

## LICENSING OF ADOBE SOFTWARE

Experience how to license your Adobe software usage as it is defined within the contractual foundations.

The Deloitte SAM Academy provides a comprehensive training program for all key activities relating to Software Asset and License Management (SAM). The content of the SAM Academy has evolved from Deloitte's long-term SAM experience in diverse customer projects and covers the entire software lifecycle. We offer impartial guidance and training independent of any software vendor or tool provider.

Since spring 2013 Adobe has intensified its efforts to establish their new license model in the market. The recent sales model will be changed into a rent model. This will lead to an increasing number of license reviews and presentation of new contract models to medium-sized companies and key accounts. With this training, you will get to know Adobe's software licensing and contractual basics to be prepared for discussions and negotiations with Adobe.

### I. Changing Adobe licensing model – differences between sale and rent

- Introduction to differences and similarities between the sales and rent model from different perspectives
- Business perspective: Adobe brands and product portfolio
- Technical perspective: Deployment, update and registration
- Commercial perspective: Contracts, procurement, licensing, costs

### II. Assessment of the Adobe cloud

- Elaborate a common evaluation of the new rent model

### III. Contractual design

- Relevant Facts for strategic decisions, contract negotiations and Adobe's Audit practice

### IV. Excursion – technical implementation

- Information about the implementation and adaption of the infrastructure
- References on the subjects software provisioning, software packaging and distribution

The training addresses software contract and license managers, heads and employees of procurement departments as well as IT decision-makers.

One day

On request

Pauline Schäfer | +49 151 14880963 | [info@samacademy.eu](mailto:info@samacademy.eu) | [www.samacademy.eu](http://www.samacademy.eu)

