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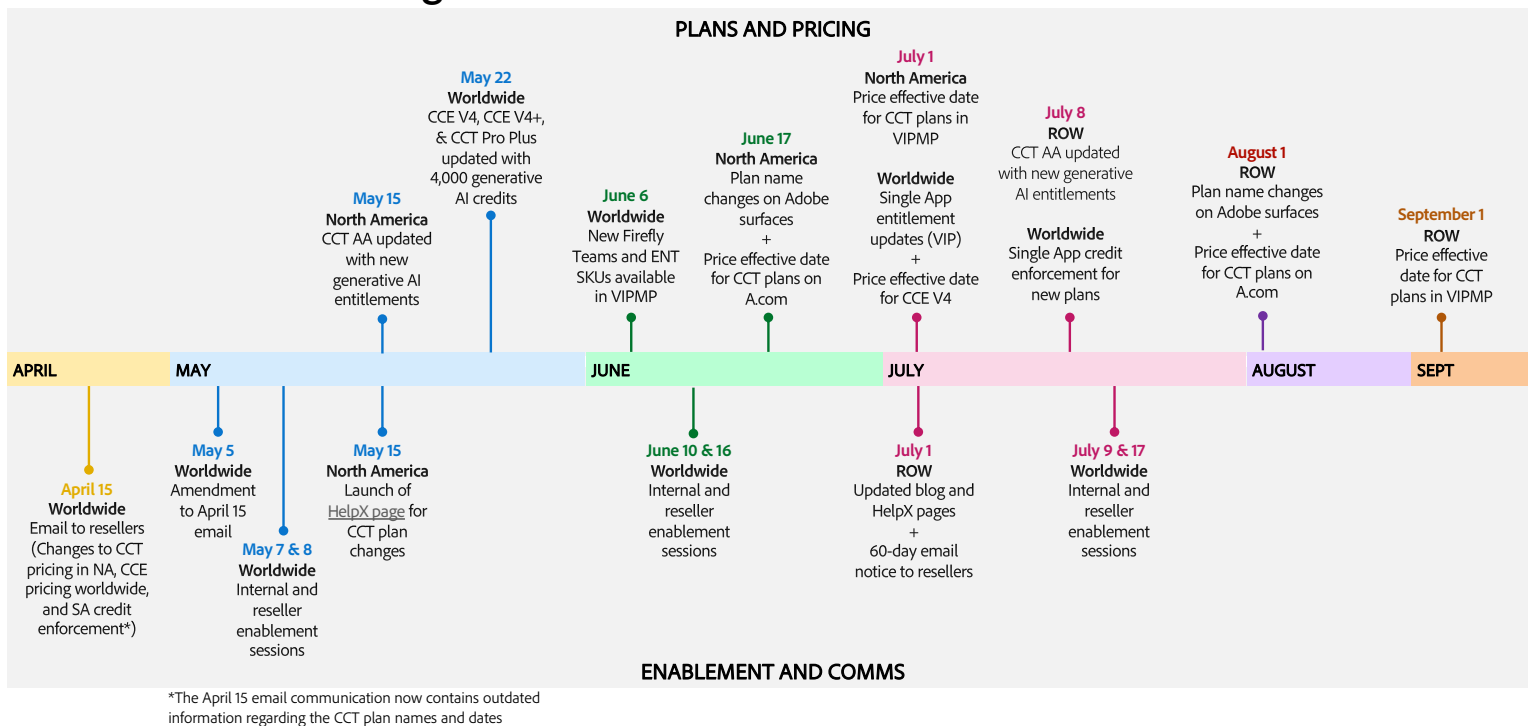
2025 Creative Cloud Line Optimization (CCLO) Partner FAQ

FOR INTERNAL AND PARTNER USE ONLY

This document outlines frequently asked questions regarding the lineup and pricing changes to Creative Cloud for teams and Creative Cloud for enterprise worldwide (Commercial and Government). This is for internal/partner reference only and should not be shared with customers.

Use the Creative Cloud VIP Quick Reference Guide on CBC for links to enablement and customer-facing resources.

Timeline of CCLO changes



Which countries are included in these changes to the Creative Cloud offerings?

VIP or VIP Marketplace Customers on the newly renamed Creative Cloud Pro for teams and Pro Plus for teams plans will be charged the increased price on their next monthly or annual renewal date on or after July 1, 2025, for North America and on or after September 1, 2025, for all other regions.

Customers on Creative Cloud for Enterprise will be charged the increased price on their next renewal date after July 1, 2025, globally. Visit the Account tab in the Admin Console to view your team's renewal date.

Customers in Belarus, China, and Russia are not currently impacted by any of these changes.

When will customers receive the new plan benefits?

Creative Cloud Pro (formerly Creative Cloud All Apps) customers received the entitlement changes on May 15 in North America and July 8 in ROW.

Creative Cloud Pro Plus (formerly Creative Cloud Pro Edition) and Creative Cloud for Enterprise customers received the entitlement changes on May 22 worldwide.

When will the plan name changes take effect? Will everything be updated at once or at renewal?

On June 17, 2025 all name changes for North America took effect. For all other regions, name changes will occur on August 1, 2025. This plan name change is reflected on all Adobe surfaces and workflows.

What is the end user experience at renewal?

End users will not experience any changes at the time of renewal. All plan name changes and entitlement updates will have already been applied prior to the new pricing taking effect. Users will see their updated Firefly credit allocation in the account management module or the signed-in experience on <https://firefly.adobe.com>.

How do I explain to customers why the price of their plan is changing?

Adobe is committed to continually adding more value to Creative Cloud. The Creative Cloud for teams subscription price is increasing to reflect the significant value we've added to the Creative Cloud Pro and Pro Plus for teams plans. Direct your customers to this [blog post](#) to learn more.

My customer doesn't need Adobe Firefly. Is there a plan that excludes it?

Adobe Firefly is a core feature included in Creative Cloud Pro, Pro Plus, and CCE Edition 4 because of the benefits it offers creative teams. Removing Firefly would mean missing out on key enhancements that can save hours of creative work and significantly scale creative capacity. We recommend encouraging your customer to explore the full range of Firefly use cases through [HelpX](#) and other Adobe resources.

If your customer has strong reasons for not adopting Firefly, you may offer CCE Edition 3 as an alternative. This version includes 25 monthly credits per seat and does not provide access to premium generative AI features. However, this option should only be considered as a fallback in cases where there's a risk of downgrade or cancellation.

After renewal, will customers need to re-deploy seats to their end users? What other actions are required?

No. Creative Cloud for teams All Apps customers will renew to Creative Cloud Pro on the same SKU. As a result, customers will not have to re-deploy seats to users after they renew into the new offers. This also applies to Creative Cloud for teams Pro Edition customers renewing into Creative Cloud Pro Plus for teams.

Will I be notified if my customer has run out of generative AI credits?

Sales and partner teams are not notified when a user runs out of generative AI credits. When a user runs out of credits, they will be prompted to purchase a Firefly SKU to get additional generative AI credits. If the user is a delegate, they will be able to request a Firefly SKU from their Admins. The admin will then be able to submit a purchase order with their reseller.

Note that customers are only able to add a Firefly SKU to an individual seat once. Please ensure to discuss this technical limitation when discussing Firefly with your customers. Visit [HelpX](#) for more Firefly FAQs.

If there was a quote already in progress using the old price list, do I need to re-quote?

Partners are required to use the price list corresponding to the customer's renewal date. Price lists are provided 30 days prior to the effective date. If a quote was given to a customer before this 30-day period, they must be re-quoted using the appropriate price list. Customers should not receive quotes based on information from enablement sessions.

How can I find regional pricing in my local currency for prices listed in USD?

Pricing provided in USD is indicative for North America only; actual pricing varies by country. Partners should refer to the price list for the customer's renewal month to find the MSRP converted into their currency.

My customer is on auto-renewal—how will they experience the price increase?

Customers on auto-renewal will receive a generic notice from Adobe 30 days before their renewal date, informing them of updates to their plan. If no action is taken, their subscription will automatically renew at the new price. To make changes before renewal, customers must coordinate with their partner in advance.

How are 3-year commit customers impacted by these changes?

Customers who have 3-year commit follow the same timeline around entitlement, plan name, and price effective updates. Price changes are only effective at renewal, which will occur at the end of the customers 3-year commitment.

For 3-year-commit customers, what happens to their plan if they add seats of existing or new products midcycle?

3-year-commit customers will be able to add new seats for their existing products or for new products at the price that was effective when they accepted their 3-year commit, until their next renewal date.

Were there similar changes to the Single App equivalent of each plan?

Single App plans will have a name and entitlement update, but no changes to pricing at this time.

- **Naming update:** Single App plans will retain their current names, but there will be a name change to the “Pro Edition” version of Single Apps which include unlimited Adobe Stock standard assets. As of the September 2025 price list, these Single Apps are now labeled as “[APP NAME] with Adobe Stock Standard Assets”. These Single App plans should not be offered to customers on Creative Cloud Pro for teams, which does not include Adobe Stock.
- **Entitlement update:** As of July 1, 2025, new subscribers to most Creative Cloud for teams Single App plans will receive a reduced 25 monthly generative credits. For a full list of affected apps, please refer to [HelpX](#). Note: This does not impact customers on the “Adobe Stock Standard Assets” Single App plans, which retain 700 credits for both existing and new apps.

How do the Single App entitlement changes impact customers who already have these plans?

Customers with an active Creative Cloud for teams Single App plan will retain their current entitlements as long as they maintain their subscription for that specific app. For example, if a customer is subscribed to the Photoshop Single App plan and later adds another Photoshop seat, that seat will retain the legacy entitlement. If the customer adds InDesign, however, the new InDesign plan will include only 25 monthly generative credits.

For current 3-Year Commit (3YC) customers, the policy is more flexible and depends on their contract renewal date. As long as the contract was initiated prior to July 1, 2025, customers can add **any new app** to their existing agreement and retain their legacy monthly generative credit entitlement per seat. After renewal, any apps added for the first time will come with the 25 monthly credits.

Key takeaway: Customers should avoid cancelling Single App plans to retain the full entitlement value for that particular app and any subsequent seat adds. Upgrading seats from Single App to Pro/Pro Plus will also ensure they have the full genAI entitlement value.

For existing subscribers who have legacy Single App entitlements, how will they be notified about losing this entitlement if they cancel their plan?

Existing subscribers that have legacy monthly credit entitlements will be shown this detail in both Manage Plan dialog in the Admin Console. This experience is already live for North America as of May 15, 2025 and will be live for all other regions on July 8, 2025.

I have a customer who wants to add Generative credits to a user with Single App, what do I sell them?

Offer customers any of the Firefly standalone plans (Standard, Pro, or Premium). These plans include access to premium features, unlimited standard genAI features, and monthly credits for Premium genAI features.

For customers using multiple Creative Cloud desktop apps, consider offering them an upgrade to Creative Cloud Pro for teams.