POLICE DIGITAL SERVICE

Adobe ETLA II

Buyers' Guide

A guide for forces on how to procure licenses using this agreement

Who can use this Agreement?

This Agreement is available to UK policing.

How long is the contract for?

The Adobe Enterprise License Agreement (ETLA) II is available until 15 April 2023.

What is available through this Agreement?

Access to this Agreement is available through a commercial collaboration between the Police Digital Service (PDS) and Adobe, on behalf of UK policing. It provides UK policing with access to Adobe Pro, Adobe Sign and Adobe creative cloud technology solutions without the need for extended and costly procurement exercises. It provides UK policing with the opportunity to engage with Adobe in a compliant manner with reduced overheads, better management information and increased access to the latest update at no extra cost. The collaboration is designed to support the national UK policing landscape to identify the outcomes that will help transform UK policing to deliver the National Policing Digital Strategy 2020-2030.

The scope of the ETLA covers the contracting Police Force on three core Adobe elements:

1. Current Install Base

Continuation of Enterprise Support & licensing for the Adobe install base until the end of the enterprise agreement in April 2023, subject to annual license payments in April 2020, April 2021, and April 2022.

2. New Licenses + True Up

The agreement also provides for new Creative licenses to be added by over-deployment of a given pre-existing license type from the ETLA portal by appointed Force Administrators. No payment is necessary at point of deployment, and a true-up charge based on six months' usage is applied retrospectively at the end of the ETLA year in question.

3. Adobe Enterprise Support

ETLA members are entitled to Enterprise level support from Adobe, including the option of requesting 1-to-1 tutorial sessions with an Adobe Expert.

The Agreement gives UK policing access to a wide range of Adobe licenses, helping to meet the changing needs of UK policing and law enforcement. Licenses that can be purchased through the Agreement are as follows:

Adobe Acrobat Pro DC

Acrobat Pro DC is designed for today's multidevice world. It lets forces create, convert, edit, protect, sign, share, and track PDFs with smart, integrated tools across computers, mobile devices, and web browsers.

Taking Acrobat Pro DC through the ETLA ensures forces get new and updated features as they become available. For example, as per the Adobe Support Lifecycle Policy, Adobe no longer supports Acrobat 2015 (Classic). This means Adobe no longer provides technical support, including product and security updates. Upgrading to Adobe Acrobat DC Pro through the ETLA ensures that forces will get always up-to-date product features and security updates, as well as support for newer operating systems.

Acrobat Pro DC is also the tool of choice across UK policing for the purpose of redaction.

There is a minimum requirement to purchase licenses at 5% of the force's FTE when taken through the ETLA. The maximum limit is 20% of FTE. Once a figure is agreed, additional licenses can be deployed throughout the lifetime of the contract at no additional cost.

Adobe Sign

Adobe Sign is also available to purchase through the ETLA. Its purchase is not restricted to the main contract joining windows.

Adobe Sign ensures business continuity and transforms digital document experiences:

- E-sign from within the applications the force uses every day, including Microsoft;
- Send and sign from anywhere, on any device;
- Track and monitor document status;
- Automate document workflows;
- Reduce fraud with digital authentication;
- E-signatures are legal, secure, and compliant.

The overall cost of Adobe Sign includes all services including pre-sales engineering, 24x7 Support and Professional Services help post sale. It also includes a dedicated Customer Success Manager who is responsible for help with growing the usage & delivering value.

Adobe Creative Cloud

The ETLA also provides the opportunity to purchase apps from Adobe's Creative Cloud Suite:

This provides the ability to create anywhere with fast, flexible design workflows. Creative Cloud for enterprise includes desktop apps like Adobe Photoshop CC and Illustrator CC, plus connected mobile apps and essential cloud services that enable a project to start on the go and finish it anywhere. Creative Cloud Assets allows access to files, fonts, images, videos, settings, and other assets across desktops, the Web, and mobile apps.

It provides the ability to access over 125 million high-quality stock images, graphics, templates, 3D models and videos directly from within the Creative Cloud apps with Adobe Stock, as well as over 14,000 of high-quality fonts for web and desktop design with Adobe Fonts.

IP and creative content are encrypted both in transit and at rest, ensuring that data is always protected. Deploy software and services using the Adobe Admin Console and take advantage of the User Sync Tool to synchronize with existing directory systems so user changes are automated, and the Force is in complete control of Adobe license entitlements. And onboarding assistance and 24/7 technical support is always available.

Licenses Available

Licence	Description
Full Suite	An app encompassing all available licences
After Effects	Create industry-standard motion graphics and visual effects
Audition	Create, edit and enhance audio for broadcast, video and film
Dream Weaver	Design, develop, and maintain standards-based websites and applications
Animate Flash Pro	Create interactive animations for any platform, device, and style
Illustrator	Create vector-based graphics for print, web, video, and mobile
In Copy	Professional writing and editing solution that tightly integrates with Adobe InDesign
In Design	Design professional layouts for print and digital publishing
Photoshop	Edit and composite images, use 3D tools, edit video, and perform advanced image analysis
Premier Pro	Edit video with high-performance, industry-leading editing suite
Lightroom	Edit, organize, and share your photos from anywhere with the cloud-based photo service
Robohelp	Create and deliver Help, policy & procedure, and knowledgebase content. Author micro content to fuel chatbots. Create media-rich experiences using HTML5 and CSS3. Make collaboration seamless using web-based review capabilities. Personalise customer experiences using Dynamic Content Filters
Captive	Create mobile-ready courses, ready-to-go slides and out-of-the-box interactions. Speed up course creation, edit SVGs and convert them to buttons, play overlay videos on clicking a VR hotspot and add multiple overlay slides
Cold Fusion	A modular and secure approach to building applications that can run across multiple cloud providers or on-premises allowing the switch between cloud service providers without having to rewrite the application
Single App	An app that can be transformed into any other licence type.

Any Creative Cloud license types purchased by Forces can be over-deployed during a contract year, subject to a True-Up exercise at the contract anniversary date. The cost of each additional license is set at 50% of the cost of an annual license, no matter when in the year the license was deployed.

Forces may add additional Creative licenses not originally purchased, or join the ETLA itself, at contractual joining windows. These are quarterly for the first year of the ETLA, annual on the anniversary date of the ETLA thereafter.

Benefits

The following table summarises additional benefits outside of the licenses themselves, available under this ETLA:

Benefit	Description
Innovation	Provides UK policing with an innovative route to market for a wide range of Adobe licences.
Rapid Procurement	Enables policing to procure from Adobe efficiently on commercially favourable terms, whilst having the assurance that the procurement is technically assured and offers value for money.
Value for Money	The Adobe ETLA represents excellent value for money, with significant discounts, for UK policing. These are long-term reductions in costs compared with ad-hoc purchasing of the same licences outside of the ETLA.
Innovative Technology	Through the ETLA, forces are provided with the latest product versions of all applicable licences. All licences deployed through the Enterprise Dashboard and able to be administered within the force.
Education	Adobe-hosted police-only webinar sessions available that cover a range of issues, including technical matters such as deployment, and ETLS Portal administration, through to functional software demonstrations and security.
Security	Adobe takes the security of forces' 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. Their 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 through the ETLA.
Transparent commercial visibility	Commercial pricing and costs are available for scrutiny. Annual costs provide predictable budgeting.
Detailed management information to enable	All procurement data is provided to the PDS to enable creation of Management Information to

strategic planning across UK policing	support strategic planning across UK policing.
Engagement	Adobe Days, hosted by Adobe, these events offer senior representatives from Forces the opportunity for round-table discussion with the PDS, Adobe, and other forces on a range of significant issues agenda-led by forces.
Supporting best practice	Adobe-hosted 'Creative Jams' are particularly pertinent to creative teams within forces. They typically last a day and allow teams to address issues in an Adobe-supported environment. Often attended by teams from across policing and from other sectors, they provide an opportunity for cross-sector learning on tools and techniques.
Contract Management	The Adobe ETLA is contract managed by the PDS on behalf of forces, providing forces with one common point of contact for issues and escalations.

Other information

Police Digital Services Knowledge Hub

This Buyers Guide, FAQs on how to transact business and details of existing commercial deals available to UK policing can be accessed via the PDS Knowledge Hub at https://knowledgehub.group/. If you are not yet registered with the Knowledge Hub, you will need to complete the simple registration process first and ask to join the *Adobe ETLA II* group.

Contacting Us

If you have any further questions regarding this Guide please contact the PDS Contract Manager, Steve Williams steve.williams@pds.police.uk

Public Procurement references

This agreement was established through the KCS National Framework Software Products and Associated Services. A 3 year Call off Contract was established through this framework for an Adobe ETLA Delivery Partner. Set out below is reference and a link to the underlying procurement documentation.

OJEU Reference Number: 2016/S 225-410678
Framework Name: KCS National Framework Software Products and Associated Services
Start Date: 20th March 2017
End Date: 19th March 2021