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Adobe VIP Marketplace 

# Volume Pricing



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Auto-generated at January 6, 2025



## Adobe VIP Marketplace

### Allowing partners to sell Adobe Products on their Marketplaces

#### Business Goals

- Streamline business between Adobe and Partners
- Improve retention in the channel via auto-renewal
- Accelerate Acrobat's move from perpetual to subscription model

#### Guiding Principles

- Seamless experience for resellers and customers
- Support scalable growth by leveraging API-based integrations
- Focus on capturing revenue and immediate retention benefits

### Overview - Volume Discounting Levels

#### Adobe Volume Discounting is maintained at Adobe Account level

VIP Marketplace program offers standardised volume discounting based on Levels which are tracked for each customer's account.

#### Orders upgrade levels

VIP Marketplace customers can achieve a higher Level by placing an add-on order with qualifying quantities

#### Adobe Discounting Levels

Discount Level	License Quantity	Discount
4	100 +	Yes
3	50 - 99	Yes
2	10 - 49	Yes
1	0 - 9	No

**Discount Levels for VIP Marketplace are the same as in Traditional VIP Program**

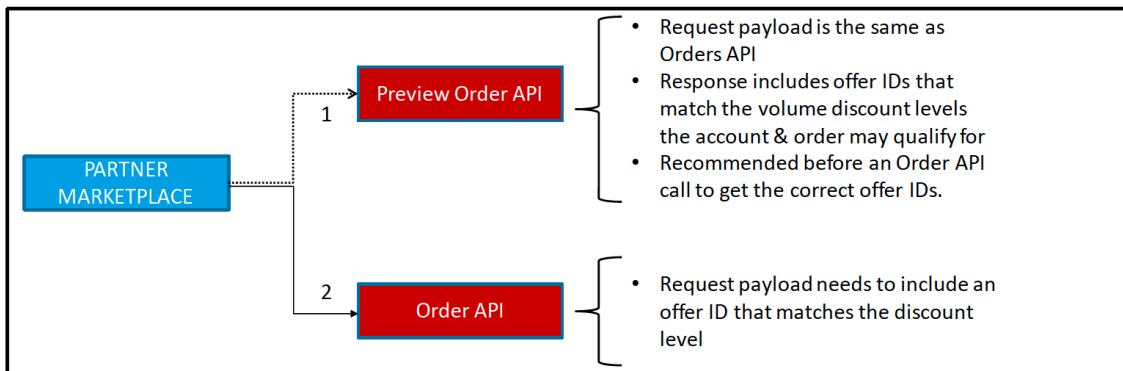
### Volume Discounting - How does it work?



Product Orders		Maintained at Account Level (VIP) (orders increase levels)	
		In Current Level	At Renewal
<b>Order 1</b> 5 Seats of Acrobat PRO		LEVEL 1	
<b>Order 2</b> 40 Seats of Illustrator		LEVEL 2	
<b>Order 3</b> 8 Seats of Creative Cloud		LEVEL 2	
<b>Order 4</b> 12 Seats of Illustrator		LEVEL 2	
			LEVEL 3 (65 Seats)

Price Levels
0 - 9 → Level 1
10 - 49 → Level 2
50 - 99 → Level 3
> 100 → Level 4

### APIs - Order and Preview Order APIs



**Note:**



- If the discount level of the Offer ID exceeds the one the order qualifies for, the order will be rejected with an error.
- If the discount level of the Offer ID is lower than the one the order qualifies for, the order will be priced based on the requested discount level.

## Existing Customers in VIP Marketplace

### Existing Customers:

- VIP Marketplace customers that were created before volume discounting in VIP Marketplace is available
- VIP Customers migrated to VIP Marketplace before volume discounting in VIP Marketplace is available

### All existing VIP Marketplace customer accounts will be set to Level 1

- Orders that qualify for level changes after volume discounting is available can upgrade levels
- Auto-renewal orders will set levels for next term based on renewing quantities
- After Volume discounting implementation, behaves the same as in VIP

## New Migrations after Volume Discounting

### Customers migrated from VIP to VIP Marketplace after Volume discounting

- Customer account will retain pricing levels
- Orders that qualify for level changes after volume discounting is available can upgrade levels
- Auto-renewal orders will set levels for next term based on renewing quantities
- VIP Marketplace discount levels (1-4) will function like current VIP

## Integration Details to Consider

**Include Preview order APIs as part of the current Order Flow.**

**Always include the correct Offer IDs in the Order API call.**

**Discount levels are likely to change during auto-renewals based on renewing quantities.**

## Offer IDs and Levels

Pricing Levels	Offer IDs in APIs (for one product E.g., InDesign for Teams)	Adobe SKU	Adobe SKU extension	Subscription ID
Level 1	65305410CA01A12	65305410	CA01A12	100001245
Level 2	65305410CA02A12	65305410	CA02A12	100001245
Level 3	65305410CA03A12	65305410	CA03A12	100001245
Level 4	65305410CA04A12	65305410	CA04A12	100001245



- An Adobe Subscription ID is created at an Adobe SKU level under respective Adobe Customer Account ID.
- An Adobe SKU uniquely identifies a product or subscription.
- Adobe uses one subscription id for a product (even if it is purchased with different volume discount levels).
- An Adobe SKU will not change across volume discount levels.
- An Offer ID may change in a renewal order depending on the volume discount.
- An Offer ID is a combination of Adobe SKU plus Adobe SKU extension.