

Adobe Licensing Quick Guide

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Adobe has made a number of changes to the licensing structures over the past year. This guide provides you with a quick reference guide for understanding the new Adobe licensing model.

Introduction to CC

The biggest change Adobe has made is the introduction of the Creative Cloud (CC). The Creative Cloud provides access to a large array of applications that are all available on a subscription basis. This means that the Creative Suite series will not be continued in its previous format so the last Creative Suite is CS6. However, within the industry Creative Cloud is commonly referred to as CS7.

New licensing model

With the introduction of the Creative Cloud Adobe have totally restructured their licensing models. They have moved from being a device based perpetual model to a user based subscription model. This model is very similar to Microsoft's Office 365 model and has been primarily introduced to combat software piracy.

User License

Adobe products are now licensed by user not device. This means that a single user is licensed to use the software on any machine, as long as they use their account details or user profile.

Subscription

The new licensing model is subscription based so at the end of your subscription the end user won't have any rights to continue to use the software unless they renew their subscription.

Non-Perpetual

With previous Adobe agreements and licensing models, at the end of your term the end user will still be able to use the software they have purchased, as it is a perpetual license. They may not receive updates or security patches, but they still have the right to use the software. Under the new licensing model the end user can no longer do this. At the end of the subscription period or agreement the end user has no right to continue to use the software.

Anniversary Dates

You cannot true down on any anniversary dates during an agreement. You can only add licenses to your agreement.

Adobe purchasing options *

Option	What is it?	What's included?	For
<i>CLP (Cumulative Licensing Program)</i>	2 Year agreements. 10,000 plus points. Support and maintenance optional	Select Adobe perpetual desktop products	Business
<i>EA (Adobe Enterprise Agreement)</i>	100 licenses plus Maintenance and Support for eligible Adobe products. 3 Year agreement	All applications	100+ users requirements
<i>EEA (Adobe Enterprise Education Agreement)</i>	Creative Cloud enterprise agreement for education establishments	Creative Cloud applications without services	Education
<i>ETLA (Enterprise Term License Agreement)</i>	ETLA is a licensing program designed for Adobe's top commercial, government, and education customers.	All Creative Cloud applications	Large Enterprise companies
<i>K-12 - Enterprise Agreement</i>	Enterprise agreement for primary and secondary schools	Creative Cloud applications without services	Education
<i>K-12 - School Site License</i>	Allows a school to install a Creative Cloud on up to 500 school-owned computers regardless of school's size.	Creative Cloud applications without services	Education
<i>TLP (Transactional Licensing Program)</i>	Agreement for SMB's that want the volume licensing bonuses	Perpetual desktop products only	Aimed at SMB's, but Enterprise customers can use the TLP for smaller requirements
<i>Upgrade Plan</i>	Upgrade plan is the insurance program for software purchased under a perpetual license program such as CLP or TLP for Creative Cloud upgrade	Dependent on the existing perpetual estate	Anyone
<i>VIP (Value Incentive Plan)</i>	VIP allows customers to purchase, deploy, and manage software through a term-based subscription license model	Creative Cloud of teams	Business, government and education

What applications are in the Cloud?

All Adobe applications have been moved to the Cloud. However, Acrobat has yet to be fully added to the Creative Cloud structure but there are plans for that to happen in the near future.

Acrobat XI Pro	PDF creator, editor and converter
Acrobat XI Standard	PDF creator, editor and converter
After Effects	Graphics, visual effects and compositing editor & creator
Audition	Digital audio workstation
Bridge	Digital asset management
Dreamweaver	Web development tool
Encore	DVD authoring tool
Fireworks	Bitmap and vector graphics editor
Flash Builder Premium	Speeds up the development of RIA's (rich internet applications) and cross-platform desktop applications
Flash Builder Professional	Speeds up the development of RIA's (rich internet applications) and cross-platform desktop applications
Illustrator	Vector graphics editor
InCopy	Word processor
InDesign	Desktop publishing
Lightroom	Photo editing and management
Media Encoder	Video converter
Muse	Website design without the need of coding
Photoshop	Graphics editing software
Prelude	Review, import, log, select, and export tapeless media
Premier Pro	Video editing software
SpeedGrade	Colour correction and colour grading

Also available in the Creative Cloud are the following Edge Tools:

Edge Animate CC	Interactive and animated web content designer
Edge Code CC	Web coding
Edge Inspect CC	Preview and inspect web designs on devices
Edge Reflow CC	Web design
Edge Web Fonts CC	Web font library
PhoneGap Build	Package mobile apps via the cloud
Typekit	Font finding for designs

Services provided

- *Storage*
 - **Individuals:** 20GB Cloud storage
 - **Creative Cloud for Teams:** 100GB Cloud storage
 - **Enterprise:** Customizable based on terms in the agreement.
- *Adobe Digital Publishing Suite (DPS)* – Create and publish content via apps on tablets.
- *Story CC Plus* – Screen writing, reporting and scheduling tools.
- *Web hosting* - Website management and hosting tools
- *ProSite* – Build and manage person portfolio sites.
- *Kuler* - Create, capture, and browse colour themes for images.
- *Training and support* – Training days dependent on agreement.

Installation and deployment

Despite the ‘Cloud’ term, only the updates are actually ‘Cloud’ based. For deployment and installation a local client is still installed on the machine. Adobe provide an Adobe Creative Cloud Packager tool, which Adobe help states;

‘Adobe Creative Cloud Packager makes it easy for you to create packages that contain Creative Cloud products and updates. These packages can then be deployed to the client machines of the members who are part of Creative Cloud for Teams in your organization’

It is worth noting you can still use non-Adobe deployment tools to deploy Creative Cloud products;

‘Using any third-party deployment tool that supports the deployment of native installers deploy them to client machines’.

Final thoughts

There are no alternatives for licensing Adobe products anymore, so if Adobe products are required within your business and you want the latest versions then you will be required to upgrade to the new Creative Cloud model.

Note: At the time of writing it is widely believed that the CLP and TLP agreements are no longer available. However, whilst researching for this guide I was unable to locate any official comment from Adobe regarding the CLP & CLP’s termination.

Reference:

<http://helpx.adobe.com/creative-cloud/packager/creative-cloud-packager.html>