

# ADOBE ETLA IMPLEMENTATION PACK

Everything you need to know about your new Adobe Licensing Agreement

## Background

The Police ICT Company is a private company established by Police and Crime Commissioners to support policing to make the public safer through better ICT. They act as a bridge between the policing, technological and commercial worlds, helping their members buy and manage ICT more efficiently. The Company also aims to promote new technologies, industry best practice and improved collaboration.

## The Police ICT Company objectives

[ict.police.uk](http://ict.police.uk)

### Lead and challenge

- to provide thought leadership and guidance in relation to technology, including the development of strategy, standards and architecture design

### Deliver

- to deliver services such as national systems and solutions, applications, procurement services and a catalogue of products

### Support

- to support members to develop strategy and make investment decisions in terms of technology infrastructure, services and solutions, enabling collaboration and integration in order to improve efficiency and effectiveness

### Innovate

- to bring together the operational requirements of policing with the innovation of industry thereby ensuring policing is equipped to make the best use of available technology to improve services and increase efficiency

## Why Adobe?

As software used across all UK police forces, but often purchased ad-hoc at inconsistent price points, Adobe represents a fantastic opportunity for cost savings.

## Bytes Software Services

Being at the forefront of Software Licensing for over 30 years, Bytes Software Services hold strategic relationships with all major software vendors.

Holding the highest reseller accreditation with Adobe and the necessary technical and operational expertise, Bytes have the ability to process and implement Adobe Enterprise Term License Agreements (ETLA).

## Implementation Pack:



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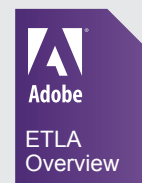
## About the Adobe ETLA



### What is an ETL Agreement?

An Adobe Enterprise Term License Agreement (ETLA) is a flexible buying program designed exclusively to meet the needs of large enterprises. An ETLA can include a full range of creative solutions, multiple products, or individual products offered by Adobe. It is the sole licensing method for Adobe Creative Cloud for enterprise and Adobe Document Cloud for enterprise and it can also be used to license Digital Publishing Suite, Adobe Anywhere for video, Adobe Experience Manager, and more. Adobe ETLAs are restricted to a minimum licensing order of \$125,000 over the three-year term.

This ETLA has therefore leveraged a discount level unobtainable to the majority of UK Forces.



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### ETLA Key Benefits:

- > Long-term reduction in costs compared with ad-hoc purchasing
- > The lowest price level of any Adobe licensing program
- > Yearly costs for predictable budgeting
- > Full licensing compliance for the contract term
- > Constantly up-to-date with the latest product versions
- > Easy software deployment through the Enterprise Dashboard
- > Security - anonymous offline deployment suited to secure environments
- > 24/7 Support direct from Adobe – 0-800-280-441, techcare@adobe.com

### The following products are available through The Police ICT Company's ETLA:



Adobe Acrobat DC Pro



Adobe Creative Cloud Single Apps

Adobe Creative Cloud  
for Enterprise Complete

Adobe Captivate



Adobe Contribute



Adobe Lightroom



Adobe Photoshop



Adobe Premier Pro



Adobe InDesign



Adobe After Effects



Adobe Dreamweaver



Adobe Illustrator



Adobe InCopy



Adobe Flash Professional



Adobe Audition



Policing over the years has faced a challenge with decentralisation of software making it difficult to manage, restrictions to critical updates/patches and accessibility issues when software is not suitable for secure networks. Short-term measures to reduce costs often come at the expense of a reduction in services or updates that in the long term can create security concerns and reduced access to critical software changes

**Martin Wyke,**  
Police ICT Company CEO





## Deployment

### Deploying Software

Creative Cloud for enterprise offers two licensing and deployment models: **Anonymous deployment** and **Named User deployment**.

**1. Anonymous deployment** uses serial keys to license and activate apps, and is managed via the Adobe Licensing website. <https://licensing.adobe.com/>

#### > Security

Forces who want to disable all cloud features are advised to use the serial key method (rather than the enterprise dashboard) option when validating and deploying software.

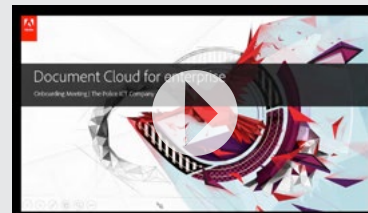
#### > Serial number entitlement

Applications may be provisioned with a serial number. These applications are deployed anonymously and do not require a user to authenticate to the Adobe servers. However, users in a serialised deployment scenario will not be able to access any of the services available in Creative Cloud.

#### > Where to go for software download and serial keys

The main administrator whose email has been provided to Police ICT Company will be added to the Adobe Licensing Website (LWS) <https://licensing.adobe.com/> this website contains software downloads and serial keys for Police ICT Company participants only (this is not the Enterprise Dashboard). The administrator can log into this website to retrieve serial keys, downloads for Acrobat and Creative Cloud and can also add further IT administrators.

**2. Named User deployment** is a new deployment method available to our Creative Cloud for enterprise customers that uses an identity-based model to assign licenses to users; this new deployment option is managed via the Adobe Enterprise Dashboard. <https://helpx.adobe.com/enterprise/help/aedash.html>



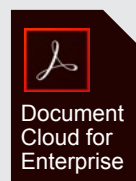
Click above for the **Start-Up Deployment** webinar



Bytes have partnered with Police forces for over 30 years, and this Adobe ETLA is confirmation of the opportunity for cost savings with centralised, national contracts

#### Chris Swani

Divisional Director  
Public Sector,  
Bytes Software Services



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### Creative Cloud Packager

Whether you are going to use Anonymous or Named User deployment, the Creative Cloud desktop apps can be packaged together for distribution with the Creative Cloud Packager (Named User deployment also offers a self-service option for users to install their own apps).

Creative Cloud Packager is a tool that enables administrators to package all Creative Cloud applications and updates, or a customised subset.



Click above for a recorded demonstration of the **Creative Cloud Packager**

[Deployment contd...](#) >

To find out more about our **ETLA Deployment** contact us on:  
**PoliceICT@bytes.co.uk** | **01372 418500** | **bytes.co.uk**



## Deployment contd

### More resources for deployment:

- More resources for enterprise deployment: <https://helpx.adobe.com/enterprise.html>
- Creative Cloud Packager: <http://helpx.adobe.com/creative-cloud/packager.html>
- Video: <http://tv.adobe.com/watch/creative-suite-in-the-enterprise/deploying-creative-cloud-for-enterprise-with-creative-cloud-packager/>
- Acrobat Deployment: <http://www.adobe.com/go/acrobatwizard>

### CREATIVE CLOUD TEAMS (VIP) transition to Enterprise

Some forces may have previously used the Value Incentive Plan (VIP) licensing program and deployed Creative Cloud for TEAMS via a team dashboard. Forces that had this in the past will now transition to Enterprise Term Licensing Agreement (ETLA) and have access to Creative Cloud for ENTERPRISE (CCE).

Team licensing is not the same as Enterprise – the deployment and licensing management methods are different. The Police ICT Company's members will need to discontinue use of VIP dashboards and subscriptions so that they do not end up with duplicate licensing.

#### Adobe security

Adobe take the security of your digital assets seriously. From a rigorous integration of security within the development process and tools to the cross-functional incident response teams, they strive to be proactive and nimble. What's more, Adobe's collaborative work with partners, researchers, and other industry organisations helps to understand the latest threats and security best practices, as well as continually build security into the products and services offered.

[More information on Adobe security measures](#)

### Non-Adobe Products

If you have any alternative products to Adobe currently deployed, then please speak to Bytes at [PoliceICT@bytes.co.uk](mailto:PoliceICT@bytes.co.uk) to explore if Adobe via this agreement will be more cost effective or better for your organisation's needs.

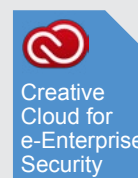


As platinum partner, Bytes have structured various Adobe agreements across the UK Public Sector, including the Crown Commercial Services ETLA.

Bytes identified this opportunity to work with Adobe and The Police ICT Company to bring increased discounts and standardised licensing to The Company's members through one central agreement

#### Luke Kiernan

Adobe Business Development Manager, Bytes Software Services



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## True-up and Ordering Process

### Purchasing and deploying additional Licensing

#### Acrobat Pro – Site-wide deployment model

Participants of this agreement now have access to this site licensing agreement for Acrobat Professional.

Forces who are not yet participants in the Acrobat element are able to join at the contract annual anniversary date. Please speak with The Company or Bytes who will be able to advise on the joining process.

#### Creative Cloud Enterprise and Single Apps – Standard Deployment model

Forces who have raised an order against the agreement have locked in those licenses at a deep discount. Additional licenses can be deployed at any time. Payment for the additional licenses will be made at the annual contract anniversary date, April 1st. Additional licenses are charged at true-up pricing.

Forces who have raised an order against the agreement have locked in that specific quantity of licenses at that price level for the agreement duration.

Additional licenses are charged at true-up pricing and can be deployed at any time.

#### Forces who have not yet raised an order against the agreement have the ability to purchase and deploy at true-up pricing at any time.

Deployment can be made before payment, as payment for this agreement is annual (due on the annual contract anniversary).

An administrator name and email will need to be provided to The Company, Bytes and Adobe if it has not already. This administrator will then be added to the LWS Portal.



The major benefit of this new agreement is in its simplicity and ability to be extended, as member forces are able to deploy the products to colleagues above a 5% minimum user license threshold at no cost and without the need to undertake onerous software asset management"

**Martin Wyke,**  
Police ICT Company CEO

### True-Up Process

#### Creative Cloud and Single Apps

A record must be kept of each license deployed throughout the year. This must be collated together in the attached True-Up Template and sent to [PoliceICT@bytes.co.uk](mailto:PoliceICT@bytes.co.uk) by February 1st 2017, and on the same day each year throughout the agreement's length.

Bytes will then invoice each force according to the information provided on the True-up document.

#### Acrobat PRO

The Police ICT Company will work with each force to get an accurate Full Time Employed (FTE) number around February of each year. Bytes will then invoice each force Acrobat licenses for 5% of the agreed FTE as per the terms and conditions of the ETLA.



To find out more about our **True-Up & Ordering process** contact us on:

[PoliceICT@bytes.co.uk](mailto:PoliceICT@bytes.co.uk) | 01372 418500 | [bytes.co.uk](http://bytes.co.uk)





## Support

The Police ICT ETLA is inclusive of Enterprise Support without additional charges. The following support lines can be contacted for IT, Deployment or User queries.



### Deployment Assistance

Getting guidance on how to effectively install, configure and customise solutions based on your requirements



### 24x7 technical support

Resolve technical issues anytime, day or night, with access to 24x7 support



### Workflow and How-To assistance for Creative Cloud for Enterprise

Solve design challenges and learn about best practices for brand new features with a 30-minute appointment with an Adobe Solution Expert.

Working with The Police ICT Company and Adobe, Bytes Software Services created this document to provide an overview of the Adobe ETLA licensing agreement and ways to use it. If you require any more information please use the contact information provided on this page.



### IT and Technical Support

Support Phone Number: **0-8000-280441**

More Phone Numbers: [Click here.](#)

Support in English (24/7): **techcare@adobe.com**

Non-technical Support: **ecs@adobe.com**



### User and product support

Your organisation is entitled to an unlimited number of Expert Services sessions for Creative Cloud for enterprise. Please consult the support document attached for more details on ETLA Support.



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To find out more about our **Police ICT** offering contact us on:  
**PoliceICT@bytes.co.uk | 01372 418500 | bytes.co.uk**



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