A whole new approach to licensing.

This overview introduces Adobe's newest licensing program—Value Incentive Plan (VIP)—and describes why it's different from other programs, how it works, and what benefits it offers both you and your customers.

What is VIP?	As a reseller and trusted adviser, you are always looking for the best solutions for your customers. And in today's complex environment, your customers need simple, flexible ways to access the latest technology. That's where Adobe VIP comes in. Adobe VIP enables commercial, government, and education customers to license select Adobe products through a subscription (or term-based) license, which can offer lower up-front costs for their organization and immediate deployment, while ensuring users have access to the latest versions of the Adobe tools they rely on.
How is VIP different from other licensing programs?	Until now, organizations that have purchased software through one of Adobe's licensing programs have bought perpetual licenses. Adobe VIP enables them to purchase subscription licenses instead. Here are some of the key differences between Adobe's perpetual and subscription licensing programs: **Perpetual licensing** With perpetual licensing programs, your customers: • Pay up front for each application and are often required to make a minimum purchase • Must upgrade at an additional cost to get the latest features when a new version is released unless Maintenance is also purchased • Earn discounts as they license more seats (CLP) or standardize on specific applications across their organization (EA) • Manage their software by serial number • Sign two-or three-year purchasing agreements (CLP and EA only) **Subscription licensing** Adobe VIP: • Offers lower up-front costs • Ensures your customers have access to the latest features in the Adobe products they purchase • Provides immediate deployment for fast access to the products they need through a special Admin Console • Gives them the flexibility to deploy additional licenses as needed • Makes compliance automatic—your customers have 30 days to pay for deployed subscription licenses, and if they don't, they will not be able to deploy additional seats
Who are the target customers?	• Procurement and IT professionals who typically make software purchasing decisions • Commercial, education, and government organizations that would benefit from no initial minimum order requirement, self-regulating compliance, and immediate deployment

How does enrollment work?	Enrolling customers in Adobe VIP is simple:
	
	· Collect some basic information about your customers' organization:
	
	  - Organization type (commercial, education, or government)
	  - Organization name
	  - Address
	  - Contact person name
	  - Contact person email address
	
	· Invite your customers to enroll in VIP by setting up their account through the Reseller Console. Once the customer accepts your invitation and the VIP terms and conditions, a VIP Number is assigned to them. (Be sure to ask customers if they already have a VIP Number before a new one is assigned.)
	
	· Help customers deploy the Adobe products they have subscribed to as soon as they accept the VIP terms and conditions.

What are the Reseller Console and the Admin Console?	Adobe VIP provides two handy web tools to help both you and your customers manage subscription licenses: · **Reseller Console:** You use this tool to enroll customers, add new licenses, and see what has been deployed and purchased. Its intuitive interface and easy access make it convenient for you to take care of your customers' needs as they arise. · **Admin Console:** Your customers use this control center to track which licenses have been purchased, deploy purchased products, assign licenses to specific users, and add more seats. When your customers add seats, you will receive a notification in the Reseller Console so you can place their order.
What are the partner benefits of Adobe VIP?	· A more flexible way for you, as a trusted adviser, to help your customers license and manage Adobe products · A recurring revenue stream for you that is not dependent on product launch cycles · Automatic notifications when your customers add subscriptions to their account, so you can follow up with a purchase order · Clear visibility into your customers' subscription licensing needs—you can see how many seats your customers have purchased versus deployed and take an active role in helping them manage their Adobe subscription licenses