Adobe® Creative Cloud™ for education: Sales Conversation Guide

Elevator pitch

Only Adobe Creative Cloud for education provides students and faculty access to the **latest industry-leading creative apps** for design, web, video, and photography plus gives them **seamless ways to share and collaborate** through optional online services.

Key customer benefits

Always up-to-date
Licenses include updates to Creative Cloud applications as soon as they're released, so your students and faculty will always have the latest creative tools and features.

Collaboration built in
With an option to add online services, your faculty and staff small workgroups and teams can collaborate and share with ease.*

Flexible licensing options
You can purchase the complete set of creative apps or just a single one — with or without services.

Easy deployment
A web-based Admin Console makes it easy to purchase additional seats, add users, and manage software updates.*

*Requires named-user licenses

Move your Creative Suite customers to Creative Cloud

How to sell Creative Cloud for education:

Four steps to help institutions make the best decision.

❶ Open the conversation.

Institutions may not know about Creative Cloud for education or how it differs from Creative Suite. Learn the cues that may lead to a Creative Cloud for education sale.

What to listen for:

"I need to upgrade..."

"I need a lab solution..."

❷ Explain the solution.

Help your customers understand what Creative Cloud for education includes and how it can benefit their institution over Creative Suite.

What to say:

"Let me tell you more about Creative Cloud for education and how your institution can benefit..."

❸ Answer concerns.

Respond to customer concerns and help move them through the sales process.

What to ask:

"What concerns are keeping you from getting the latest creative apps?"

❹ Ask for an order.

Invite your customer to join VIP and place an order for Creative Cloud for education.

What to say:

"Let's talk about the best way for you to license Creative Cloud for your..."

① Open the conversation

Help your institutional customers understand the differences between Creative Suite and Creative Cloud

🚫 Creative Suite (CS) applications are no longer being updated. The only way to get the latest apps is through Creative Cloud (CC) for education and a subscription license.

🔗 Creative Cloud for education has better admin tools for license management and compliance.

☁ New services from Adobe for file storing, sharing, and collaboration are only available as an added option through Creative Cloud for education.*

*Requires a named-user licenses

Discovery questions

1 Ask about meeting the growing demand for the latest industry-leading creative apps from Adobe: "Did you know that more than 1.8 million Adobe customers have already become Creative Cloud members?"

2 Ask what your customer is doing with the products and where they are using them: "Do you need a solution that includes services or is an anonymous user model for labs and classrooms more beneficial?"

3 Ask about getting access to new versions: "Did you know that Adobe's latest creative apps are only available in Creative Cloud?"

4 Ask about version control: "Do you have challenges with users being on different versions of Adobe products and creating challenges for collaboration?"

5 Ask about equity of access: "Do you provide Adobe creative apps in your labs and classrooms in order to ensure easy access for all of your students?"

6 Ask how the products will be used: "Do you need licenses for each individual user to run on their institutional computer or do you need to license each computer in a shared-computer environment such as a classroom or lab?"

7 Ask how the institution is deploying software: "Do you need a solution for distributing and managing software that is flexible enough to allow you to manage licenses and software versions? "

Tips

Before talking with a customer, look at the customer's purchase history to understand their current contracts, applications, timing, and purchase volume.

Start conversations with the institutions who have been on a CLP license and purchased Creative Suite in the past. These customers are ripe for migration.

Adobe has a CLP to VIP migration offer available for CLP customers in 2014 . VIP Tier-3 is for existing CLP 2 customers and VIP Tier-4 is for existing customers who had been buying at CLP 3.

② Explain the solution

What is Creative Cloud for education?

Creative Cloud for education is a new licensing option for Creative Cloud memberships. It includes a new device licensing option for classroom and lab environments that allows multiple students to utilize the same application on a single computer without having to log-in or authenticate license ownership. Creative Cloud for education includes a named-user licensing option with services, where a license is granted to each user rather than the device.

Value Incentive Plan (VIP)

VIP is the subscription-based licensing program that your customers purchase through to get access to Creative Cloud for education. VIP pricing consists of four tiers and is based on the number of licenses (seats).

Primary and secondary schools may save more on Creative Cloud for education, device licenses through an **Education Enterprise Agreement (EEA).** The EEA program is exclusively for primary and secondary schools and legal entities on a full-time equivalent (FTE) basis. Based on estimated street pricing, for most primary and secondary customers licensing 15 or more computers in a lab or classroom environment, an EEA agreement is the lower cost option.

Find a VIP licensing option that fits your customer's usage requirement:

Small workgroups and departments	Classrooms and labs
Creative Cloud for education	**Creative Cloud for education**
Named-user licensing	Device licensing
• Licenses for each individual user on their institutional computer	• Licenses for each computer, rather than each user
• Includes a complete set of Creative Cloud apps or a single-app option	• Includes a complete set of Creative Cloud apps or a single-app option
• Online services included	• Online services not included

Tips

Refer to the product as Creative Cloud for education or CC for education. It is not the same as Creative Cloud for enterprise (CCE).

Named-user licenses are the same as the previously available Creative Cloud for teams offering — now with better pricing.

Many institutions are looking to purchase device licenses, and outside of an Enterprise Term Licensing Agreement (ETLA) or EEA, didn't have this opportunity until now.

Services are only available with a named-user license. Device licenses do not include services and are ideal for anonymous deployment in labs and classrooms.

Check the Creative Cloud for education licensing overview for a list of applications and services available for each type of license.

③ **Answer concerns**

Objections handling

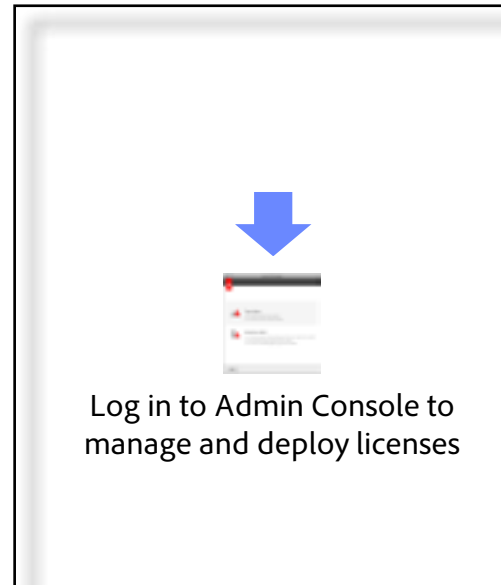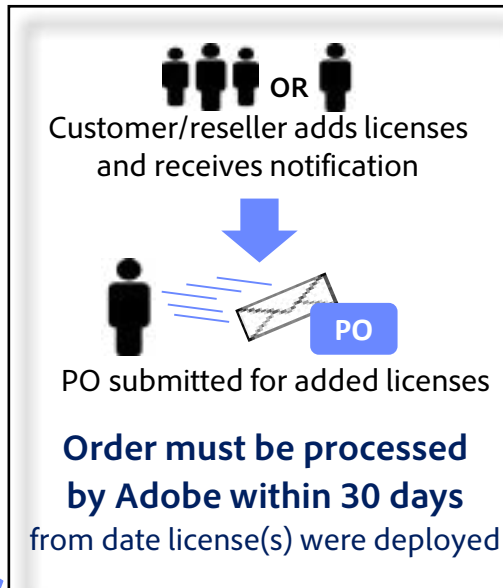| Concern	Response
"Does this mean that my software only works in the cloud and when a device has internet connectivity?"	"Absolutely not. The cloud component is a deployment and management model, and an easy way to ensure that your students, faculty, and staff have access to the products they need. The applications deploy natively onto a user's system just as before."
"I'm not interested in renting software and being locked into price increases over time."	"Consider the cost comparison of purchasing new versions of perpetual licenses. In addition, perpetual licenses have a fixed value over time, whereas a Creative Cloud membership delivers access to new versions and new features as they are developed. Adobe delivered 500 new and enhanced features in 2013 exclusively to Creative Cloud members. The Creative Cloud momentum has exceeded our expectations - we have over 1.8 million subscribers."
"I have been getting volume discounts when I purchased Creative Suite through the AVL program."	"We want to make sure that the transition to Creative Cloud for education is a smooth and positive one for you. Adobe is offering a migration offer to VIP for CLP customers to help make this migration affordable."
"We don't have a use for Adobe products."	"According to U.S. News & World Report, creative expression and peer collaboration not only play a vital role in student engagement and learning, it prepares students for success beyond college by teaching essential skills. Separate research shows that 71% of college educated professionals say that creative thinking should be taught as a course, just like math and science. Adobe products are a great platform for helping further creative thinking and expression."
"I'm concerned about privacy and security issues related to anything having to do with the cloud."	"With our named-user deployment, the institution manages the identities. Other than name and email address, Adobe has access to no other student data. Furthermore, you retain complete control and ownership of their data - all of which is encrypted with SSL. And with device licenses, Creative Cloud for education is deployed anonymously, which means that no student data is ever shared with Adobe."
"Our school is decentralized and each department buys their own Adobe software. I don't want to manage the console for the entire school."	"With the Adobe deployment tools, your school can assign two administrative logins so that each department can manage their own Adobe software in the way that works best for them."

Tips

If Creative Cloud is going to be used for small workgroups, talk about the available collaboration services and how it enhances the experience and learing for students, faculty and staff.

Remember that Adobe offers a licensing model called an ETLA, that can cover Creative Cloud across an entire institution. And for primary and secondary schools, the enhanced EEA 1.5 is a good option.
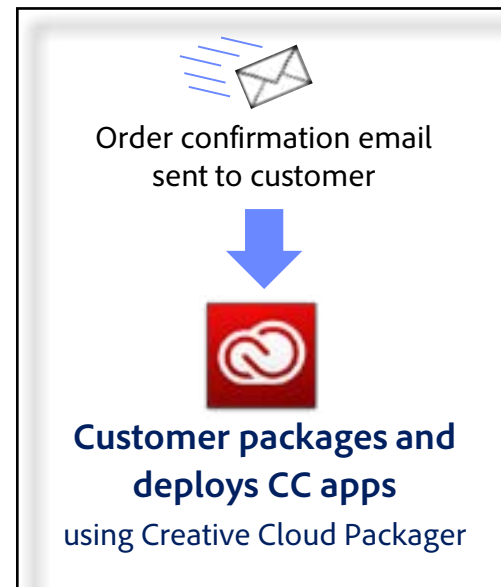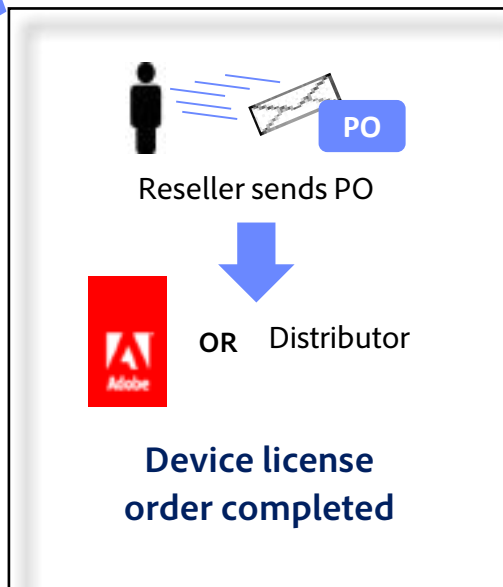
Based on estimated street pricing, for most primary and secondary education customers who need to license around 15 or more computers in a lab or classroom environment, an EEA agreement is the lower cost option.

④ Ask for an order.

ADD/ORDER NAMED-USER LICENSES and DEPLOY

OR

Customer/reseller adds licenses and receives notification

PO

PO submitted for added licenses

Order must be processed by Adobe within 30 days
from date license(s) were deployed

Log in to Admin Console to manage and deploy licenses

Reseller invites customer to join VIP

Customer accepts VIP Terms and Conditions

VIP # and anniversary date issued

ORDER DEVICE LICENSES and DEPLOY

PO

Reseller sends PO

Adobe   **OR**   Distributor

Device license order completed

Order confirmation email sent to customer

Customer packages and deploys CC apps
using Creative Cloud Packager

Tips

Remember the CLP migration offer effective May 1 through November 30, 2014 offering VIP Tier-3 pricing for existing CLP 2 customers and VIP Tier-4 is for existing CLP 3 customers.

The Admin and Reseller Consoles do not currently support device license orders. All device license orders must be placed with a PO, similar to CLP perpetual license orders.

Device and named–user licenses must be ordered on separate POs to Adobe.

Existing VIP agreements expiring before May 28, 2015 cannot support device licenses. If a customer has an existing VIP with these dates, create a new VIP to support the ordering and managment of device licenses.