

Adobe® Open Options: Volume Licensing Made Easy



Adobe Open Options 4.5 makes it easy for organizations of all sizes—commercial, education and government—to get the benefits of volume ordering. The program is available worldwide and covers most Adobe desktop products and, with the recent Adobe acquisition of Macromedia, Inc, most of those products, as well.

Adobe TLP (Transactional License Program) extends the benefits of enterprise-class licensing to the smaller volume orders typical of small and mid-size businesses, including consultants and professionals, independent designers and creative services, small retailers and independent marketing groups. It also provides the benefits of volume licensing to larger organizations whose orders don't meet Adobe CLP (Contractual Licensing Program) order thresholds.

There are no membership requirements to participate in the Adobe TLP option. For every eligible order of a new or upgrade Adobe software license, or Upgrade Plan, customers receive points. Discount levels are based on the total point value of the transaction. The more you order in a single transaction, the better your discount level.

What do I receive when I participate in TLP?

A TLP license provides access to Adobe's Web-based software management tool, where you can find a custom TLP license certificate for each TLP order you place. The certificate lists the order date, the products you licensed, the corresponding serial numbers and the total number of licenses available for installation.

How are discount levels determined?

Discount levels are determined based on the number of points in the transaction. The number of points earned per software program or Upgrade Plan order is based on the value of each item licensed. Since TLP licenses are ordered through resellers and not from Adobe directly, actual pricing depends on the reseller price.

What are the benefits of Adobe's Upgrade Plan?

Upgrade Plan is like an upgrade insurance program. When you order Upgrade Plan for a product, you are entitled to all upgrades of that product during the Upgrade Plan term. That can result in significant savings, particularly for businesses that value having the latest versions of key products in use throughout an enterprise.

What are my next steps?

It's easy to take advantage of the Adobe Open Options volume desktop software licensing programs. For additional information about point levels, options and savings, talk to your Best Buy For Business Technology Specialist.

Adobe TLP Key Advantages

- Lower software costs
- Reduced ordering and license administration, which can simplify total software management efforts and streamline internal business processes
- A convenient Web-based license management tool
- Enhanced business productivity through an integrated deployment of Adobe's end-to-end creative, workflow, content collaboration and business process solutions
- A natural complement to licenses of other office productivity and business process tools that helps to streamline overall software administration
- Technology consistency across the user base and deployment of the most current technology through Adobe's upgrade option
- The ability to better manage software license legal compliance



Adobe Acrobat Professional

Create and share professional PDF documents from artwork, electronic files, scanned paper documents and more.



Adobe Creative Suite 2 Premium

This unified design suite provides all the tools you need to create and edit images, illustrations, photos, brochures and advertising materials.



Adobe Creative Suite Production Studio Premium

Get the complete post-production solution for video, DVD and Web compilation, editing and special effects integration in one powerful suite.

For more licensing information, talk to a Best Buy For Business Technology Specialist at **1-800-373-3050** or visit www.BBFB.com/licensing.



For **Business**