As an Adobe Enterprise Customer, we recognize you've invested your time, resources, and money in Adobe apps and services. You've put a lot of confidence in us. In turn, we want to deliver the value and quality you expect from this investment. We do this by providing you with access to the experts, resources, and support you need before, during and after you sign your Adobe enterprise term license agreement (ETLA). We consider this a strategic partnership, and look forward to getting you deployed, trained, and supported—throughout the term of your agreement.
As an Adobe Enterprise Customer, you're entitled to:

**Onboarding**
On Day One, let our specialist help you get your Adobe apps and services packaged and deployed. We'll show you why and how to use the Adobe Admin Console to simplify managing your Adobe apps and services entitlements and deployments.

**Expert Services**
Schedule unlimited 30-minute sessions with Adobe experts to discuss IT related topics or for your users to discuss product related topics such as new and specific features.

**Support**
Alert our customer Enterprise Customer Care team if/when you have any issues, questions or cases. Our team will handle all requests in a critical and thoughtful way.

**Newsletters**
Every quarter, receive announcements, news and updates on your Adobe apps and services. We have three separate newsletters, one for IT, one for Creative Users, and one for Knowledge Workers.

**Learning**
Offered both in-person and online, we cover both your IT teams and your end users.

**Community**
Join our online community forums for enterprise customers and talk with other enterprises, our Adobe experts, and industry experts.

**Stories**
Share your vision, strategy and story with your colleagues and peers. Your organization has been a trail blazer and should be recognized in the industry.

**Anniversaries**
An Enterprise Term License Agreement (ETLA) lasts three years, and based on when the agreement is signed, we consider that your anniversary date. We ask for a check-in every year so we can understand your needs as well as walk you through your obligations. We'll also work closely with you at the end of the term to renew your agreement and meet your future needs.
Adobe Enterprise Onboarding Program

The Adobe Enterprise Onboarding program provides everything enterprise customers need to get up and running quickly and efficiently to achieve their business goals, and maximize the value and benefits of Adobe products and services.

Our team of onboarding specialists offer personalized, one-on-one sessions to successfully plan, configure, deploy and manage Adobe solutions and realize faster time to value. We partner with you at every step of the way from purchase to deployment, and ensure access to tools, resources and support services available to help you realize the full potential of your Adobe solutions. Here’s what to expect in the coming weeks:

Step 1: Schedule your Onboarding Welcome Call

New and renewing customers automatically receive an email invitation to join the Onboarding program and schedule their Welcome call—or you can schedule a Welcome call directly using this form: http://adobe.ly/adminconsole

During your call, we’ll discuss your specific goals and share strategies, tips, and tools available to help you plan and deploy Adobe products within your organization, including how to:

- Simplify and centralize administration using the Adobe Admin Console
- Manage your licenses and users with accuracy and control
- Configure, package and deploy desktop apps to your users
- Provide secure and customized access to cloud services
- Increase user productivity with services like collaboration, storage, and workflow and easy electronic signatures
- Open and track support cases, and connect to expert services (if eligible)
- Ask questions and get advice, tips, and resources specifically for you

Include everyone involved in deploying or managing Adobe products in your Welcome call so you have all the information and details you need to begin deploying your Adobe solutions.
Step 2: Configure and Deploy your Adobe Solutions

After your Welcome call, we partner closely with you and your teams to ensure you have everything you need to configure, deploy and manage Adobe products and services for your users. We can schedule more in-depth deployment calls if you need more technical advice, and periodically check in with you until you’re successfully deployed.

Whether it’s specific technical questions or issues, or general advice and best practices, we’ll make sure you get the technical, support, and product experts to help you get up and running.

Step 3: Access Technical and Support Resources

Once you’ve successfully completed the Onboarding program we’ll introduce you to all of the great Enterprise Support teams, resources, and services available to help you get the most out of your Adobe solutions. You can:

- Join the Adobe community and post questions and get answers from experts. [Join now >]
- Search the Knowledgebase for popular troubleshooting and how-to resources. [Search now >]
- Access Enterprise Support or schedule an Expert Services session (if eligible). [Learn more >]

Our product and support experts partner with you to work through any issues and get you the help you need—whether it’s through phone, chat, self-service, or online communities.

Get Started with Adobe. Schedule your free Enterprise Onboarding call now.

Take advantage of the Adobe Enterprise Onboarding program and schedule your free, one-on-one onboarding call with our experts today to get up and running quickly, and maximize the value and benefits of your Adobe products and services: [http://adobe.ly/adminconsole](http://adobe.ly/adminconsole)
Adobe Expert Services

Anyone with a Creative Cloud for enterprise account has access to schedule an unlimited number of learning sessions with Adobe Expert Services.

Each session consists of a 30-minute phone call, scheduled by appointment, with one of our Expert Services support staff, targeted to your organization's location.

Expert Services sessions are designed to be one-on-one or one-to-many sessions, using screen sharing software if needed, that allow Adobe to walk through complex or new workflows in the Creative Cloud and Document Cloud software.

Typical sessions can include topics like explanation of new features within a new release, best practices, advice for complex tasks, and typical workflows used between multiple Adobe applications.

Creative Cloud for enterprise customers can schedule an Expert Services session from the Admin Console (if your account administrator has enabled this functionality) or by emailing expert-service@adobe.com.
Adobe Expert Services can discuss, demo and advise on new releases and specific features for:

**Creative Topics**
- Using Typekit Fonts
- Using Adobe Stock
- Photoshop
- Illustrator
- InDesign
- Lightroom
- Dreamweaver
- Muse
- Animate
- Premiere Pro
- After Effects
- Acrobat Pro
- SpeedGrade
- Media Encoder

**Knowledge Worker Topics**
- Making, Combining, Editing and Exporting PDF Files
- Automating Tasks with Actions
- Commenting and Review
- Creating Forms
- Supporting PDF Standards
- Preflighting Documents
- Working with Signatures
- Redacting PDF Documents
- Scanning and OCR
- Adding Document Security and Watermarks
- Adding Accessibility Features

**IT Topics**
- Using Creative Cloud Libraries
- Syncing files to Creative Cloud
- How to License Creative Cloud
- Creative Cloud Deployment & installation
- Package and Deploy Acrobat with the Customization Wizard
- Remote Update Manager and Update Server
- Single-Sign-On Configuration
- Admin Console Overview
- Enterprise/Federated ID Overview
- Software Tracking
- Migrate Content from Previous CC account
Dedicated Enterprise-level Customer Care

Stay productive with our comprehensive technical and usage support available for Document Cloud for enterprise, Creative Cloud for enterprise, and other products within Enterprise Term License Agreements (ETLAs).

To reach support, call 800-685-2950 or schedule support cases via the Admin Console.

<table>
<thead>
<tr>
<th>Contract Period</th>
<th>Duration of the ETLA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Incidents</td>
<td>Unlimited technical support incidents</td>
</tr>
<tr>
<td>Authorized Contacts</td>
<td>Up to ten nominated administrators for the ETLA</td>
</tr>
<tr>
<td>Technical Support Incidents</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Expert Services Sessions</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Hours of Coverage</td>
<td>24 hours a day, 7 days a week, 365 days a year (English)</td>
</tr>
<tr>
<td>Target Response Times</td>
<td></td>
</tr>
<tr>
<td>Priority 1: 30 minutes</td>
<td>P1: The problem results in extremely serious interruptions to a production system.</td>
</tr>
<tr>
<td>Urgent (P 2): One hour</td>
<td>P2: The problem results in serious interruptions to normal operations and could negatively impact an enterprise-wide installation or urgent deadlines.</td>
</tr>
<tr>
<td>Important (P 3): Four hours</td>
<td>P3: The problem causes interruptions in normal operations</td>
</tr>
<tr>
<td>Minor (Priority 4): 1 day</td>
<td>P4: The problem results in minimal or no interruptions to normal operations.</td>
</tr>
<tr>
<td>Service Scope</td>
<td>• Download, installation, and deployment support • Troubleshooting of unexpected errors or behaviors • Self-help resources: Adobe monitored forums and Knowledgebase</td>
</tr>
<tr>
<td>Console Support Portal</td>
<td>Integrated support access to Adobe Specialists in the Admin Console for account administration, troubleshooting, or Expert Service requests.</td>
</tr>
</tbody>
</table>
Newsletters

Adobe Insider newsletters allow us to share the latest tips & tricks, news updates, features, new products, patches, and more with our enterprise customers. We aim to simplify and consolidate our communication to you, so we send these newsletters quarterly. We have three versions—one for IT, one for Creative teams and one for Knowledge workers.

Creative Insider
- Get tips and tricks for all the CC apps
- Learn about free Expert Sessions
- Find ways to streamline creative workflows
- Learn how to create mobile-optimized content

Document Insider
- Make the most of Acrobat DC and Adobe Sign
- View tutorials on creating and editing PDFs
- Find out how to use Acrobat to save time
- Discover a digital workflow with Adobe Sign

IT Insider
- Keep up with licensing, security and more
- Access technical documentation and support
- Find best practices for managing Adobe licenses
- Learn how to deploy and manage Adobe tools

To sign up for one or all three Insider Newsletters, visit http://www.adobeinsidernews.com
Learning

Let us help you to take your business to the next level through our learning and enablement solutions.

**On-Demand Training**

Learn at your own pace and in your own time with Adobe Learn. Adobe Learn provides free access to libraries of tutorials, projects and articles supporting all Adobe products. From beginner to advanced levels, Adobe Learn contains thousands of multimedia items in over 30 languages.

**Instructor Led Training**

Adobe Digital Learning Services helps transform your creative experiences through in-person skills and enablement programs. Contact us today and we can work with you to create and deliver learning specific to your needs.

You can also contact one of our extensive network of Adobe Authorized Training Center partners. Just search based on your location and/or product expertise.
The Adobe Community Forums are an outstanding resource available to your organization for assistance with virtually any technical support topics. To get started:

2. Click ‘Sign In’ from the top navigation bar.
3. Enter your Adobe ID credentials and you’re on your way.

Some enterprise-specific forums that might interest you include:

- Creative Cloud Enterprise Deployment Forum
- Acrobat & Reader Enterprise Deployment Forum

Additionally, you may find our product-specific forums valuable in the event you’re looking for advice with how-to or other troubleshooting questions:

- Creative Cloud
- Document Cloud
- Acrobat DC
- Acrobat Reader DC
- Adobe Stock
- Photoshop CC
- InDesign CC
- Illustrator CC
- Dreamweaver CC
- Adobe Muse CC
- Animate CC
- Lightroom CC
- Premiere Pro
- After Effects

These forums are monitored by both Adobe Staff and members our Adobe Community Professionals (ACP) program. They’ll gladly assist you with any questions you may have about getting Creative Cloud and/or Acrobat deployed within your organization.

For a full list of all our Adobe Forum Communities please visit: https://forums.adobe.com/welcome

We also offer a comprehensive help & resources section for using our forums where you can learn helpful insights on how to ask questions for the fastest resolution in addition to guidelines and FAQs to make the most of your community experience.
The Adobe Customer Program provides opportunities to tell your story of business success achieved through innovation with Adobe technology.

Program participants come from a variety of industries and hold a range of positions from senior managers to senior executives.

Program benefits include:

- Professional growth opportunities with catered speaking engagements
- Thought leadership visibility leveraging Adobe PR, social media, and community outlets, such as CMO.com
- Featured promotion within our Adobe.com Customer Showcase:
  - Adobe is ranked #68 on Interbrand’s top global brands
  - Adobe.com is one of the most highly trafficked websites globally, with more than 25 million visitors monthly*
- Peer-to-peer networking opportunities
- Stronger relationships with Adobe leadership to discuss future product enhancements to help your business

What’s involved?

The Adobe Customer Program team works with you to identify program activities that align with your short- and long-term interests. We strive to offer opportunities that meet your goals; we don’t expect a one-size-fits-all program commitment.

Activities may include:

- Adobe customer success stories or featured customer videos
- Interviews with press, industry analysts, and potential Adobe customers
- Nomination for industry awards and featured speaking engagements at industry events

We welcome participation in our program and would love to hear your story. For more information, please send an e-mail to custref@adobe.com or visit us online at our Customer Showcase:

http://www.adobe.com/customershowcase.html

*According to Compete.com
Anniversary Dates / Check-Ins

Throughout the duration of your enterprise term license agreement, we want to be in constant communication with you and have regular check-ins. At a minimum, we would like to hold a review with you annually. From Adobe, you’ll meet with your Adobe team—which includes an Account Executive and a Solution Consultant, and for many accounts, a Customer Success Manager and an internal Adobe Champion.

Prior to the annual anniversary, we will alert you. As part of this review and as your obligation per the enterprise term license agreement, we ask you provide us with deployment information 90 days in advance of your anniversary. This will allow us to help you get an understanding of your needs, and will help us be more productive when building the following year plan.
## Timeline for Payments and Check-Ins

<table>
<thead>
<tr>
<th>Day 0</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Day -1: Agreement Signed</td>
<td>Check In</td>
<td>Check In</td>
</tr>
<tr>
<td>-1</td>
<td>Day 0: Customer Sends Adobe PO</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 1</td>
<td>Onboard Sign up for Newsletters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 90 (3 Months)</td>
<td>Receive Quarterly Newsletter</td>
<td>Receive Quarterly Newsletter</td>
<td>Receive Quarterly Newsletter</td>
</tr>
<tr>
<td>Day 180 (6 Months)</td>
<td>Adobe reaches out about deployment data required</td>
<td>Adobe reaches out about deployment data required</td>
<td>Adobe reaches out about deployment data required</td>
</tr>
<tr>
<td>Day 270 (9 Months)</td>
<td>Customer emails Adobe deployment data to <a href="mailto:elattrueu@adobe.com">elattrueu@adobe.com</a></td>
<td>Customer emails Adobe deployment data to <a href="mailto:elattrueu@adobe.com">elattrueu@adobe.com</a></td>
<td>Customer and AE discuss next steps for next three years Customer sends Adobe deployment data to their AE</td>
</tr>
<tr>
<td>Day 320 (10 Months)</td>
<td>Quote is sent to customer</td>
<td>Quote is sent to customer</td>
<td>Adobe presents Customer with new ETLA contract</td>
</tr>
<tr>
<td>Day 350 (11 months)</td>
<td>Customer emails PO to Adobe at <a href="mailto:omsjose@adobe.com">omsjose@adobe.com</a></td>
<td>Customer emails PO to Adobe at <a href="mailto:omsjose@adobe.com">omsjose@adobe.com</a></td>
<td>Customer emails PO to Adobe at <a href="mailto:omsjose@adobe.com">omsjose@adobe.com</a></td>
</tr>
<tr>
<td>Day 355 (11 months)</td>
<td>Adobe sends Customer Invoice based on PO submitted</td>
<td>Adobe sends Customer Invoice based on PO submitted</td>
<td>Adobe sends Customer Invoice based on PO submitted</td>
</tr>
<tr>
<td>Day 360 (12 months)</td>
<td>Adobe bills customer for extra seats used over entitlement count (True-Ups)</td>
<td>Adobe bills customer for extra seats used over entitlement count (True-Ups)</td>
<td>Adobe bills customer for extra seats used over entitlement count (True-Ups)</td>
</tr>
<tr>
<td>Day 365 (12 months)</td>
<td>Customer pays Adobe for True-Ups Adobe and Customer meet to review year and hold check-in</td>
<td>Customer pays Adobe for True-Ups Adobe and Customer meet to review year and hold check-in</td>
<td>Customer pays Adobe for True-Ups Customer sends Adobe a PO</td>
</tr>
</tbody>
</table>