

Overview

Introduction

Adobe uses per-application seat pricing with preset volume discounts. Maximum discounts start at 100+ total licenses across all SKUs with additional savings for 3-year commitments.

Negotiation Strategy

Pricing Models & Packages

- Acrobat comes in Standard and Pro tiers
- Single Apps available individually
- Creative Cloud All Apps for full suite
- Teams vs Enterprise licensing options

Reduction Strategy

- Review active usage
- Audit seat counts
- Consider tier changes
- Document unused features

Growth Strategy

- Project user growth
- Bundle products
- Time expansions well
- Use volume tiers

Negotiation Tactics

Budget Pressure

- Present spending limits
- Show executive approval
- Document constraints
- Link to initiatives

Reseller Strategy

- Compare reseller quotes
- Leverage competition
- Target best pricing
- Bundle products

Willingness to Negotiate

New Business

 Reasonable

Renewals

 Challenging

More Resources

Avoid These 4 Mistakes in Your Next SaaS Negotiation

Learn from expert negotiators and avoid the common mistakes during SaaS negotiations.

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How to Negotiate Seat-Based Contracts

Explore 6 tips from procurement expert Zach Wolf on how to navigate per-user agreements.

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How to Negotiate a Usage-Based Contract

Explore how usage-based contracts work, plus tips for negotiating them.

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