

# Adobe Volume Licensing (AVL)

## Program Comparison Reference Guide

Program/feature	Adobe key features	Can compare to:	Adobe benefits to highlight
<b>TLP 5</b>	<ul style="list-style-type: none"> <li>Transaction-based program offered through Adobe resellers worldwide</li> <li>Sold via Adobe online licensing store in some regions</li> <li>Commercial and Education level 1 begins at 1 point and discount begins with level 2 at 2,500 points</li> <li>Government has one level with discount beginning at 1 point</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Open License</li> </ul>	<ul style="list-style-type: none"> <li>✓ No agreement to sign</li> <li>✓ No minimum order requirement</li> </ul>
<b>CLP 5</b>	<ul style="list-style-type: none"> <li>Two year membership program offered through authorized Adobe resellers worldwide</li> <li>Commercial and Government entry minimum: 25,000 points</li> <li>Education entry minimum: 5,000 points</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Select License</li> <li>Microsoft Select Plus</li> </ul>	<ul style="list-style-type: none"> <li>✓ Cumulative point credit throughout membership term</li> </ul>
<b>CLP 5 renewal policy</b>	<ul style="list-style-type: none"> <li>Renew with no initial purchase if members have accumulated at least the minimum for any CLP 5 discount level</li> </ul>	<ul style="list-style-type: none"> <li>N/A. Most software licensing vendors offer forecasted or rolling average model, rather than cumulative model</li> </ul>	<ul style="list-style-type: none"> <li>✓ Flexible policy that allows 24 months to accumulate points to qualify for any discount level is generous</li> </ul>
<b>CLP online enrollment</b>	<ul style="list-style-type: none"> <li>Online enrollment available in English, French, German, Spanish, and Japanese; includes membership and affiliate enrollments</li> </ul>	<ul style="list-style-type: none"> <li>Other volume licensing software vendors with online enrollment capabilities</li> </ul>	<ul style="list-style-type: none"> <li>✓ Allows timely and convenient entry into membership based program</li> </ul>
<b>CLP Affiliate program</b>	<ul style="list-style-type: none"> <li>Affiliates receive same discount as CLP Program Member</li> <li>Points contribute toward CLP Program Member total</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Select License</li> <li>Microsoft Select Plus</li> </ul>	<ul style="list-style-type: none"> <li>✓ Variety: Self-enrolled (separate serial numbers) and Member-listed (member's serial numbers) options</li> <li>✓ No minimum order requirement for CLP 5</li> </ul>
<b>Upgrade Plan</b>	<ul style="list-style-type: none"> <li>Cost is a percentage of the license cost</li> <li>Upfront lump-sum payment</li> <li>TLP: Can purchase any time for current version</li> <li>CLP: Two annual payments option</li> <li>CLP: Prorated into 3 month increments</li> <li>CLP: 3 month grace period for ordering Upgrade Plan for legacy licenses</li> </ul>	<ul style="list-style-type: none"> <li>Other desktop software vendors' maintenance offerings, with key differences in some cases such as the inclusion of technical support</li> </ul>	<ul style="list-style-type: none"> <li>✓ Upgrade Plan is always optional, and any number of licenses can be covered – giving customers more control over their software budgets</li> </ul>