

February, 2013

4A’s IT Committee email thread related to Adobe and their push to their Creative Cloud solution.

**Brad Kramer:**

Our CLP is getting ready to expire with Adobe.  We have historically purchased Acrobat for all employees, Creative Suite for all Creatives and Studio and Master Collection for a few people.  In conversations with Adobe, they are stating that they are completely changing their pricing model and are pushing people towards their Creative Cloud solution.  For us, this will result in a price increase of over 50% during the next 3 years.  Adobe counters this argument by saying we will have access to many more of their products and quicker updates but, in my opinion, that value isn't worth the price increase.  
  
I'm wondering what others are hearing from Adobe.

**John Wilder:**

We heard similar things in our meeting with them, but the numbers seemed even worse. They didn’t give us anything concrete, but it looked to us like more than a 100% increase annually. Their justifications were the same a mentioned below by Brad.

We let them know that we weren’t happy.

**Bruce Wilcox:**

We’ve been told by our Adobe VAR that the Creative Cloud only makes sense if you don't own any versions of CS.  It’s just not cost effective to purchase full versions if you don't ALREADY own any.  On the flip side, it doesn't make sense to pay the recurring cloud costs if you own licenses for CS when you can pay upgrade fees.

**Brad Kramer:**

Bruce,  
Adobe is no longer going to offer anything but the Creative Cloud.  They are no longer supporting the license and maintenance model known as CLP.

**Pamela Blake:**

Hi, we own our CS licenses for the creative dept. only and have been using the upgrade path to the new versions. Do not see a reason to change.

**Robert Isherwood:**

I talked to Jody Rodgers, Adobe Product Mgr at MacIT (and team of Adobe Enterprise people). I asked them a lot of questions; here's what I took away. These are definitely NOT quotes - they're only my notes, impressions, and summaries jotted down after a long day.

We don't like subscription based software, operating vs cap-x expense. Can we continue CLP?  
- Maybe.... but not forever (or much longer)  
  
We don't need everyone to have Master Collection (Creative Cloud is MC only), and we don't want to pay for that.  
- That use case isn't something we have an answer for presently.  
  
We need to manage user ID's, logins, etc -  
- Creative Cloud for Teams has centralized administration  
  
Acrobat Pro, for mainstream business users?  
- No details for Pro only users, appears to be staying in the suite for Creative users.  
  
What about LDAP integration?

- Creative Cloud for Enterprise may have more options. Details TBD. Watch for an announcement or ask your reseller.

Can we control updates and versions?

- AAUM is part of Creative Cloud (but no details about how were available at that moment)

Certain clients do not permit us to use Cloud storage. How can we turn that off?

- Creative Cloud for Enterprise may have more options. Details TBD. Watch for an announcement or ask your reseller.

It's too expensive.

- Think of all the features, and how much you'll save since you don't need in house IT anymore.

There were rumors of hints of a Cloud integrated DAM, ~ cost savings in on prem storage?

We'd prefer to limit what gets installed (disk space consumption, we don't need to support apps that are not needed for a given role, etc). Can we prevent certain apps or families of apps?

- Not really

My overall impression of Jody @ Adobe's pitch:

Record stores would like to sell 45's and box set LP Albums. But, they don't exist anymore - iTunes does. And iTunes, like Adobe, is a de-facto monopoly.

I misunderstood some of the details. I wasn't at all happy, but intrigued with some of it. If they get an Enterprise option right, we can get into it, and it's not robbery - maybe it's livable. The Teams option as presented is not. My understanding is that Enterprise would only be for very large sites, I don't have any specific details about that yet.

Meanwhile, when our CLP expires next month - I have lots and lots of specific questions for our reseller and Adobe.

It occurred to me that if we could respond as an industry with program refinements or feature requests that we all need, we might get some traction. A few grumbles here and there isn't going to make an impression on the Adobe Enterprise Team.

I'd love to keep this thread going - it's a huge change/issue for 22squared and probably everyone.

**John Wilder:**

That’s all consistent with what we heard as well.

One other note, we were told that every install would have to be done from the cloud. You cannot download an installer and run it locally from your network. Every machine has to download the full install from the cloud.

**Brad Kramer:**

John,  
I have confirmed that you can centrally manage the download and distribution to employees.  Interesting that my information completely contradicts yours.  I was very specific with Adobe on this question.  If we move to Creative Cloud, I don't want employees actually engaging with it to download software.  I want to keep that role in IT.  
  
Hope my information is correct.  I will have to reach back out to my rep.

**Mark Ruder:**

Thanks for this thread, really helpful. Our research / our adobe rep has  
lead us to expect more announcements at Adobe Max, but doesn't help anyone  
about to commit to another term before May. Seems like a number of mixed  
messages at this point.

**Fungai Mtetwa:**

I spoke with our rep from CDW (which, admittedly, is not Adobe). He says that going forward, the only thing we will be able to upgrade to from CS6 will be the cloud product. We'd done the math internally and decided it made sense to just upgrade our current licenses as we have a lot of the lower suites (Design Standard, Design Premium) that are cheaper, and planned to do that in the future, but it sounds like even folks like us that aren't on CLP and just buy upgrades will have to switch to subscription in the future. If that's the case upgrading is getting more expensive for everyone.