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## **Adobe® Open Options: Volume Programs Volume License Program (VLP) & Education License Program (ELP)**

Dear Valued Reseller:

Thank you for your license support of Adobe's Open Options licensing programs: Volume License Program (VLP) and Education License Program (ELP). Adobe launched its Open Options license program in July 1998 and has had tremendous success with the program thanks to your support.

Under the Adobe Open Options program, we offer volume discounts on Adobe product licenses. Through the Adobe Open Options programs we give our corporate, education, and small-business customers the opportunity to significantly lower their total cost of licensing (TCL) while also deploying world-class productivity applications flexibly and with reduced license fees. Businesses and educational institutions can qualify for volume licensing with orders as small as 10 licenses.

For needs under the minimums Adobe offers retail shrinkwrap boxes and Multipacks.

### **Features and Benefits**

- Now you can take advantage of the Open Options license pricing on Acrobat for as few as 10 seats – yes, the minimum order for Acrobat has been lowered to 10 units.
- Attractive volume-based pricing for a minimum initial purchase of 10 units
- A simple order process
- 2-year, prorated maintenance plan with automatic deployment of upgrades on covered products
- Media and Docs available to order with your licensing orders
- Concurrent-use licensing available
- The advantages of Adobe's Alliance Premium Technical Support

In one easy to administer program the Adobe Open Options plan offers customers cost-effective license fees for Adobe software products.

We are sure this program will continue to add to your success selling Adobe products. Thank you for your continued support.

Adobe Systems