

Adobe Creative Cloud for teams

the complete guide







Creative Cloud for teams is one of the most exciting developments to hit the industry in years, as the concept is so different to anything we've seen before, and so essential to our customers. To help you understand what the big switchover is, we've produced this brochure. Here's what's in it:

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you think we help you create

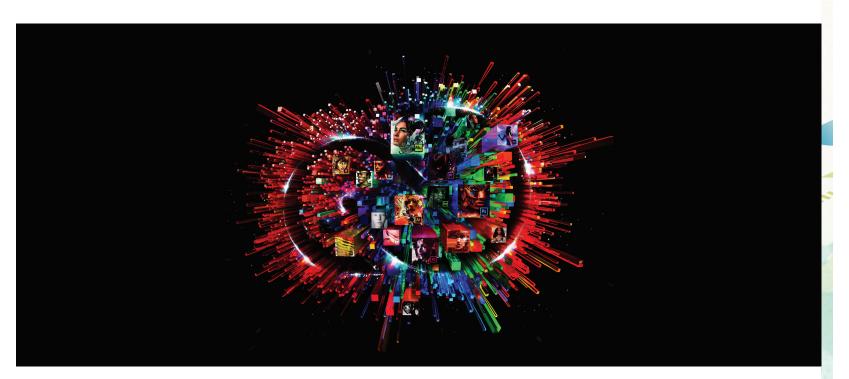
What is the Creative Cloud for teams?

With Adobe® Creative Cloud™, a simple annual membership gives you the entire collection of Adobe tools and more. Love print? Interested in websites and iPad apps? Ready to edit video? You can do it all. Plus, Creative Cloud members automatically get access to new products and exclusive updates as soon as they're released. And, with cloud storage and the ability to sync to any device, your files are always right where you need them.

Say goodbye to the Creative Suite as you know it. Adobe has launched the future of creative software licensing - the Creative Cloud for teams. This is a membership based online hub where, in addition to being able to download the entire CC collection, you can also access extra applications which are normally chargeable or unavailable any other way. Moreover, you can create, share and explore creative work.

The perpetual licensing system is now a thing of the past. No more paying significant amounts upfront for each individual application only to find you need to pay extra when a new upgrade is released. No more falling behind the latest creative standards. No more doubting whether the investment was worth it. Say hello to tools and compatibility responsive to your immediate creative needs. With the Creative Cloud, you only pay

for the subscription, which means that you get a lower up-front cost for accessing the CC collection and more, and, for the duration of your contract, quick, unlimited upgrades are included for any of the applications, as and when they are released. What's more, if one of your team members leaves the company, or moves onto another project, you can simply re-assign their seat to someone else. Still in doubt? Then read on.







Why switch?

If you are a company in need of Adobe's entire software library, then look no further: the Creative Cloud for teams with Colyer London is the plan you have been waiting for! You now have access to Adobe's latest, greatest applications, at a lower cost than Master Suite.

Though software-as-a-service isn't a new concept, Creative Cloud is the most prominent professionalgrade example so far. Balance the one-time purchase price against the monthly fee and even that is reason enough to switch to the Creative Cloud for teams. It is an option that makes sense for a lot of businesses who can't handle the up-front costs of the regular Creative Suite. Current Creative Suite users (CS3 or later) can save 43% off the first year on Adobe Creative Cloud for teams. Here's our top 4 reasons why this is a good choice:

1. Fluidly updated software

In Adobe's case, it means that Creative Cloud for teams customers get new features before the perpetual-license crowd. This more fluid update style is becoming increasingly common and very convenient.

2. Online services

The Creative Cloud for teams comes with a range of online services. The spotlight is a Dropbox-like ability to sync files across Mac, Windows, iOS, and Android devices; furthermore, memberships come with 100GB of storage space for the service. In addition, Adobe's Business Catalyst hosting service lets you run up to 5 websites. It's of course integrated with Adobe Muse

and the downloadable fonts in Adobe's TypeKit service for a more polished look. Social tools to show off designs, comment on others' work, share tips, and the like are also included.

3. Lower barrier to entry

Adobe has a strong reputation for impressive design products, but at a cost of hundreds or thousands for the software suites, you may of course be deterred.

But £456 over the course of a year is compelling, considering the £180 savings.

4. Bundling bonanza

The Creative Cloud comes in one size only: everything. Subscribing to the Creative Cloud for teams, you might also discover that Edge, Premiere Pro or Lightroom are just as useful as your regularly used software. Not to mention you can publish magazines to iPads with the Digital Publishing Suite and use a wide selection of normally chargeable fonts thanks to Typekit. The Creative Cloud for teams is here to please.



For even more reasons to switch to the Creative Cloud for teams, call us now at **020 7833 0888** or get in touch at **VIP@colyer.co.uk**.

^{*} preferential pricing until 28/11/2014 and is for existing CS users upgrading 5 seats or more from a previous version.

What's in it?

Adobe® Creative Cloud™ comes with all the Adobe core applications, plus a suite of extra apps and services that you can download and install at any time. Moreover, you have access to new features and services as they're released.* Put it this way: as a Colyer London VIP customer, you'll be the first to get all the new applications when they come out!

Adobe® Creative Cloud™ lets you download and install any or all of the core applications and more, always updated with the latest features. What's more, your Creative Cloud membership includes a free library of training videos, so it's easy to get up and running fast. Here's what's included:

CC Master Collection:

Adobe Photoshop CC **
Adobe Illustrator® CC
Adobe InDesign® CC
Adobe Acrobat® X1 Pro
Adobe Flash® Professional
Adobe Flash Builder® 4.6 Premium CC
Adobe Dreamweaver® CC
Adobe Fireworks® CC
Adobe Premiere® Pro CC
Adobe After Effects® CC
Adobe Audition®
Adobe SpeedGrade™
Adobe Prelude™
Adobe Encore®

Creative Cloud extras:

Adobe Photoshop Lightroom® 4 Adobe Muse™ Adobe Edge Tools of Services Digital Publishing Suite †

Touch Apps:

Adobe Photoshop Touch ‡
Adobe Proto
Adobe Ideas‡
Adobe Debut
Adobe Collage
Adobe Kuler®

Services:

Device and PC sync 100 GB Cloud storage Adobe Business Catalyst® Adobe Typekit® Adobe Story CC Behance









Adobe Bridge

Adobe Incopy CC

Adobe Media Encoder









^{*} Products may integrate with or allow access to certain Adobe or third-party hosted online services ("Online Services"). Online Services are available only to users 13 and older and require agreement to additional terms of use and Adobe's online privacy policy (visit www.adobe.com/go/terms). Online Services are not available in all countries or languages, may require user registration, and may be discontinued or modified in whole or in part without notice. Additional fees or subscriptions charges may apply.

^{**} Photoshop Extended 3D features and some GPU-enabled features are not supported on Microsoft® Windows® XP.

[†] Creative Cloud membership does not include the annual fee for the Apple Developer Program. Mac OS is required to use DPS App Builder. ‡ Purchased separately.

	Design & Web Premium	Design Standard	Production Premium	Master Collection	Creative Cloud for teams
Adobe Photoshop Extended	х		х	х	Х
Adobe Photoshop		х			
Adobe Illustrator	Х	х	х	х	Х
Adobe InDesign®	х	x		х	Х
Adobe Acrobat® Pro	х	x		х	Х
Adobe Flash® Professional	Х		х	х	Х
Adobe Flash Builder®				х	Х
Adobe Dreamweaver®	х			х	Х
Adobe Fireworks®	Х			х	Х
Adobe Premiere® Pro			х	х	Х
Adobe Prelude™			x	х	Х
Adobe SpeedGrade™			х	х	Х
Adobe After Effects®			x	х	Х
Adobe Audition®			x	х	Х
Adobe Encore® CS6			x	х	Х
Adobe Bridge	х	х	x	х	Х
Adobe Media Encoder	х	х	х	х	Х
Adobe Photoshop Lightroom®					Х
Adobe Edge					Х
Adobe Muse™					Х
Adobe Expert Support (two incidents per member, English only)					х

----- Product offering matrix

With the Creative Cloud for teams you get everything included in Creative Suite and more! But remember, this is not a subscription version of CS. In addition to the Master Collection CS, the Creative Cloud for teams comes with some unique advantages and additional desktop apps such as: Muse, Edge, Business Catalyst and Typekit, as well as a suite of services and facilities to help you easily manage your creative software.



Creative Cloud for teams was designed to simplify the licensing process and help companies centralise their creative tools. Streamlined access to CS and all the extra features make Creative Cloud for teams the go-to option if you're in the creative industry.



CC Master Collection

Get every CS6 tool and more — the apps you rely on every day are all included in the Creative Cloud for teams membership. A free library of training videos makes it even easier to get started. Print, video, web, or mobile: everything you need to create anything you can think of is included in your membership.



Adobe® Muse™

Adobe® Muse™ software enables designers to create HTML websites for desktop and mobile devices, without writing code. Design web-standard sites, like you design print layouts. Use familiar features, hundreds of web fonts, and built-in tools to add interactivity. Then, publish with the Adobe Business Catalyst® service and redeem site hosting support, or publish with any hosting provider.



Lightroom 4

Create incredible images, share them easily, and efficiently manage your entire photo library. Adobe® Photoshop® Lightroom® 4 software provides a comprehensive range of features for your digital photography tasks, from powerful yet simple automatic controls to state-of-the-art advanced tools. Bring out the best in every image and experiment freely with comprehensive image processing tools in a nondestructive environment. Create images that inspire, inform, and delight.





Adobe® Digital Publishing Suite, Single Edition

Adobe® Digital Publishing Suite, Single Edition provides small to midsize design studios and freelance designers an intuitive and affordable way to create, develop, and deliver iPad apps such as brochures, portfolios, yearbooks, or annual reports without writing code. Its newly improved workflow is tailored specifically to meet the needs of designers. Use familiar Adobe InDesign® CS6 skills to develop content that inspires and engages. As a valued Adobe Creative Cloud™ for teams members, you can now submit an unlimited number of iPad apps to the Apple App Store (Creative Cloud membership does not include the annual fee for the Apple Developer Program. Mac OS is required to use DPS App Builder).





Business Catalyst

Get everything you need to build dynamic sites, including tight integration with familiar platforms, timesaving modules and templates, detailed reporting, and automated updates and patches with Adobe Business Catalyst. Powerful extensions to Adobe Dreamweaver® and Adobe Muse™ software make it easy to work within your preferred environment. With a one-stop approach to content management, Business Catalyst makes it easy to build your website, without constrictive theme frameworks. Use a prebuilt template or your own HTML/CSS — it's your choice.





Adobe® Edge Tools & Services

Edge Tools & Services allow web designers and developers to create beautiful, mobile-ready content and apps with HTML, CSS, and JavaScript. Combine Edge Tools & Services with existing tools and technologies in an end-to-end workflow to design, animate, code, package, and deliver engaging content and applications. Edge Tools & Services includes:



Edge Animate

Create interactive and animated web content. Use an intuitive interface that's based on WebKit, so your



compositions have fidelity across modern browsers. Add motion to graphics and HTML elements with amazing accuracy thanks to the innovative timeline editor. Open existing HTML pages and add motion to individual elements. Edge Animate works natively with HTML, and the animation code is stored in a separate file so the integrity of the page is preserved.



Edge Inspect

Preview & inspect web designs on devices. Wirelessly pair multiple iOS and Android devices to your computer. With Edge Inspect, you



browse in Chrome, and all connected devices will stay in sync. Target a device for Remote Inspection using familiar development tools, make changes to your HTML, CSS and JavaScript and see your device update instantly. Press a single button to grab screenshots from all your connected devices and easily save and share.



PhoneGap Build

Build great mobile apps with HTML, CSS, and JavaScript. Cut down on development time by reusing your existing skills, frameworks, and tools. Get app store-ready apps without the headache of maintaining native SDKs. We do the work for you in the cloud, by building your app with the most up-to-date SDK for the platforms you're targeting. Target iOS, Android, Windows Phone, Blackberry, webOS, and Symbian devices, by building apps with web technologies.



Edge Code

Edge Code understands the relationship between HTML, CSS, and JavaScript. It's a tool for coding the web that



actually evolves with the web. Live Development, quick editing, and integrated visual design tooling help speed up your development without getting in the way of your code.



Edge Web Fonts

Edge Web Fonts gives you access to a vast web font library made possible by contributions from Adobe, Google, and



designers around the world. Fonts are served by Typekit, so you can be sure of high performance and stability. Plus, it's free and conveniently built into Edge Code!



Typekit

Use commercial fonts on the web. Browse fonts by classification, properties, or recommended use. Or browse lists for ideas if you aren't



sure what you want. Just copy and paste two lines of code into the <head> of your documents. Add selectors via our handy Kit Editor, or – if you prefer to hand code your sites – use our font family names in your own CSS. And the good news is, these fonts work just about everywhere, from desktop browsers to mobile devices.

Share and share alike

Share widely. Collaborate privately. Now it's easy to keep everyone on the same page. Share files with one person or with a larger team. The latest industry-leading security and encryption technology is built right in.

Creative Cloud for teams lets you share files and collaborate closely with colleagues inside or outside of your organization. You can use it to create and manage virtual workgroups, get feedback on your latest project, add and view comments, and sync files seamlessly between devices. This robust and sophisticated sharing platform comes with 100GB per seat of cloud-based storage and device syncing capabilities, so files and projects can be shared virtually anywhere, anytime.

Moreover, you can set sharing permissions on groups of files organized by either folders or thematic collections, build a profile out of publicly shared files, and follow the work of other members who inspire you, all under the same intuitive license management and permission tools so you and your coworkers can focus on creating beautiful work, not juggling your software and projects.

To find out how your company could benefit from the sharing capabilities of the Creative Cloud for teams, give us a bell at **020 7833 0888** or drop us a line at **VIP@colyer.co.uk**.



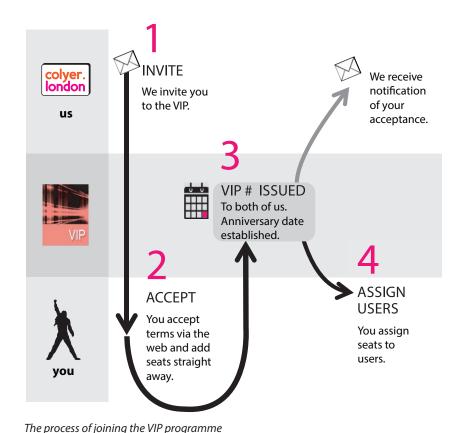
This is the VIP

New from Adobe, VIP is a subscription-based licensing program designed for companies of all sizes. With a Colyer London VIP membership, no minimum license purchase is required. Management is easy. Deployment is immediate. And compliance is automatic.

The Value Incentive Plan (VIP) is a new licensing program that dramatically simplifies your licensing experience. The low cost of entry and the all-new, membership program makes it easy for your company to acquire, deploy, purchase and manage Adobe software. You enrol in Adobe's VIP

program through us; once you provide some basic information about your company and complete your enrolment, you gain immediate online access to all of Adobe's products and services. You can access them all through the **Admin Console**, your own personalised dashboard which you

can log on to with your Adobe ID. Here you can download and install applications, and you then have 30 days to pay for your membership. If you fail to do so, your software will stop functioning (this ensures that your software stays compliant).



This is how it works:

- 1. You let us know that you are inetrested.
- 2. We send you an invitation to join the Value Incentive Plan.
- 3. You accept the invitation online and add as many seats (licenses) as you need.
- 4. Adobe issues a VIP ID number that you share with us. The date when this number is generated sets your anniversary with Adobe.
- 5. You can now begin assigning seats (licenses) to users (employees) and download the applications you need.

Working with the Admin Console

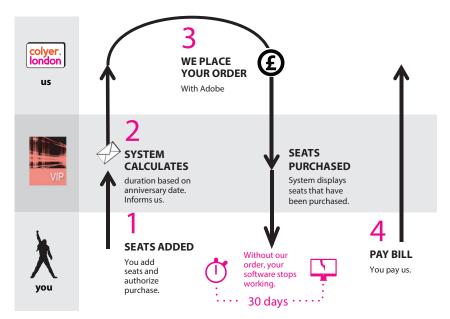
Deployment management is one of the key features of the VIP Program. VIP Members have the ability to view information about deployed/added licenses, such as which individuals currently have deployed licenses, and the number of seats purchased vs. the number of seats deployed. VIP Administrators may assign, unassign and reassign licenses, all from the Admin Console.

This is how it works:

- 1. Once you accept our invitation, your VIP number is generated and your anniversary is established.
- 2. You add as many seats as you want in the Admin Console and then submit an order to us.
- 3. The system calculates the duration of the new memberships based on your anniversary.
- 4. We place your order with Adobe.
- 5. The seats are now purchased and you can begin assigning the seats to individual users.
- 6. You complete the purchase with us within 30 days (or software stops working).



A VIP Number is a unique identifying number that designatesyour company as a member of the VIP Program. You should keep track of your VIP Number and provide it to us prior to purchasing any licenses. This number will remain in effect as long as you choose to participate in VIP.



The process of adding and deploying seats



The Admin Console allows you to:

- Designate additional administrators
- Add more seats and deploy them immediately
- Assign or remove seats to designated users
- View the number of purchased vs. added seats

1	Karina Stevenson (Admin) ksteves@adobe.com	0 GB	Pendin
2	Margaret Hamann mhamman@adobe.com	0 GB	Pendir
3	Enter user email	Invite user	×
4	Enter user email	Invite user	×
5	Enter user email	Invite user	×
6	Enter user email	Invite user	×
7	Add a Seat		

TIP!

If the person who is being assigned licenses has an Adobe ID, use the email address associated with their Adobe ID.

For help workign with the Admin Console, who you gonna call? We're always here to help at **020 7833 0888** or at **VIP@colyer.co.uk**.

Adobe's Value Incentive Plan radically simplifies the licensing experience. This means you can now purchase, deploy and manage Adobe products from the same dashboard. Management made easy!

Benefits

The Admin Console view

- lower cost of entry: through Adobe's VIP you can license multiple Adobe products with your single membership
- free unlimited upgrades:
 you no longer have to
 upgrade at an extra cost, as
 upgrades are available free
 of charge for the duration
 of your membership, as
 and when you choose to
 upgrade.
- fast, easy access: it's simple to sign up through your reseller and once your enrolment is complete you can provide everyone

- easy, immediate access to their software. Deploy Adobe even before the license purchasing process is complete!
- immediate compliance:
 once you enrol, you can start
 downloading and using
 products straight away. You
 then have 30 days to pay for
 your membership, and if you
 fail to do so, the software will
 stop working.
 - as many licenses as you need: to support companies of all sizes, VIP has no minimum license purchase requirement. You can deploy as few or as many licenses as you need, and

- renew them all at once. No more hassle and keeping track!
- Admin Console gives you a convenient overview of all managerial tasks for your business; here you can see which products have been purchased and which ones have been deployed, track licences and get instant access to upgrades.

Your membership

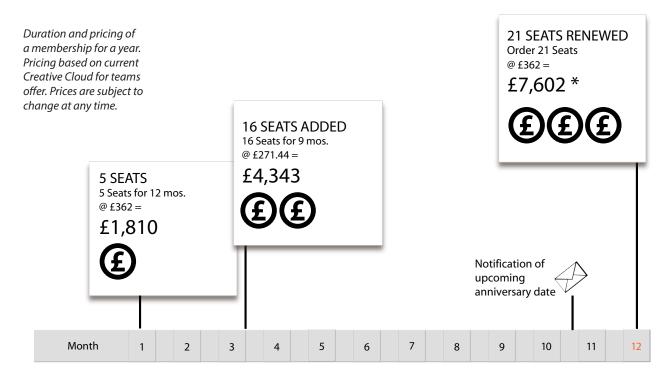
The beauty of Adobe's VIP is that it has no minimum license purchase requirement. Your organization can deploy as few or as many Adobe subscription licenses as it needs. And no matter when you add licenses, all your subscriptions track to the same anniversary (with pricing prorated accordingly), which makes them easier to manage and enables you to renew them all at the same time.

Membership for the VIP will be ongoing. Once you are enrolled in the program, your membership remains effective until you choose to leave the program by giving a 30-day notice of cancellation. You will have a yearly **Anniversary Date** which will serve as the date each year in which all licenses purchased under VIP will need to be renewed. Subscriptions begin on the day seats are added, and will expire

the day prior to the Anniversary
Date each year. The default
Anniversary Date will be exactly
one year and one month from the
date you accept the terms and
conditions. Subscription duration
and subsequent payment for seats
and products added throughout the
VIP Membership will be prorated
on a monthly basis, always looking
forward to the same day of the
month as the Anniversary Date.



Subscriptions are always for at least 1 full month, but you may place additional orders at any time throughout your VIP Membership. You can either contact us first, or can indicate your intent to purchase by Adding Seats in the and then submitting your order to us.



Start Date * 2nd Year lock in price if ordered before November 28th 2014 Anniversary Date

Comparison with CS6

Creative Cloud for teams is a completely new way to think about software. Perpetual software like Creative Suite offers a specific combination of applications with finite feature sets. But a Creative Cloud membership offers an ecosystem of desktop apps, mobile apps, online services, and collaboration tools that not only connect your creative workflows but continue to add ongoing value through continuous innovation. This document provides a comprehensive comparison of a Creative Cloud for teams membership vs. perpetual Creative Suite software.

Considerations	Creative Cloud for teams	Creative Suite 6
Product	 Complete Plan includes the entire collection of creative apps, including Lightroom, Muse, Edge, InCopy, Acrobat XI, and innovative mobile apps that work seamlessly with CC desktop apps Single app includes one app of your choice Both plans include access to new features and updates at no additional charge Hundreds of new features have been added to CC apps since CS6 	 Includes perpetual license for CS6 only CS6 hasn't been updated since April 2012
Services	 100 GB of cloud-based storage per user with Complete plan Online services for file sharing, collaborating, and reusing assets across desktop and mobile apps Showcase and discover creative work with Behance Access to over a 1,000 font families—all organized, searchable, and easy to add to your projects And more! 	• Notavailable
Support	 Free getting started support One-on-one "how to" support sessions with Adobe product experts twice annually with Complete plan Access to an ever-growing library of training videos and easy-to-use learning content 	• Free getting started support
Budgeting	 Ability to treat costs as ongoing operating expenses Greater control and budget predictability 	Upfront capital expense for each new seat or upgrade
License Management	 Purchase via the Adobe Value Incentive Plan (VIP) Easily add, remove, and reassign users from one central Admin Console Easily track license compliance and versions Add seats throughout the year that co-terminate on a single anniversary date for simplified management 	 Purchased from Adobe.com Reporting from the Adobe Licensing Website (LWS) for licenses purchased through Adobe Volume Licensing programs; shows transactional history, but no consolidated view of licenses Ability to pull purchase history report for list of receipts
Deployment	 Centrally deploy and update through Creative Cloud Packager or enable users to install and update on their own 	 From LWS, download the Adobe Application Manager Enterprise Edition to create packages

Duration and pricing of a membership for a year. Pricing based on current Creative Cloud for teams offer. Prices are subject to change at any time.

Special introductory offer for our existing Adobe customers:

£636 £362*Fixed for 2 years!

Creative Cloud

for current customers (CS3 or later)

FEATURES

Creative Cloud complete	✓
Additional desktop apps	✓
Requires 1-year contract	✓
Workgroup capabilities	✓
License management for workgroups	✓
Centralised billing	✓
Expert Services**	✓
File storage	100 GB

^{*} preferential pricing until 2 8/11/2014, initial 1 year contract required, 12 months paid upfront list price £362 per seat for existing creative suite users.



Think of this as the ultimate toolkit that offer exactly the right tool, when you need it. This ensures you're always up-to-date and up-to-scratch with all your Adobe software. This is your all-inclusive card to the Adobe club.

To sign up to the Adobe VIP, just give us a call at **020 7833 0888** or email us your details at **VIP@colyer.co.uk** and we'll take it from there.



^{**} limited to two calls per seat.

FAQ

Here's a list of common questions you too may have asked yourself about the Creative Cloud for teams:

Can I run the applications on a Mac and PC?

Desktop applications are available on both platforms.

Will Creative Cloud applications run more slowly?

No, because the Creative Cloud applications are installed locally, which means you'll enjoy all the cutting edge enhancements of CC such as 64-bit support in Adobe Photoshop® and Illustrator® and the Adobe Mercury Performance Engine with the same performance as applications installed from a DVD.

Will I get updates when new versions are released? Do I need to run the latest version? Do I need to test it first?

Creative Cloud gives you access to the latest applications and upgrades are included for the term of your membership. However, installing them is up to your discretion upgrade when you want.

Why is Adobe Creative Cloud being offered as a membership?

Creative Cloud is being offered as a membership to provide maximum flexibility, lower up-front costs, and most important, the ability for Adobe to deliver cutting-edge innovation on an immediate and ongoing basis to keep you ahead of the changing technology and device landscape.

Do I need to be connected to the Internet all the time?

No, the applications install on your local hard drive and function the same as the desktop versions. Syncing to the cloud is optional.*

Security is very important to our organization. Aren't traditional desktop versions more secure?

All applications for both traditional licensing and Creative Cloud install and run on the desktop. So, desktop software security is not a factor in choosing between Creative Cloud and Creative Suite.

If you still haven't found the answer to your question, why not give us a call at **020 7833 0888** or drop us a line at **VIP@colyer.co.uk**?

We're always happy to help out!



^{*} Internet connection required. Syncing functionality requires a separate download and agreement to additional terms. Adobe online services, including the Adobe Creative Cloud service, are available only to users 13 and older and require agreement to additional terms and Adobe's (http://www.adobe.com/misc/privacy.html) online privacy policy. The applications and online services are not available in all countries or languages, may require user registration and may be subject to change or discontinuation without notice. Additional fees or membership charges may apply.

020 7833 0888 www.colyer.co.uk comms@colyer.co.uk

you think we help you create



