



For Adobe internal and partner use only

Why switch to Adobe Creative Cloud for teams—Pro Edition?

Why Creative Cloud for teams Pro?

Access to unlimited downloads and enhanced licenses of high-quality, royalty-free photos, vectors, illustrations, templates, and 3D assets within Adobe Stock’s standard collection—all built right into your favorite Adobe Creative Cloud apps. Creatives can take advantage of advanced search functionality and native integration to make their projects easier than ever to deliver on time.

Five winning reasons

- 1. Unlimited downloads of incredible imagery:** With 200,000+ fresh images added daily from 700,000+ contributors around the world, Adobe Stock offers the most diverse collection of local imagery for a total collection exceeding 200 million assets. In addition to images and graphics, teams customers can also access unique asset types such as design templates and 3D assets optimized to work in Creative Cloud apps.
- 2. Integrated workflows:** Native integration of Adobe Stock in Creative Cloud allows you to search and license all the stock assets you need right inside your favorite Creative Cloud apps. Team Libraries ensures your entire team is using the same version of assets. Adobe Stock is also integrated into Microsoft PowerPoint and Google Slides to benefit knowledge workers.
- 3. Advanced search functionality:** Powered by Adobe Sensei, our machine learning technology, customers can find the right asset faster based on image similarity, aesthetics, color, copy space, and more. Visual search allows customers to upload an image to create a search instead of thinking of descriptive keywords.
- 4. Worry-free licensing and quota:** Enhanced licenses on all Adobe Stock assets for unlimited copies or views, and pooled licensing so assets belong to your company even as team members come and go. License history reporting helps track usage while providing the business documentation needed for project consolidation. With unlimited downloads, there’s no need to worry about quota limits and watermark-free assets can be used for projects.
- 5. Trusted service provider:** Adobe is a stable, long-term, trusted partner with a strong commitment to investing in the stock content business. No other stock service provider has the same in-house relationship with the product teams that create the tools used by the world’s creative professionals.

Helpful links

Adobe Stock tutorials

helpx.adobe.com/stock/tutorials.html

Adobe Stock Quick Start Guide

helpx.adobe.com/stock/user-guide.html

Common Adobe Stock for teams questions

helpx.adobe.com/stock/help/enterprise-teams.html
#AdobeStockforteams

Using Adobe Stock with Creative Cloud Libraries

helpx.adobe.com/stock/help/find-stock-assets-in-app.html

Top objection statements

Objection	Response
<i>Why do I have to upgrade all of my seats to Creative Cloud for teams Pro if only a few of my users need Adobe Stock?</i>	With this upgrade you may find that users within your company who might not have known about your stock service will begin using it for their projects, such as presentations and social media. Or, because you currently have a quota, certain users didn’t want to draw against it for their projects. Last, because the first year is free, the risk for trying Adobe Stock is minimal for the entire company.
<i>We don’t even come close to using our full quota with our current plan. Why would we need unlimited images?</i>	Perhaps the users aren’t utilizing their current plan to the fullest extent. Remind them of all of the types of assets that are included with Adobe Stock—photos, vectors, illustrations, etc. With unlimited images, creatives can take more bold chances with documents and clients, something that they might not have done before with a download limit. These creatives will also be able to show high resolutions comps in meetings with customers instead of showing assets with watermarks, which will look much more professional.
<i>Our current solution already meets our needs for content and licensing rights. Why bother changing?</i>	With the benefits of native in-app integration for Creative Cloud apps, as well as flexible admin tools and simple, one-click licensing, customers will find that both their admins and creative users can be more productive while using Adobe Stock. If a customer has a mix of standard assets and video, mention that credit packs are available as well. Reference the ROI calculator to compare costs of plans.



Sales battlecard: Adobe Stock for teams

Top objection statements

	Adobe Stock	Shutterstock	iStock by Getty Images
Content access	With Creative Cloud for teams Pro Edition, customers get access to unlimited downloads of the vast majority of Adobe Stock's more than 180 million standard asset collection. This includes all assets in the standard price tier (i.e. images, graphics, templates, and 3D assets) with the ability to share a single plan across team members for no added cost.	Shutterstock heavily promotes their collection size (300M+ images). It's important to do deep discovery with your customer to understand which image plan they're using. Customers paying extra for team sharing have the highest likelihood of migrating to a Creative Cloud for teams Pro plan.	It's important to do deep discovery with your customer to understand which content types they're using and if they're also buying credit packs. Customers with an Essentials subscription have the highest likelihood of migrating directly to a Creative Cloud for teams Pro plan.
Search tools	Adobe's search functionality has the designer in mind when searching. Visual search functionality uses Sensei to produce results that match the compositional elements identified in the uploaded image. Aesthetics filters for depth of field, vivid color, as well as object arrangement, are the latest advanced features to be released and all cater to designers searching for images.	Shutterstock has more granular search filters for people (such as ethnicity and age) but does not offer comparable search filters for overall aesthetic qualities that would cater to a creative. Shutterstock offers a visual search option but customers cannot add additional keywords or filters to refine results.	Getty and iStock offer a wide variety of very granular search filters on their site—some are beyond the options currently available from Adobe Stock or Shutterstock. iStock offers a visual search option, but customers cannot add additional keywords or filters to refine results.
Buying options	Creative Cloud for teams Pro gives team members unlimited downloads and enhanced licensing (unlimited print runs) of Adobe Stock standard images to every Creative Cloud member for \$10 additional per month for all apps, \$6 additional for single apps. All team members must be migrated to Creative Cloud for teams Pro. Team credit packs are available for videos and premium assets.	Shutterstock has individual and team plans similar to ones offered by Adobe Stock, but they charge for multiple users. A customer with a Shutterstock team plan can expect to pay 2–3x the price of Adobe Stock for even just a few users as they charge for additional users. Shutterstock has subscriptions for images as well as packs for videos.	iStock offers monthly commit and yearly commit plans, and they differentiate plan types with access to "Essentials" images versus "Signature" images. Team plans require a customer phone call with no option to buy easily on their website. iStock offers credit packs to accommodate access to videos.
Integration	Adobe Stock offers native integration with Creative Cloud apps and services—no plugins to install or manage—plus integration with the newest Creative Cloud apps. Adobe product teams work hard to integrate Adobe Stock into the newest product releases. Microsoft PowerPoint and Google slides integration is also available.	Currently only offering a plugin for Photoshop, Illustrator, InDesign, and Premiere Pro. Search, edit, and license with re-applied edits are supported. An add-in for PowerPoint is also available with basic functions.	Plugins are offered by both Getty and iStock for Photoshop, Illustrator, and InDesign. Search, edit, and license with re-applied edits are supported. iStock also has an iOS app.
Management	Customers with an Adobe Stock for teams plan can benefit from consolidated billing and renewals when they combine it with their Creative Cloud for teams membership. Admins also have more visibility and control over user access as well as licensing history reports owned by the business instead of the user.	Shutterstock has no ability to consolidate billing with a Creative Cloud for teams membership, and many customers use a single-user plan with shared login credentials outside of IT's control to avoid extra fees for team sharing access.	iStock has no ability to consolidate billing with a Creative Cloud for teams membership, and many customers use a single-user plan with shared login credentials outside of IT's control.

Discovery questions

- Tell me about yourself, your role, your creative teams, and a bit about how you work with stock content today.
- How many creatives are on your team and how many use stock?
- What sorts of asset types do you source and to what extent?
- What sort of arrangement do you have in place with your current provider?
- What do you like and dislike about your current stock provider?
- How is your group currently working with Adobe creative products?



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