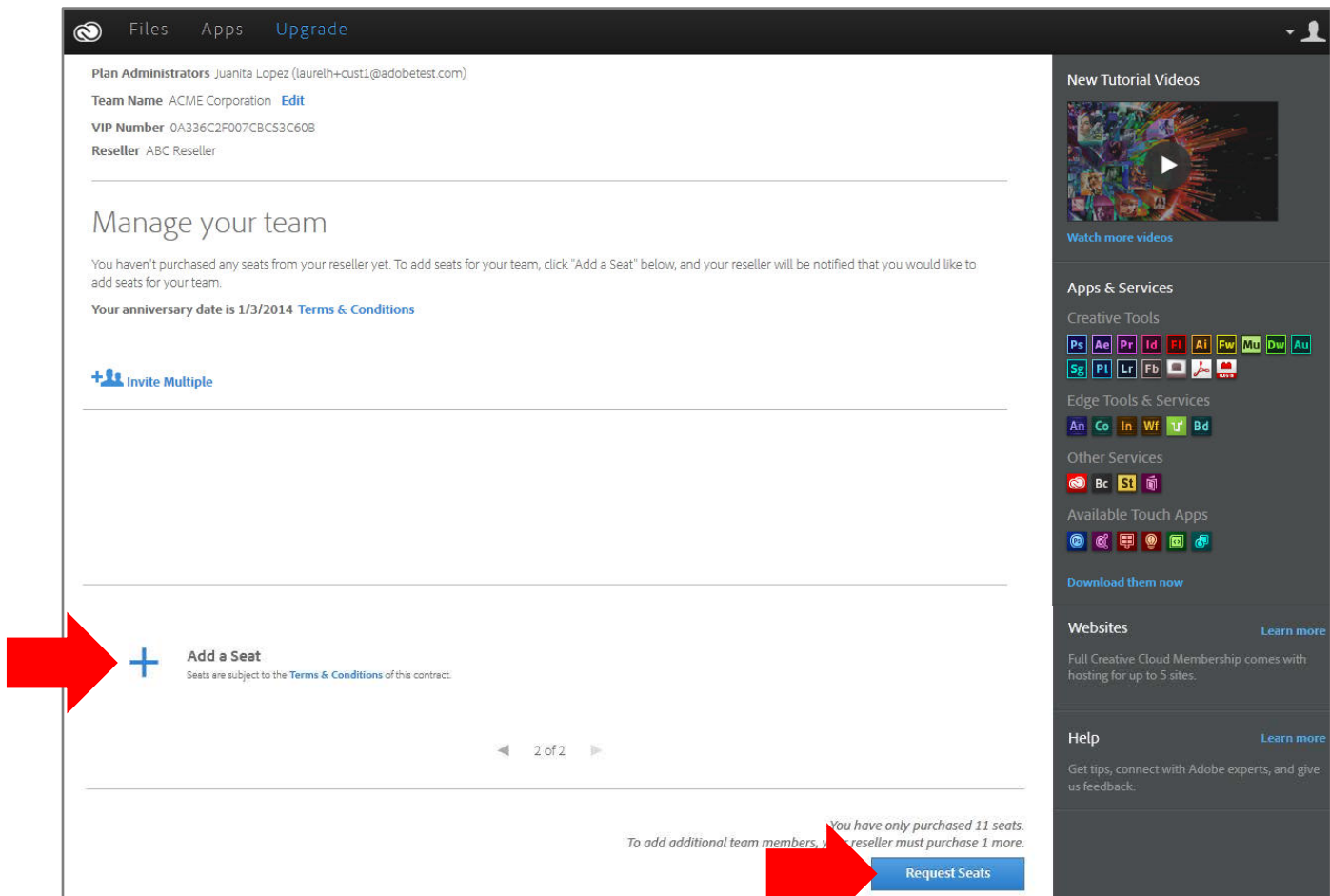
Customers are notified VIP when they accept VIP. They are provided with their VIP Number, Organization Name and Anniversary Date.



Customer Adds Seats

If your customer wants to add seats on their own, they should follow this process:

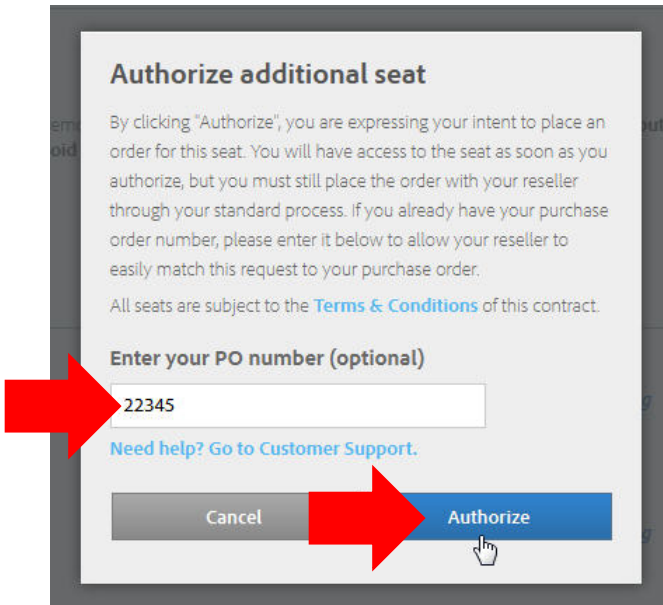
1. From the Admin Console, click on the plus sign by **Add a Seat**.



2. Then click **Request Seats**.

Authorizing your Reseller

After adding seats, the next step is to Authorize your Reseller, which is the customer giving permission to their Reseller to place an order on their behalf for the number of seats the customer specified.



Authorize additional seat

By clicking "Authorize", you are expressing your intent to place an order for this seat. You will have access to the seat as soon as you authorize, but you must still place the order with your reseller through your standard process. If you already have your purchase order number, please enter it below to allow your reseller to easily match this request to your purchase order.

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

Enter your PO number (optional)

22345

[Need help? Go to Customer Support.](#)

Cancel Authorize

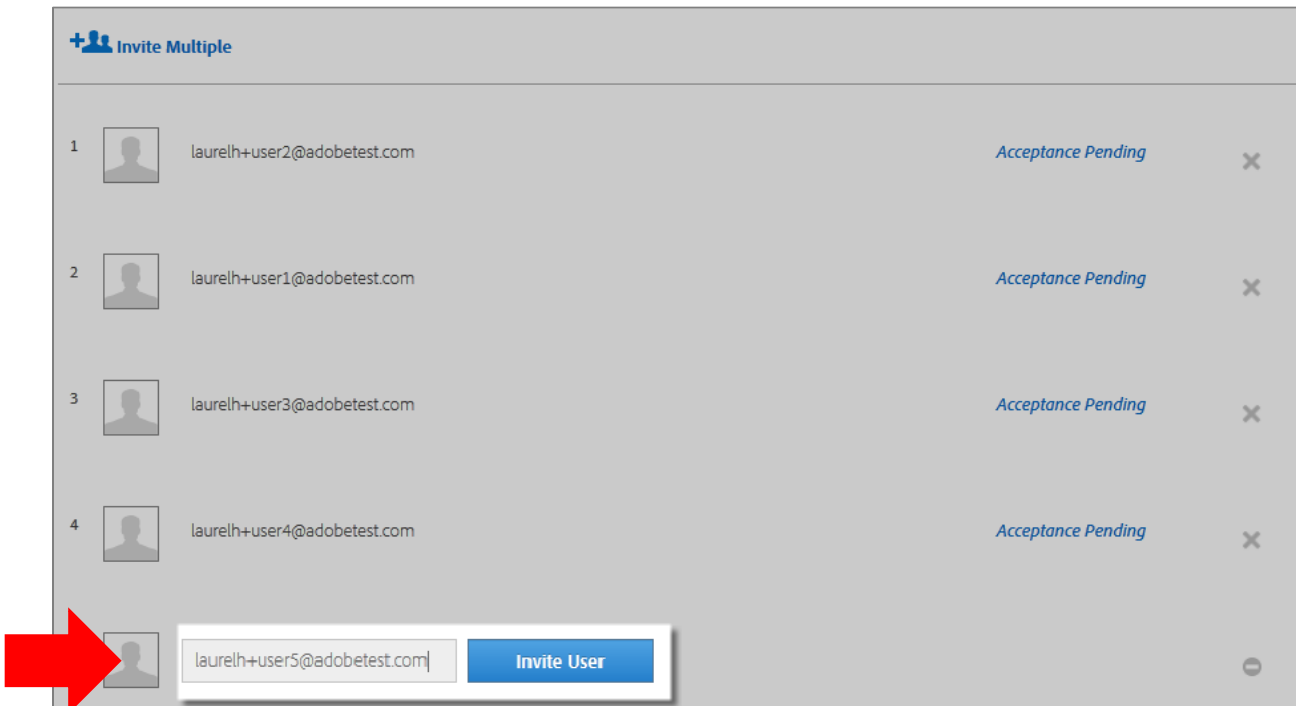
This is where the customer will input their PO Number if they have one.



Assigning Seats

Once your customer has seats in their account, the next step is to assign the seats to specific users.

1. The customer administrator logs in to the Admin Console, and enters the email address of the user.
2. Then, clicks **Invite User**.



+ Invite Multiple

1		laurelh+user2@adobetest.com	Acceptance Pending	×
2		laurelh+user1@adobetest.com	Acceptance Pending	×
3		laurelh+user3@adobetest.com	Acceptance Pending	×
4		laurelh+user4@adobetest.com	Acceptance Pending	×

laurelh+user5@adobetest.com **Invite User**



Sending Invites to users

- Then, the customer admin just enters the user's name, and a personal message if desired, and Sends the Invite.

Send Invite to laurelh+user5@adobetest.com

This invite can only be accepted using the email address listed above. An Adobe ID will be created with this address, if one doesn't exist, when the invite is accepted. You can remove or switch who's in the seat at any time.

Add User's Name (optional)

Add a personal message (optional)

Hi Jenny,
Here is your new Creative Cloud of teams license! Be sure to use this same email address when you sign in. You'll soon be able to install and use any Creative Suite product you want. Have fun!

The user will receive an email inviting them to join the Creative Cloud, and be directed to login to the Creative Cloud to download their software.

From: Adobe Creative Cloud <noreply@adobe.com>
To: laurelh+user5@adobetest.com
Cc:
Subject: Join your team on Adobe Creative Cloud

Adobe Creative Cloud™

Join your team on Adobe® Creative Cloud™

Hi Jenny Jones,

Juanita Lopez has invited you to join the ACME Corporation team on Adobe Creative Cloud.

Hi Jenny, Here is your new Creative Cloud of teams license! Be sure to use this same email address when you sign in. You'll soon be able to install and use any Creative Suite product you want. Have fun!

If you need to create an Adobe ID, simply follow the link below.

[Accept invitation](#)

With your Creative Cloud membership, you are now ready to explore, create, share and deliver your work.

- Download and install any of the Creative Suite applications.
- Access a host of additional tools and services.
- Collaborate with colleagues, both inside and outside of your organization.
- Use cloud-based storage and device syncing capabilities to access and share your work wherever you are.
- Easily publish a website using the Adobe Business Catalyst hosting service, or deliver stunning digital publications to your customers.
- Get access to software upgrades and updates as soon as they are available at no additional cost.

If you need help or have any questions, see the [Creative Cloud for teams FAQ](#) or contact [Customer Support](#).