



Adobe Acrobat DC for teams migration guide

A project management guide for moving from serialized licensing to Acrobat DC for teams (named user licensing)



Adobe Acrobat DC with Document Cloud services is the complete PDF workflow solution, combining Acrobat desktop software with the Acrobat Reader mobile app and Document Cloud services to improve productivity and efficiencies throughout your organization.

Because Document Cloud services require a login, IT must undertake a project to migrate to named user licensing to deliver these benefits to their end users.

Executive summary

Adobe Acrobat DC includes Adobe Document Cloud (Internet) services that allow an enterprise's staff to improve productivity. Use of these services requires named user licensing (sold through the Adobe Value Incentive Plan) which is a change for most enterprise organizations where serialized licensing is the norm.

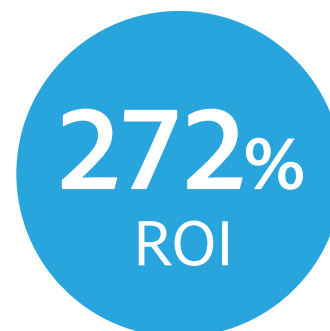
This implementation guide provides a framework for migrating from serialized licensing to Acrobat DC for teams using a project management approach that aligns tasks and milestones to project stakeholders.

Need for faster processes

Organizations are looking to engage in a digital transformation, moving manual and paper-based processes into comprehensive digital capabilities. This means departments across organizations are seeking solutions to help increase operational efficiency, reduce the risks associated with human error, and create intuitive end-to-end digital experiences.

Increased efficiencies and cost savings with Acrobat DC

Acrobat DC enables IT efficiencies with easier PDF software administration, including license management, deployments, updates, and upgrades. Employees also save time by making document-intensive processes quicker and more seamless using tools to organize PDFs and improve end-to-end document workflows. And now we have the stats to prove it. Forrester Research completed a third-party benchmark study measuring the effectiveness and total economic impact of Acrobat DC. Read the [study](#).



Source: [Forrester TEI Research](#), May 2017

Steps for conversion from serialized licensing to Acrobat DC for teams (named user licensing)

This step-by-step checklist will help you move from serialized licensing to Adobe Acrobat DC for teams (named user licensing). Refer to the following pages in this migration guide for specific instructions and background information for each step.

1. Set up the [Admin Console](#) (see pages 4-6).
2. [Configure the proxy and firewall settings](#) (see page 4). To ensure that users can sign in to Adobe Document Cloud, configure your firewall and proxy servers to enable connections to [Acrobat web service endpoints](#).
3. Assign users (see pages 5-6). To ensure continuous Acrobat availability and functionality, set up your users via the Admin Console. You can invite users to your organization and assign licenses.
4. Remove existing serial licenses. If Acrobat was installed as a standalone product, see [Migrating serialized to named user installs](#).
5. Uninstall previous versions of Acrobat. All deployment methods require removing existing licenses from deployed machines. Uninstalling the product is also required when the following is installed: Acrobat 11.x, Acrobat DC Classic track, or Acrobat on Mac OS. For scripts or commandline, see [Migrating serialized to named user installs](#).
6. [Deploy Acrobat DC](#) (see page 6).
7. If using virtualization, see Adobe's documentation for each of the virtualization methods. They are all supported under the named user model and include [Microsoft App-V](#), [VMware Horizon](#), [Citrix XenApp and XenDesktop](#), and [Microsoft Windows Terminal Server](#) (see page 7).
8. Have users sign in to authenticate their license using the identity system IT has chosen.

Your project: Migrating from serialized licensing to Acrobat DC for teams (named user licensing)

Migrating your organization to named user licensing is best handled by taking a project-based approach. The first step is to identify the stakeholders for the project.



Your internal team

A successful implementation of Acrobat DC for teams will require multiple project stakeholders, a cross-functional team that can commit their time and effort to this project. The titles of individuals in your organization may be different. In some cases, a stakeholder may take on multiple roles.

Stakeholder	Function
Project Lead	Defines the Acrobat DC for teams project and ensures that the project is effectively resourced. The Project Lead is responsible for recruiting team members, allocating resources, and ensuring the project is ultimately successful. Generally speaking, the Project Lead is a member of the IT Desktop team.
Procurement	Ensures that needed software and services are contractually available to the organization.
IT Desktop team	The IT Desktop team is responsible for end-user desktop computing. In most organizations, IT Packaging and IT Deployment fall into the IT Desktop team.
IT Packaging	Creates Adobe installation packages. In many organizations, the IT Packaging, IT Deployment role is part of IT Desktop.
IT Deployment	Pushes Adobe installation packages to user desktops and manages updates.
IT Security	Vets the the Acrobat DC for teams solution to ensure that organizational security requirements are met.
IT Network	Manages and maintains network access, servers, DNS.

Your reseller and Adobe team

Adobe is committed to your success with Acrobat DC for teams. The following stakeholders can assist you.

Reseller Account Executive (AE)	Manages overall relationship with Adobe. Works with your organization to ensure that the right products and services are available for your success.
Advanced Technical Support	Available via phone, email, and the Admin Console, this support team offers prioritized support for IT administrators doing installations.
Expert Services	Offers in-depth, how-to help for deployment, Admin Console, and other IT and end-user help via a calendar appointment.



What are Adobe Expert Services?

[Expert Services](#) are 30-minute sessions available via phone or web conference, offering how-to help, workflow consulting, and advice for your end users. Your VIP Agreement with an Acrobat DC for teams subscription offers two sessions per year/per user, which may be booked via the Admin Console.

See "Schedule an Expert Services Session on the Admin Console at the end of this guide."

Background: Licensing types

Enterprise customers have historically deployed Adobe applications using *serial numbers*. With serialized licensing, the software is packaged with an embedded serial number and deployed to end-user workstations. Serialized licensing doesn't allow users to access any Adobe online services, mobile apps, or modern workflows such as collaboration.

Subscription licensing or named user licensing allows you to provide end users access to the apps and services they demand for ongoing projects, while establishing the control that IT needs to meet the requirements of the organization. IT also benefits from a simpler method to maintain compliance (no need to track serial numbers or count installations) as well as management of licenses and services through the Admin Console.

Pfeiffer Consulting completed a third-party study that includes analysis covering key aspects of Acrobat DC apps and services, in particular named user licensing.

[Read the study](#)

Source: Adobe Document Cloud: Using Acrobat DC to increase productivity and ROI, Pfeiffer Consulting, 2018.



What is named user licensing?

Named user licensing is a software licensing model where software is assigned to an individual instead of a serial number or a device. Users sign in with a credential, such as an email and password, upon launching Acrobat DC, and this credential activates the software. Acrobat DC for teams supports the Adobe ID identity type.

Adobe ID

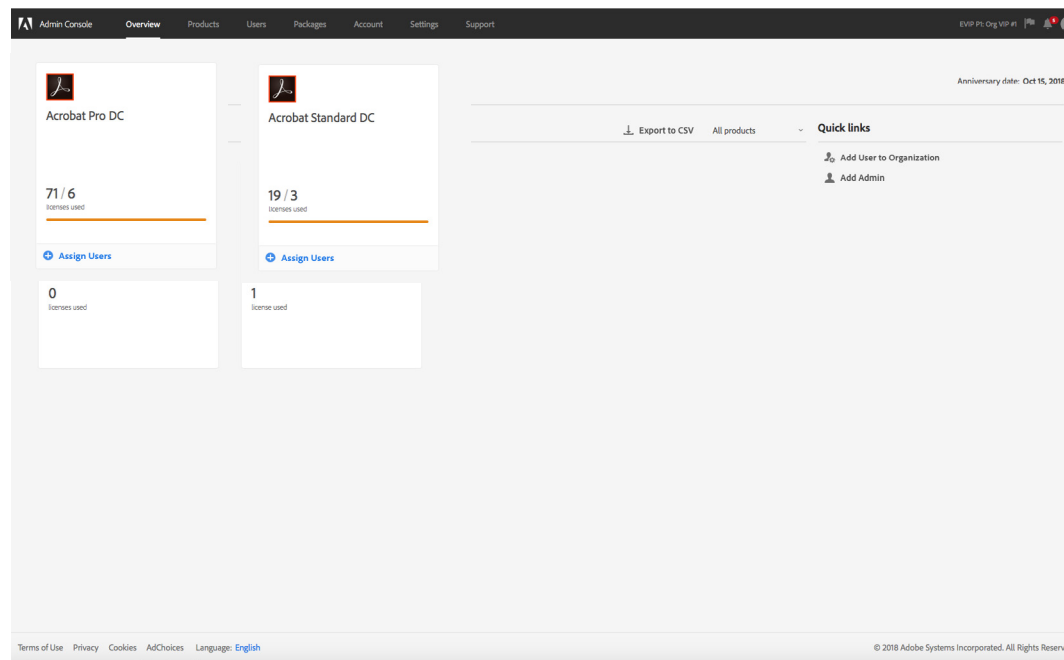
Adobe ID is created, owned, and managed by the end user. Adobe performs the authentication and the end user manages the identity. End users retain complete control of their account. Additional software and service entitlements can be added by the end user outside of the organization's control.

Admin Console

The Admin Console is a browser-based tool, hosted by Adobe, that allows IT staff to create and manage accounts and grant access to Acrobat DC with Document Cloud services. It also provides access to Help and support for issues concerning licensing, deployment, and account management.

The bulk of the work needed to migrate to named user licensing requires the Admin Console.

The Admin Console URL is <https://adminconsole.adobe.com>.



The Admin Console

Administrative role

System administrator
Super user for the organization; capable of full administration on their own. Also able to delegate system administrator roles to others in the organization.

Firewall and proxy services

To ensure that users can sign in to Document Cloud, configure your firewall and proxy servers to enable connections to [Acrobat's web service endpoints](#).

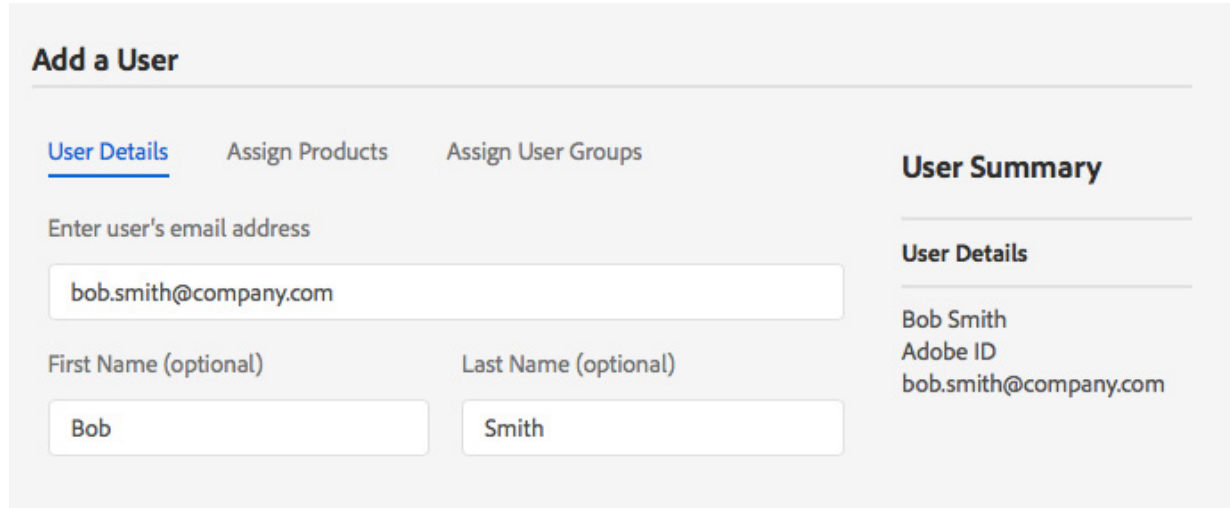
For customers using Acrobat in the context of Adobe Creative Cloud, see also [Creative Cloud for enterprise network endpoints](#).

Adding users

You can add your organization's users to the Admin Console.

Users may be added:

- Manually, one at a time
- In batches, by uploading a comma-separated values (CSV) file



Add a User

[User Details](#) [Assign Products](#) [Assign User Groups](#)

Enter user's email address

bob.smith@company.com

First Name (optional) Last Name (optional)

Bob Smith

Adobe ID bob.smith@company.com

Adding users on the Admin Console

User groups

A user group is a collection of users that is administered by a system administrator.

Providing Acrobat DC software to your end users

Once users have been imported into the Admin Console and assigned to a product, you will need to deploy the desktop apps to your end users. There are two methods for delivering the desktop apps to end users, and each option offers varying levels of control for IT admins and autonomy for end users.

Managed deployment

- Offers IT maximum control but requires the most work
- You need to strictly control which software and updates are available to users.
- You have the resources to package and deploy apps, patches, and updates on a regular basis.
- Available for Creative Cloud and Document Cloud

Self-service

- Reduces IT workload but users must be admins on their computers
- You wish to reduce IT workload and avoid packaging apps and updates.
- You don't need to vet software releases before they are available to your end users.
- Available for Creative Cloud and Document Cloud

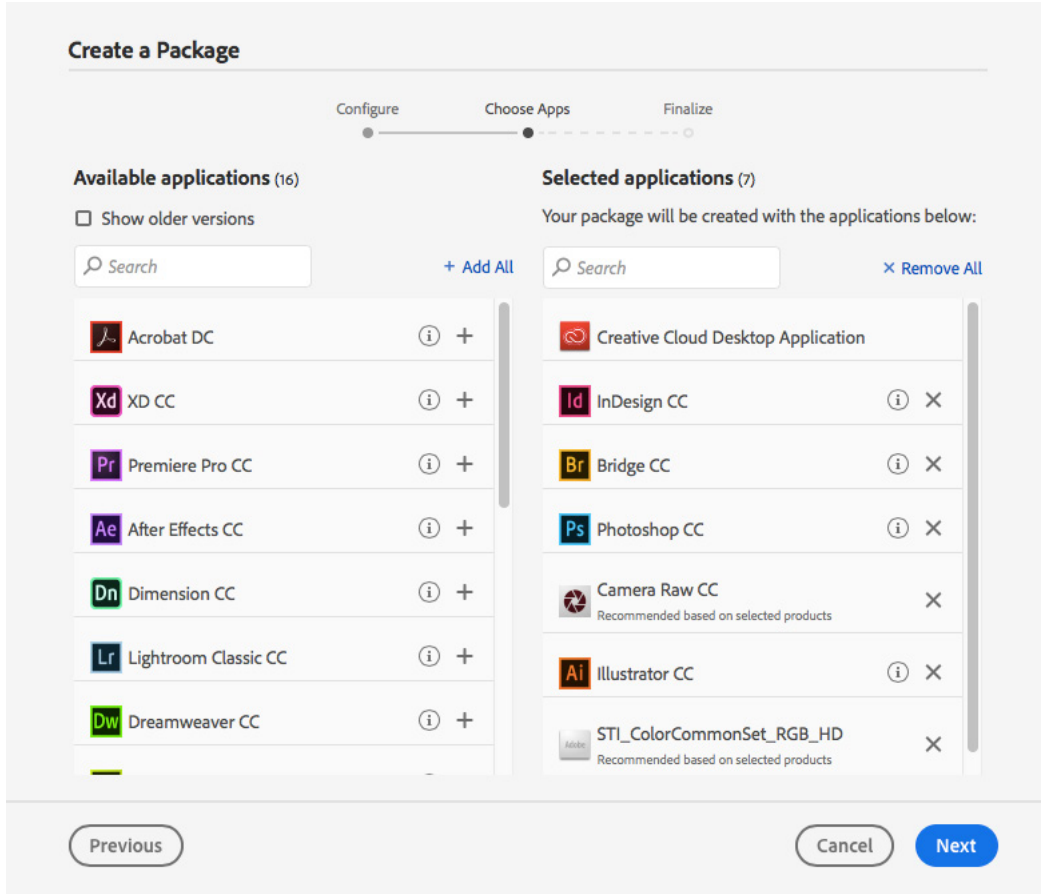
More IT control
More IT work
More consistency



More autonomy
Less IT work
Faster adoption

Creating packages for enterprise deployment

Whether you choose to give your users self-services access or to manage software deployment for your users, the Admin Console gives you tools to build customized installer packages to meet the needs of your organization. Log in to the Admin Console, click on Packages, and on the left choose Packages to create your own or Adobe Templates to start with a standard deployment package. Customize the settings and apps as shown in the wizard below, and download the industry-standard MSI or PKG file when you're done.



When should I use the Acrobat Customization Wizard or Creative Cloud Packager?

- You need to customize advanced settings for Acrobat such as modifying the Windows registry.
- You need to package Acrobat as part of a Creative Cloud All Apps plan.



Items that you might want to customize in Acrobat deployment

- [Common deployment options](#)
- [Customization Wizard](#): A scan of the UI shows some of the most common configuration options. Suppressing the EULA and configuring default PDF creation settings are a couple of the over 2,000 options that may be customized through this tool.
- [Preference Reference](#): A dictionary of nearly 600 registry and plist preferences

Where can I obtain the Acrobat Customization Wizard or Creative Cloud Packager?

These advanced packaging tools may be downloaded from the Packages panel of the Admin Console.

Supported deployment tools

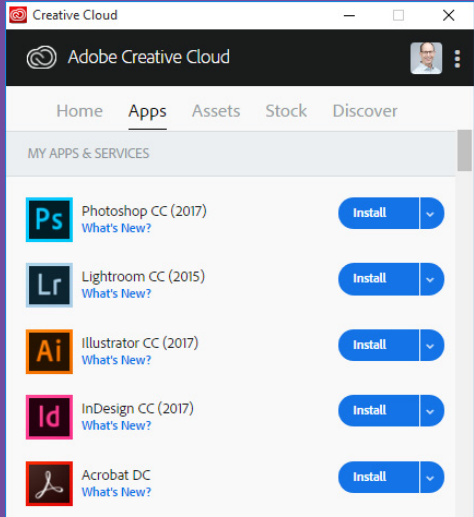
You may deploy Adobe software packages using any tool that can push down standard package types such as MSI (Windows) or PKG (Mac). Examples are SCCM on Windows and JAMF Casper Suite on Mac.

Enabling self-service

Enabling self-service is straightforward. Once end users are entitled to the apps in a product profile, they can simply install the Creative Cloud desktop app and install the software and updates on their own.

Enabling self-service for admins

1. Log in to the Admin Console and add the user to a product profile or user group with an assigned product profile.
2. Direct the end user to go to the [Creative Cloud desktop app download page](#).
3. User signs in to Adobe website using the credentials specified by the organization.
4. User downloads Creative Cloud desktop app installer.
5. User installs applications they are entitled to via the Creative Cloud desktop app, which can include Acrobat Pro DC.
6. User receives update notifications via Creative Cloud desktop app and installs new features and updates on their own.



The Creative Cloud desktop app is used by end users with admin or elevated privileges to install and update Creative Cloud applications, they are entitled to which can include Acrobat DC. Users can also install and maintain older versions if they need compatibility with older systems or plug-ins.

Virtualization

Acrobat products support several technologies and features that help customers work anywhere and on different devices. The following list can be used as a reference for the versions, recommended best practices and known issues of any of these platforms. It is recommended that you read the documentation prior to pushing out your installations.

- [Citrix XenApp and XenDesktop](#)
- [Microsoft Windows Terminal Server \(WTS\)](#)
- [Microsoft App-V](#)
- [VMware Horizon](#)
- Roaming profiles and UE-V: Make files, data, and preferences available from any desktop location.
- Preferences synchronization: Allow user preferences to follow users across machines.
- Document Cloud services: Use online services, store files in the cloud, and place user recent file lists on any machine or mobile device.

Automation tools for deployment

Adobe provides tools that facilitate enterprise management of updates for products installed across your organization. Acrobat supports both the Adobe Update Server Setup Tool (AUSST) and the Remote Update Manager (RUM).

AUSST allows enterprise IT administrators to set up and maintain an in-house update server that synchronizes with Adobe's update servers. Client machines then download and install updates from the internal AUSST server rather than the Adobe update servers. The tool supports a command line switch (-acrobatonly) so that only Acrobat updates are synchronized. For details, refer to the [AUSST documentation](#).

Windows: https://s3.amazonaws.com/deploymenttools-prod/AUSST_win.zip

Mac: https://s3.amazonaws.com/deploymenttools-prod/AUSST_mac.zip

RUM supports remotely invoking the Adobe Update Manager to install without having to log in on individual machines. For details, refer to the [RUM documentation](#).

Windows: https://s3.amazonaws.com/deploymenttools-prod/RemoteUpdateManager_win.zip

Mac: https://s3.amazonaws.com/deploymenttools-prod/RemoteUpdateManager_mac.zip

Release management

Acrobat DC apps and services are updated quarterly. Your organization will need to decide how often to update the apps deployed to end users.

Some factors to consider:

Do you need to keep all users on the same versions of Acrobat DC?

Some organizations need to ensure that all users are on a particular release such as Acrobat DC release 2018.11.xx for compatibility reasons. Note that it is not possible to enforce versions in the self-service model.

Do you need to vet updates prior to release?

Organizations that rely on third-party plug-ins or have developed their own integrations may wish to test new updates before they are deployed to end users.

Are users demanding new features as they are released?

The subscription model allows Adobe to continuously develop features that will benefit end users. Users whose work requires the latest technology may need more frequent updates.

Do you wish to enable users to update on their own?

You can allow admin and non-admin users to update software on their own. Updates are downloaded from the Adobe cloud or redirected to an internal update server and the local machine is updated.

Ongoing maintenance

Once your deployment is complete, you will need to consider how you will maintain and manage users and licenses. Some things to consider:

- Who will be responsible for adding and deleting users as they come and go in your organization? Typically, this task falls to the IT Desktop team or License Management team.
- How will you account for new licenses that are needed over time?
- What is the process users and departments will employ to request new licenses?
- As you add new seats, how will you charge back the departments which require them?
- How will you reassign licenses once a user leaves the organization or no longer needs the license?

Appendix

Download our four-week project plan

We've created a customizable Excel spreadsheet for you that includes all the tasks required to implement Acrobat DC for teams in your organization. The table includes numbered steps that assign specific tasks to project stakeholders.

Get the [Excel file](#).



At critical junctures, we suggest that you reach out to Adobe Expert Services. Our Expert Services staff can provide the specific guidance you need to be successful. See "Appendix: Schedule an Expert Services session on the Admin Console."

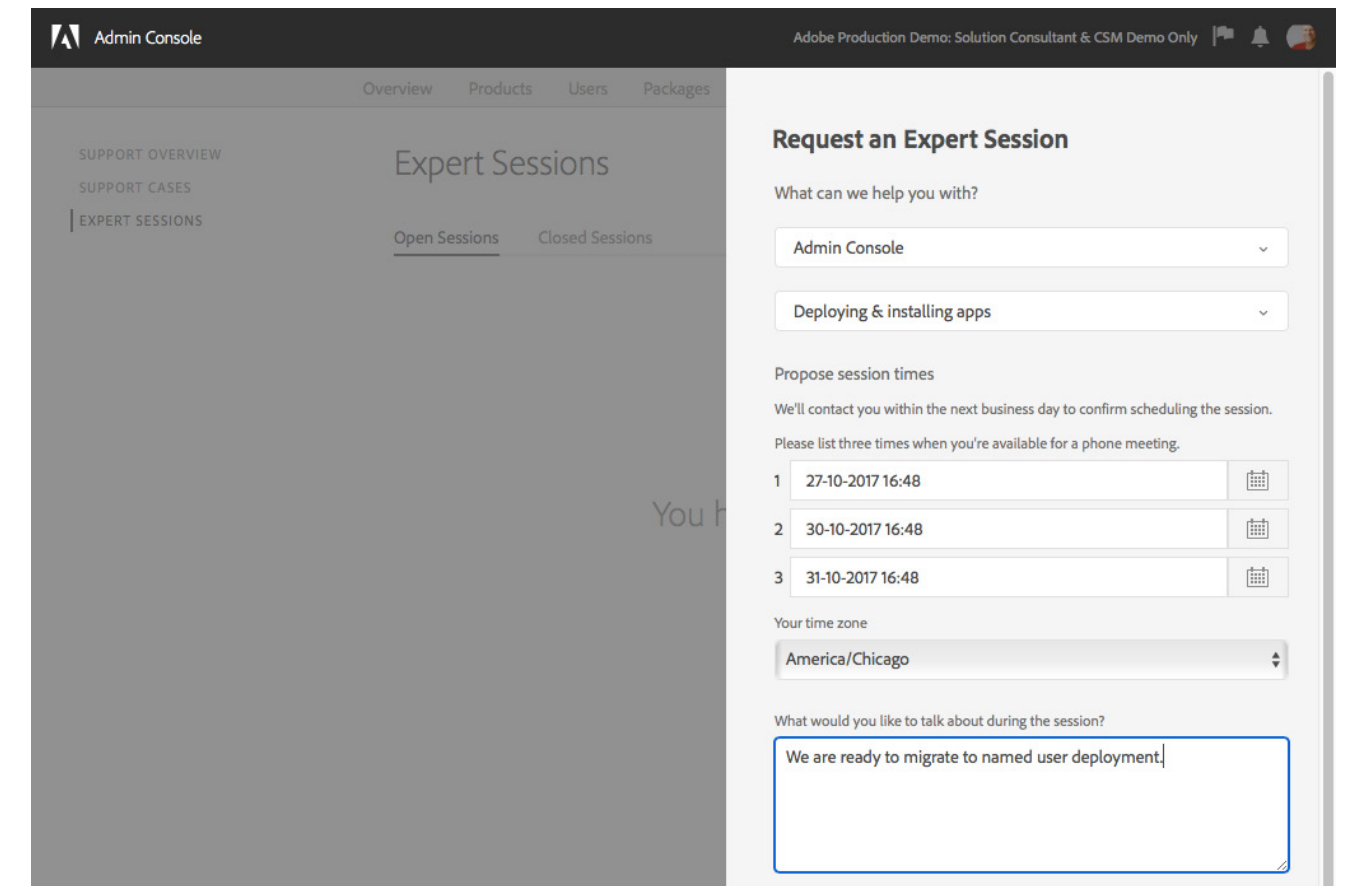
Once your project is completed, you will be able to offer your users a comprehensive business platform that starts with Adobe's industry-leading desktop and mobile apps and unlocks modern workflows across devices, projects, and teams.

Schedule an Expert Services session on the Admin Console

You can schedule a 1:1 virtual session with Adobe deployment experts if you need more help completing the project.

Here's how to schedule an Expert Services Session on the Admin Console:

1. Log in to the Admin Console at <https://adminconsole.adobe.com/team>.
2. Click the Support tab at the top.
3. Click Expert Sessions on the left and then click New Session on the right. Complete all the fields and click Request Session.



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