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Adobe VIP Marketplace

# Frequently Asked Questions

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# VIP Marketplace Frequently Asked Questions

This document addresses frequently asked questions customers and partners might have about Adobe VIP Marketplace.


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## 1. Resellers

**Is a reseller account required for me to create a VIP MP customer account?**

Yes, a reseller account needs to be created before creating a customer account.

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**Can a same reseller be part of more than 1 marketplace?**

Yes. they need to create separate accounts under those marketplaces.

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**Can a reseller be able to place orders for themselves using the same details (Name, Last Name, email, etc,.) as a customer account?**

Yes. A Reseller can create a customer account with the same details as a reseller account.

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**Can a reseller contact Adobe for support related questions?**


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No. Unlike VIP, in VIP MP, resellers are part of the partner marketplace and are managed by the partner.

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**Can the resellers continue to use the VIP reseller console for VIP MP?**

No. VIP MP customers will not show up in the Adobe reseller console nor can VIP MP resellers log into the Adobe reseller console.

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**What type of communications does Adobe do with a reseller?**

None. The Adobe Terms and Conditions is presented and agreed to by the reseller through the marketplace. Adobe does not communications directly with the reseller.

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**Is it possible to change the reseller?**

Yes. If the customer wants to change the reseller with VIP Marketplace, please reach out to the Adobe support team, to help you on this (email: partnerapi- support@adobe.com ). Details in the process can be found here. Change of reseller requires customer approval that will need to be attached to the request.

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## 2. Customers

**Can a reseller add more than one customer admin to a customer account?**

Yes. The “Create Customer” API accepts more than one admin.

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**Can a customer administrator’s “Welcome” email be triggered via APIs?**

Yes. A change in customer admin email address triggers the email to be re-sent. Please follow the steps below using the “Update customer account” API
• Update the current customer admin to a temporary name.
• Update the temporary name to the customer admin name.
**Note**: We intend to simplify this in future with one API call.

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**What is the external id within the customer account?**

This is a pass thru field from Adobe’s perspective. This is intended for partners to have their unique customer identifier as part of the customer.
• Adobe doesn’t update/remove this id. This is not a “required” field.
• Adobe includes this id as part of the “Get Account” API call and also in the reconciliation file.

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**When is the customer’s anniversary date set?**

The customer anniversary date is set when the first order for that customer is placed.

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**What are the scenarios a customer creation may fail?**

The same customer (combination of org name and admin) exists already in VIP MP
or in VIP. One of the customer attributes sent during creation failed the validation check.

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**Can the customer request a change of reseller?**

Yes. If the customer wants to change the reseller with VIP Marketplace, please reach out to the Adobe support team, to help you on this (email: partnerapi-support@adobe.com)

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**Can we delete a customer permanently?**

This is currently not supported via API. Partner marketplaces are expected to contact Adobe VIP Marketplace support team for assistance.

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**What is customer account-based renewal?**

Customer orders are billed based on their anniversary dates. i.e., All orders of a customer have the same term.
• Products are billed based on the date they were ordered and are pro-rated daily to the next customer anniversary date.

## 3. Orders

**Can an order be created with more than one product?**

Yes. An order can include more than one product. They are specified as line items.

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**What is the external id in the request body for the order?**

This is a pass thru field from Adobe's perspective. This is intended for partners to have their unique order identifier as part of the order.
• Adobe doesn't update/remove this id. This is not a "required" field.
• Adobe includes this id in the reconciliation file that comes along with the invoice.

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**If an order includes more than one product, can we return one product within the return period?**

No, Adobe currently doesn't support partial order cancellations. In this case, the marketplace is expected to cancel the entire order and place another order without the product to be returned.

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**Can an order be returned?**

Yes. An order can be returned within 14 days from the date of the order.

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**What happens if a partner attempts to return an order after the 14 days?**


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Nothing. You cannot cancel order/license after 14 days from the date of order. The subscriptions requested via that order will remain active for the current term.

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**How is pro-ration of orders done?**

Orders that were placed after the customer anniversary date will be pro-rated daily to the next anniversary date.

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**Do we need to turn on auto-renewal for the orders?**

By default, all subscriptions within an order will have the auto-renewal turned on unless the subscription was already marked to not auto-renew by the partner.

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**If my customer does not want auto-renewal, can I turn it off?**

VIP Marketplace orders are placed and managed through your or your distributor's marketplace. Due to more streamlined and automated processes, VIP Marketplace allows you to manage your customers' Adobe licenses along with the rest of their portfolio of other software vendors' licenses. After you migrate your customers to VIP Marketplace, all of their VIP Marketplace agreements and order details will be available in your marketplace platform, so the Reseller Console and LWS are on longer necessary. (Note that the actual user experience is dependent on each marketplace UI.)

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**When a customer places a new order through the Marketplace, will the reseller or distributor receive an email notification that there is a new pending order that must be processed**

The direct partner (distribution partner or platinum reseller) is notified of the intent of purchase, when a customer admin adds an "intent to purchase" via admin console. This is when Adobe sends out an email to the direct partner. Please note that the order is actually triggered from the direct partner's platform.

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**When a new contract is opened on the Marketplace, the API reports the customer account ID but not the VIP MP Number. How will the distributor be able to view the VIP number that has been created?**

Adobe does not communicate VIP membership ID. In Marketplace, customer account ID is the identifier of an account.

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**Unlike in VIP stand, resellers are not copied on the order confirmation email – where can they find the information needed?**

Adobe does not communicate with the resellers directly. The reseller can check the order status within the distributors platform when the order is completed.

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## 4. Subscriptions

**What is an Adobe VIP Marketplace subscription?**

Adobe creates a subscription for every unique product/offer used by a customer.
• Number of seats are maintained at a subscription level.


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• Auto-renewal settings are managed at a subscription level.

**What happens when a customer orders additional seats/licenses for an already existing product?**

Seats will be added to an existing subscription. The renewal date will be aligned to the customer anniversary date and the seats/licenses will be daily prorated to that date.

## 5. Renewals

**Who controls the auto-renewal?**

The partners control the auto-renewal for customer subscriptions. By default, all marketplace orders have auto-renewal turned on, unless the subscription was already marked to not auto- renew by the partner.

**When can the partner modify the auto-renewal settings?**

A partner can modify the auto-renewal settings at any time by using the subscriptions APIs.

**Are the partner marketplaces expected to place an auto-renewal order?**

No. Adobe initiates the auto-renewal order on behalf of the partner on the customer's anniversary date.
• Adobe creates a customer account level internal renewal order based on the renewal settings made by the partner.
• The partner is not expected to place an order for it.

**Can the partner marketplaces view the auto-renewal order?**

Yes. The order history API can be used to view the auto-renewal orders created by Adobe.

**What is expected of the partner towards the auto-renewal settings?**

Partners and the marketplaces are expected to
• Communicate to the customers about their subscriptions' renewal settings.
• Set the auto-renewal settings based on the customer preferences.

**When I change the number of seats with the Subscription API is an order being placed?**

The subscription APIs are used to set renewal preference for how many seats to renew at the next renewal time. You can change the number of seats as many times as you like but it will only take effect when auto-renew happens.

**When a customer opts out of auto-renew, and the contract enters 30 days before the anniversary date, is it necessary to manually input an order using SKUs New?**


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If the auto renewal is disabled, the renewal order will need to be placed / entered by the partner. In Marketplace, Adobe uses only “New” SKUs for both new accounts and renewals**.** The order needs to be submitted within 7 days of the anniversary date to be processed as a renewal order.

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**When a new order is processed on Marketplace, will the reseller or distributor receive a confirmation email from Adobe that a new order has been processed?**

The distributor/direct partner has the API to check the status of the order at any time.
Adobe does not copy them in the order confirmation email, the customer is receiving directly.

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## 6. Marketplace

**How many marketplaces does a distributor or direct partner may have?**

A distributor or direct partner may have more than one marketplace. It is common for partners to have different instances of marketplaces across different regions.

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**How many API Keys are provided to a Marketplace?**

Adobe provides one API key per marketplace.

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## 7. Pricing

**How do partners get Adobe pricing lists?**

Adobe shares monthly pricing lists with the partner to whom Adobe sends monthly invoices.

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**Are the pricing lists specific to the marketplaces?**

Yes. The pricing lists may vary depending on the region and the currency supported by the marketplace.

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**Is there an API to get Offers/Price List?**

No. Currently the price list will be accessed manually using a process like what we currently do for VIP.

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## 8. Billing

**How are customers and orders billed?**

Customer orders are billed based on their anniversary dates. i.e., All orders of a customer have the same term.
• Products are billed based on the date they were ordered and are pro-rated daily to the next customer anniversary date.

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## 9. Invoicing

**Who will be invoiced?**

Adobe invoices at a partner marketplace level. If a partner has more than one marketplace, we will be issuing them one invoice per marketplace. This can be based on
a) Region or country
b) Currency
c) Financial entity etc.,

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**How frequently will a partner marketplace be invoiced?**

Adobe invoices partner marketplaces every month. This typically happens in the beginning of every month for the corresponding previous month.

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**Who gets notified of an invoice and how is it delivered?**

A partner marketplace is expected to provide their billing contacts during their initial setup. Once setup,
• The billing contact gets notified via email as soon as an invoice is generated. The email will include a copy of the invoice.
• The billing contacts can also access a reconciliation file corresponding to an invoice via our ACIS portal.
• ACIS portal will allow billing contacts to view and download invoice and reconciliation files.

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## 10. Migration

**What are the pre-requisites for a migration?**

• A Reseller created in VIP Marketplace
• Reseller needs to have the customer's VIP membership ID.

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**What are the general eligibility criteria to move a customer from VIP to VIP MP?**

Partner works with the customer and communicates all the details related to the move to VIP Marketplace.
• Partner has access to the customer's VIP Membership Id.
• Partner runs the "preview API" to ensure the customer account is eligible for
the move.
• Customer does not have any active transactions in VIP.
• All of the customer's VIP offers have a matching offer in VIP MP.

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**When a VIP contract is migrated to VIP MP, are the SKUs automatically updated to Marketplace SKUs?**

Yes, during migration the VIP standard offers will be mapped to VIP MP offer SKUs.

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## 11. Admin Console

**Who has access to manage licenses in Admin console?**

Customer Administrators.

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**What is Admin console used for?**

Admin console allows a customer admin to
• View the products and the number of licenses/seats purchased by the customer. • Add users.
• Assign seats/licenses to a user within the customer organisation.
• Add products/seats to show intent to purchase and follow it up with a partner.

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**Can a customer admin place an order through the admin console?**

No. This is not an order. Orders can come only through marketplace.
• This is a way to add product/seats through the admin console, that is only for a
7-day temporary license.
• This allows a customer to try product or immediately enable a seat. The intention
is that this will result in an order. ALL ORDERS COME THROUGH THE MARKETPLACE.
• When a user adds a product or a seat, Adobe will send email to the marketplace of the action. The marketplace can then reach out to the reseller and/or customer to
place an order.
• Adobe will also notify the customer via an email and also via admin console that
the license is valid only for 7 days, unless an order is placed.
• At the end of the 7 days, if no order has come from the marketplace, then, the
license will expire with immediate effect.

## 12. Licensing

**Why is the return window only 14 days compared to 30 days for VIP?**

The return window for VIP Marketplace has a shorter term of 14 days which is the same time period that many other marketplace vendors offer. Having the same return window allows partners to easily manage returns across multiple software vendors. Because VIP Marketplace is a fully automated system, there are no ordering errors requiring returns. However, if for some reason a return is required, it will now take seconds instead of days.

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**What happens if the customer wants to return the licenses after 14 days?**

Please make sure that any required return is completed within the 14-day return window. Returns outside of the return window are not accepted.

## 13. General Questions


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**Do the create APIs return immediately?**

Yes. The create APIs (Reseller, Customer, Order, and Transfer) create an object that can then be used to monitor or control. Those objects should return within 200ms. However, there may be additional asynchronous processing that will take place after the create returns. The partner can place corresponding GET API call to check the status of the object that was created.

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**What communications does Adobe send to the customer?**

Adobe communicates with the customer around product usage (customer support) and license life cycle (license creation, license expiring) only.
Communications sent directly by Adobe to customers:
1. Welcome email – Sent to the customer admin when a customer is added or an admin is modified.
2. Order confirmation or cancellation email – Sent with all new orders and cancellations.
3. Loss of access notifications – Sent when a customer expresses their intent to purchase in the Admin Console but does not place the order, and when a customer opts out of auto-renewal.
4. Migration – Sent to notify the customer admin that they are now enrolled in VIP Marketplace.

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**How will I be able to see my customers' purchase history?**

All VIP purchases remain in LWS, whether the customer has moved to VIP Marketplace or not. However, once they migrate to VIP Marketplace, all VIP Marketplace purchases will be visible only in your marketplace platform. Historical VIP purchases (prior to migration) will be accessible on LWS; however, no VIP Marketplace purchases will show in LWS.

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**VIP customers sometimes purchase from different resellers using the same VIP agreement number Can they do the same with VIP Marketplace?**

Currently one VIP Marketplace customer can be associated with only one reseller and one distributor. If customer wants to purchase from a different reseller, they will have to initiate a new VIP Marketplace agreement.

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