

# MAKING THE BEST OF YOUR (MANDATORY) ADOBE LICENSING MIGRATION

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# THE OLD WORLD OF ADOBE LICENSING

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## ▶ **Serialized Licensing**

- ▶ Serialization is part of installation package built by Creative Cloud Packager
- ▶ Built-in activation; true-up w/ Adobe

## ▶ **Named User Licensing**

- ▶ Users log into Creative Cloud with company credentials
- ▶ Apps are assigned through the Admin Console

## ▶ **Device Licensing**

- ▶ Similar to Serialized Licensing
- ▶ Educational Institutions Only

# THE NEW WORLD OF ADOBE LICENSING

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## ▶ **Named User Licensing**

- ▶ Users log into Creative Cloud Desktop App with company credentials
- ▶ Apps are assigned through the Admin Console, installed via CCDA

## ▶ **Shared Device Licensing**

- ▶ Create package in console, app is activated on user sign-in
- ▶ 30-day window to migrate once you start
- ▶ **Educational Institutions only**

## ▶ **Feature-Restricted Licensing**

- ▶ Machine-based licensing
- ▶ Three activation methods: *Connected, Isolated, and LAN*
- ▶ **No cloud features or apps (Premiere Rush, XD, etc)**
- ▶ **No Acrobat**

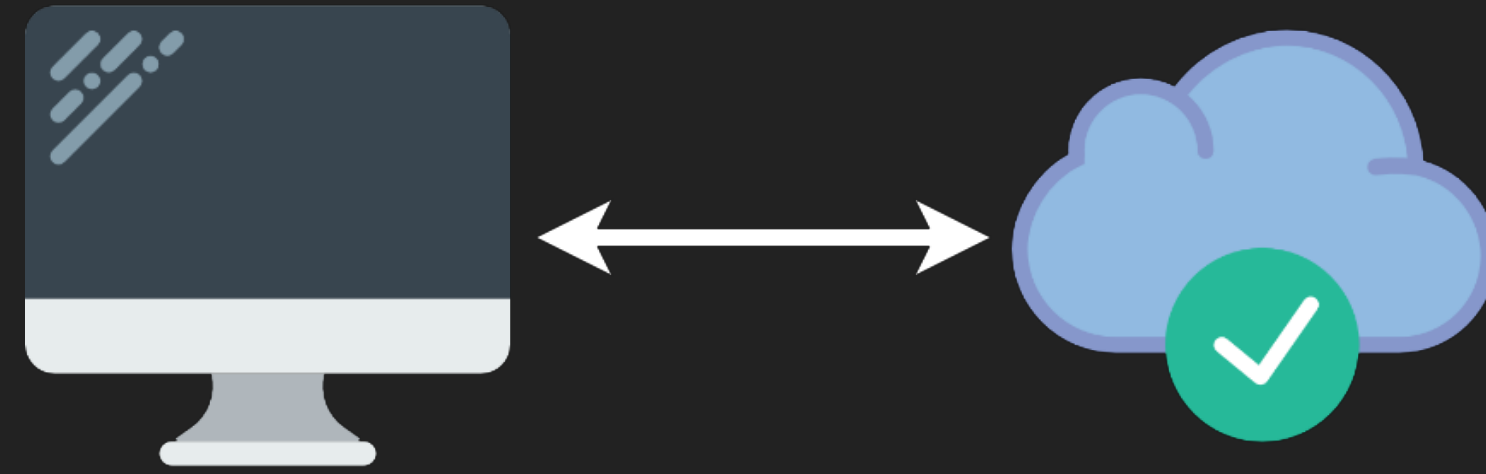
**CC 2019+ Only**



# FEATURE-RESTRICTED LICENSING MODES

**CONNECTED**

Shared Workstations



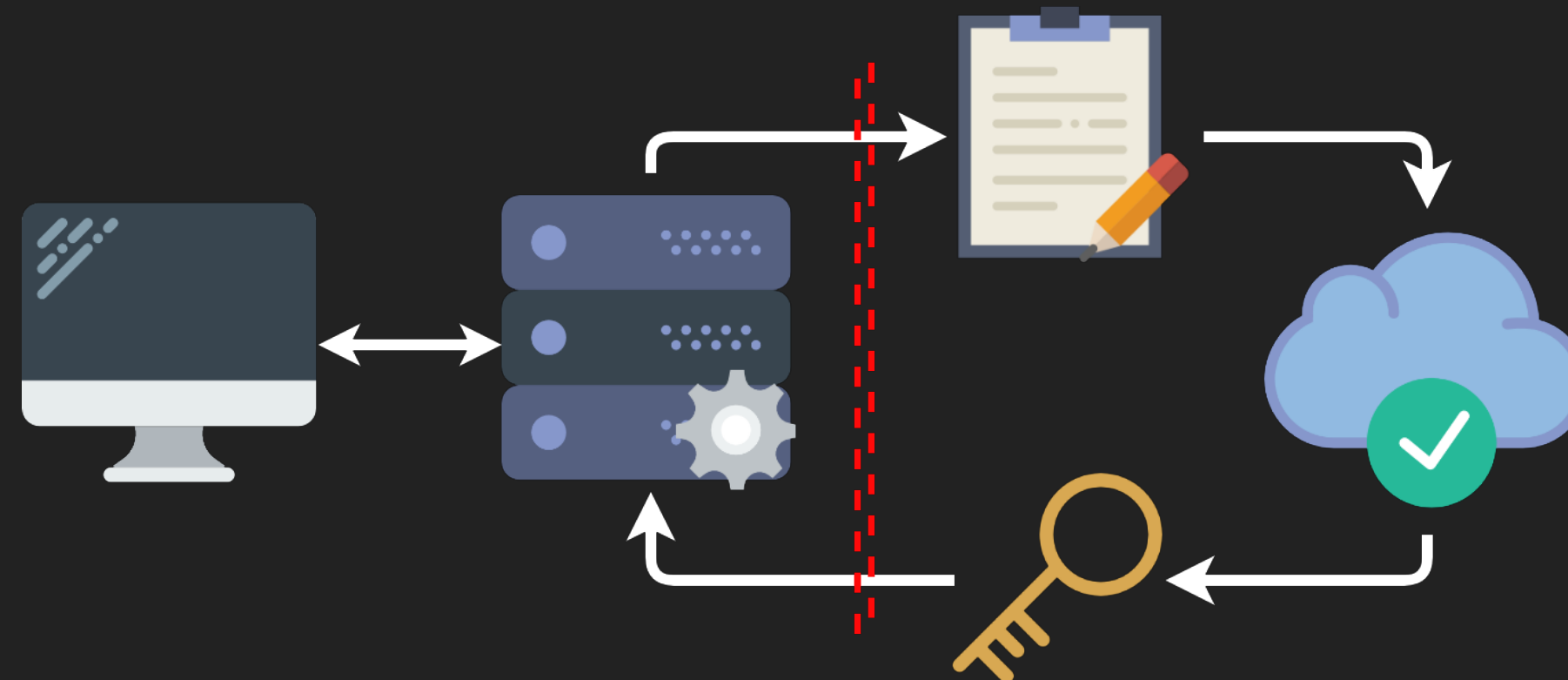
**ISOLATED**

Air-gapped Workstations















**LAN**

Air-gapped Network



# PROS & CONS

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|                             | Serial  | Named   |
|-----------------------------|---|---|
| Control over app deployment |    |    |
| Control over upgrades       |    |    |
| Shared workstations         |   |   |
| User experience             |  |  |
| Support burden              |  |  |
| Home use                    |  |  |



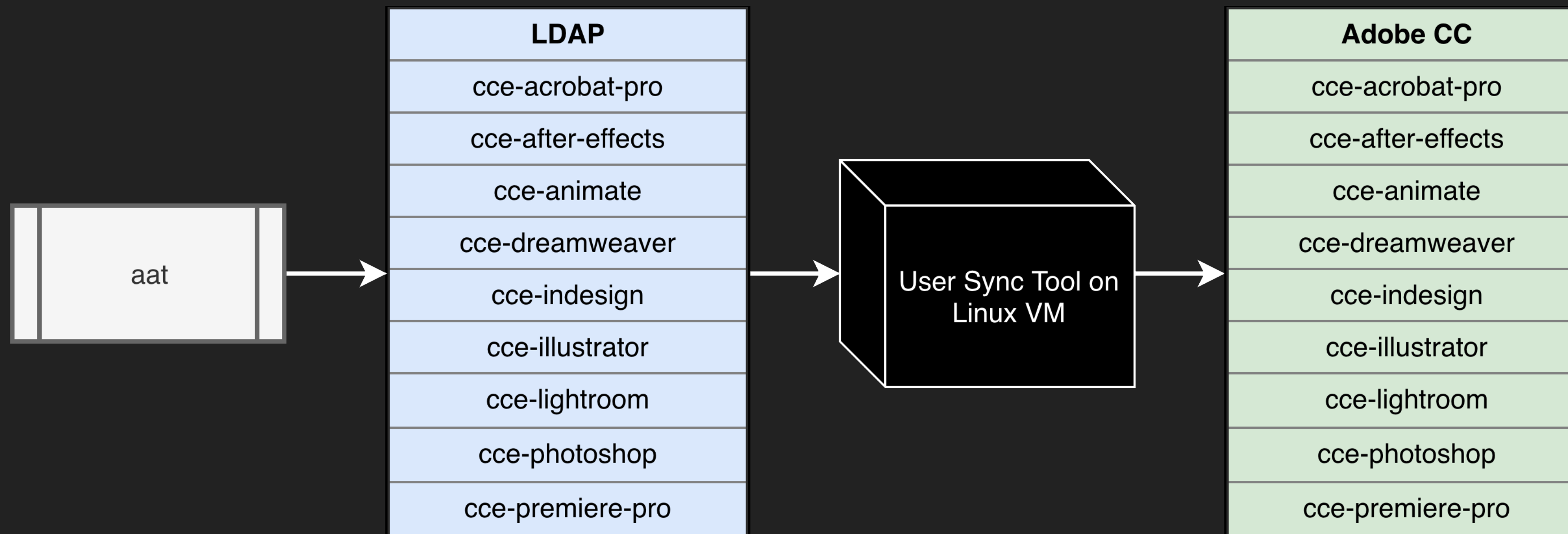
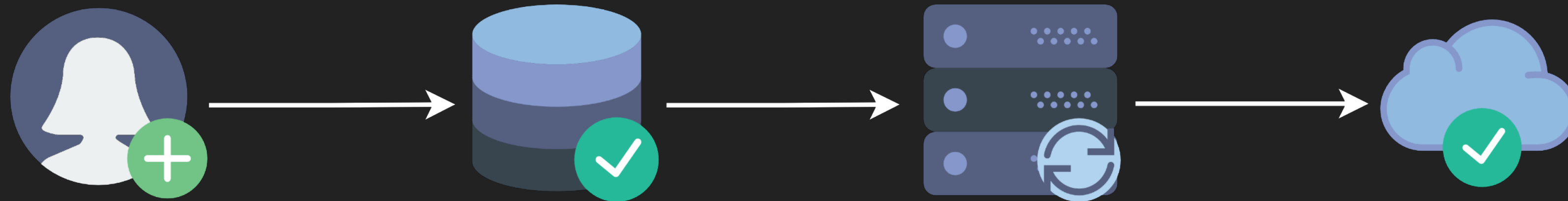
# MIGRATION OBSTACLES

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1. How do we handle user management? (On-boarding & app entitlementment)
2. How do we convert all of our existing users from serial to named?
3. How do users get access to new apps?
4. How do we handle app updates?
5. How can we be smarter about distributing entitlementments?

# HOW DO WE HANDLE USER MANAGEMENT IN GENERAL?

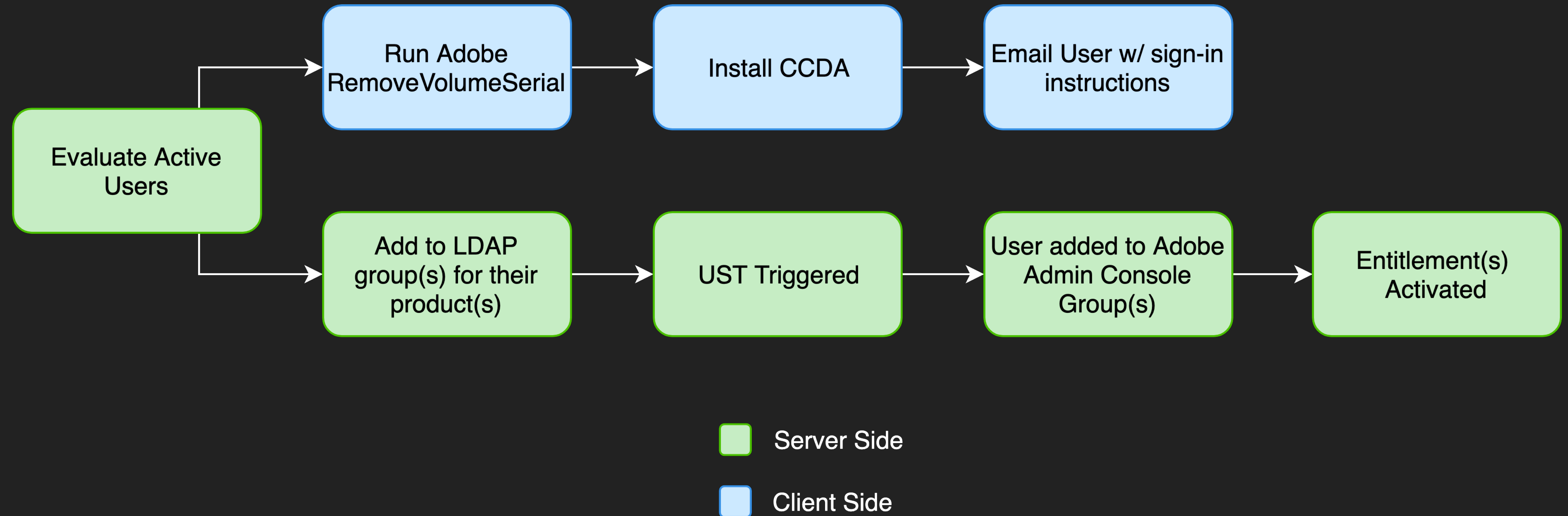
## ADOBE USER SYNC TOOL





# HOW DO WE CONVERT EXISTING SERIAL INSTALLS TO NAMED LICENSE?

## SERIAL → NAMED LICENSE MIGRATION FLOW



# HOW DO WE MANAGE APP UPDATES?

`/usr/local/bin/RemoteUpdateManager`

```
Terminal — csh — 78x30
[dx-buildbox:~] root# RemoteUpdateManager
RemoteUpdateManager version is : 2.2.0.2
Starting the RemoteUpdateManager...

Following Updates are applicable on the system :
    (ACR/11.0.0.78/osx10-64)
    (PHSP/19.1.6.398/osx10-64)
*****
Following Updates are to be downloaded :
    (ACR/11.0.0.78/osx10-64)
    (PHSP/19.1.6.398/osx10-64)
*****
*** Downloading (ACR/11.0.0.78/osx10-64) ...
*** Successfully downloaded (ACR/11.0.0.78/osx10-64) ...
*** Downloading (PHSP/19.1.6.398/osx10-64) ...
*** Successfully downloaded (PHSP/19.1.6.398/osx10-64) ...
All Updates downloaded successfully ...
*****
*** Installing (ACR/11.0.0.78/osx10-64) ...
*** Successfully installed (ACR/11.0.0.78/osx10-64) ...
*** Installing (PHSP/19.1.6.398/osx10-64) ...
*** Successfully installed (PHSP/19.1.6.398/osx10-64) ...
All Updates installed successfully ...
*****
Following Updates were successfully installed :
    (ACR/9.6/11.0/osx10-64)
    (PHSP/19.0/19.1.6/osx10-64)
*****
RemoteUpdateManager exiting with Return Code (0)
[dx-buildbox:~] root#
```

- ▶ We can only handle dot releases with this method (no CC 2018 -> 2019)
- ▶ RUM will fail if certain conditions aren't met

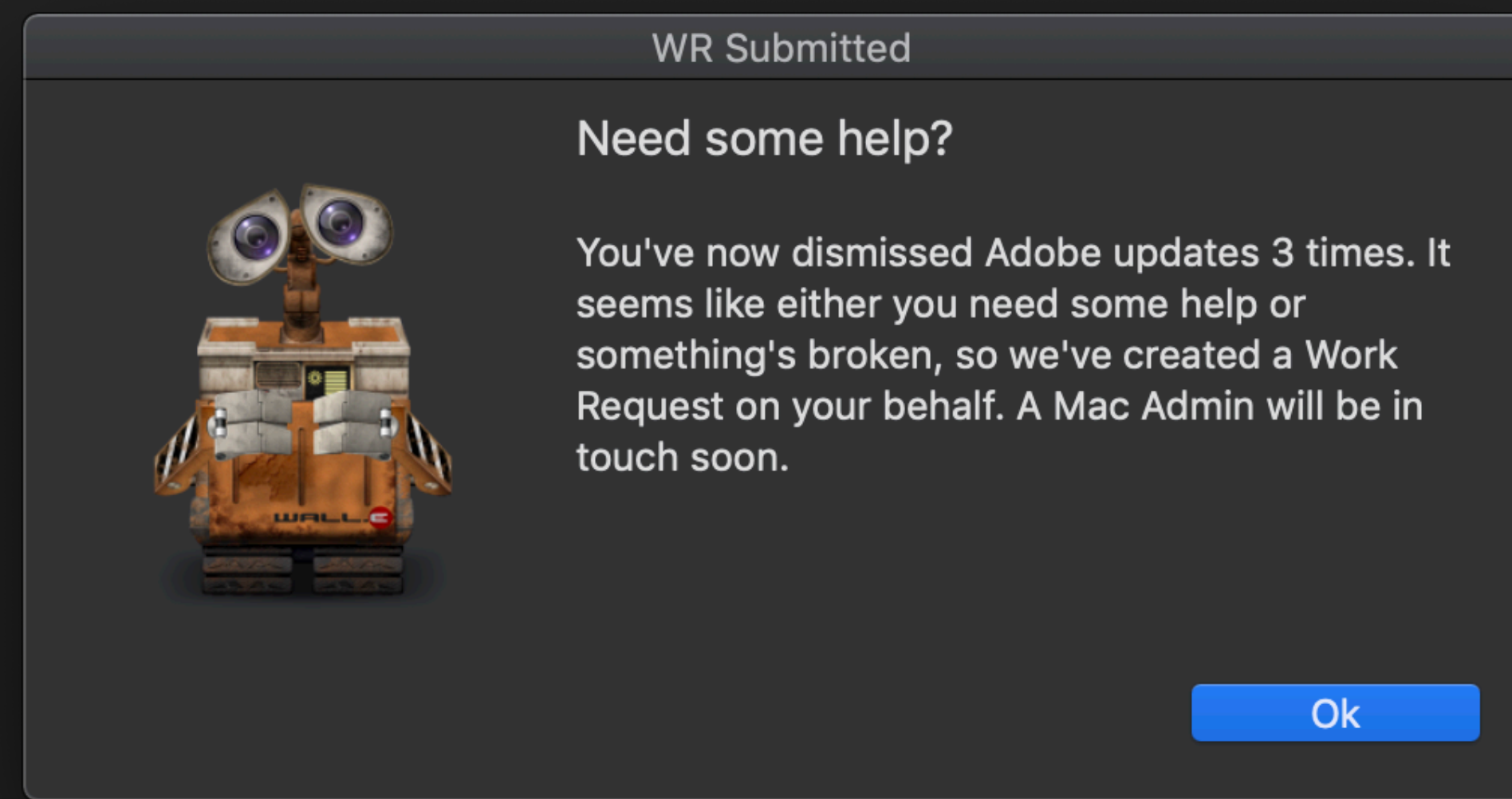
# UPDATE NAGGING

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If RUM fails 5 times:



If the nag is ignored 3 times:



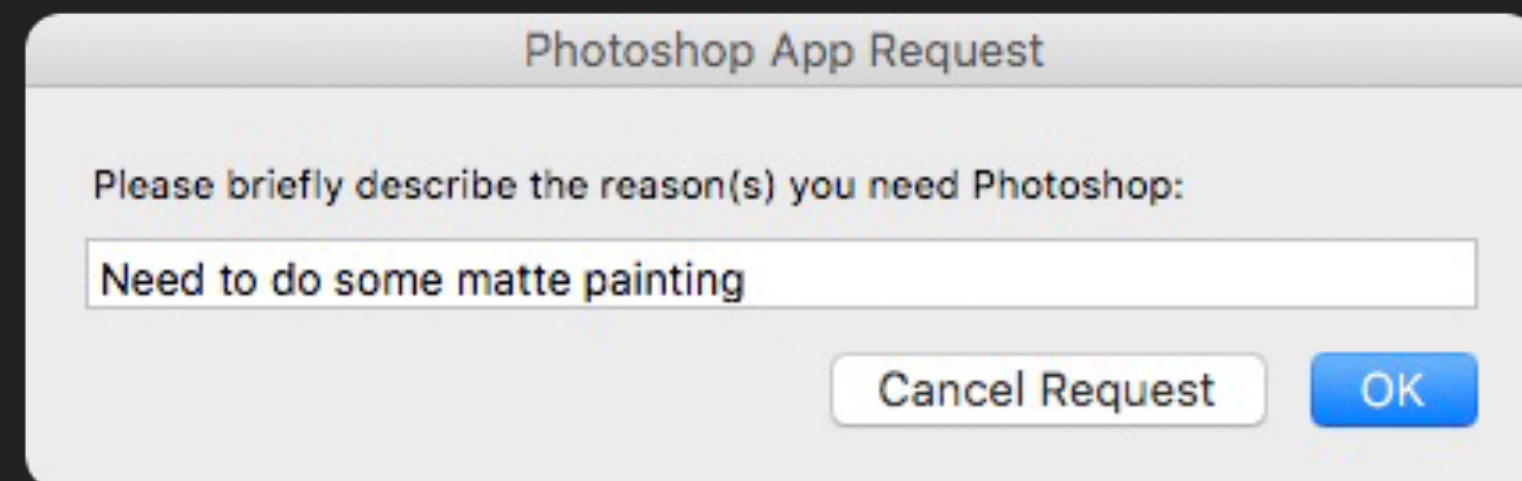


# HOW CAN WE BE SMARTER ABOUT DISTRIBUTING ENTITLEMENTS?

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## GATEKEEPING

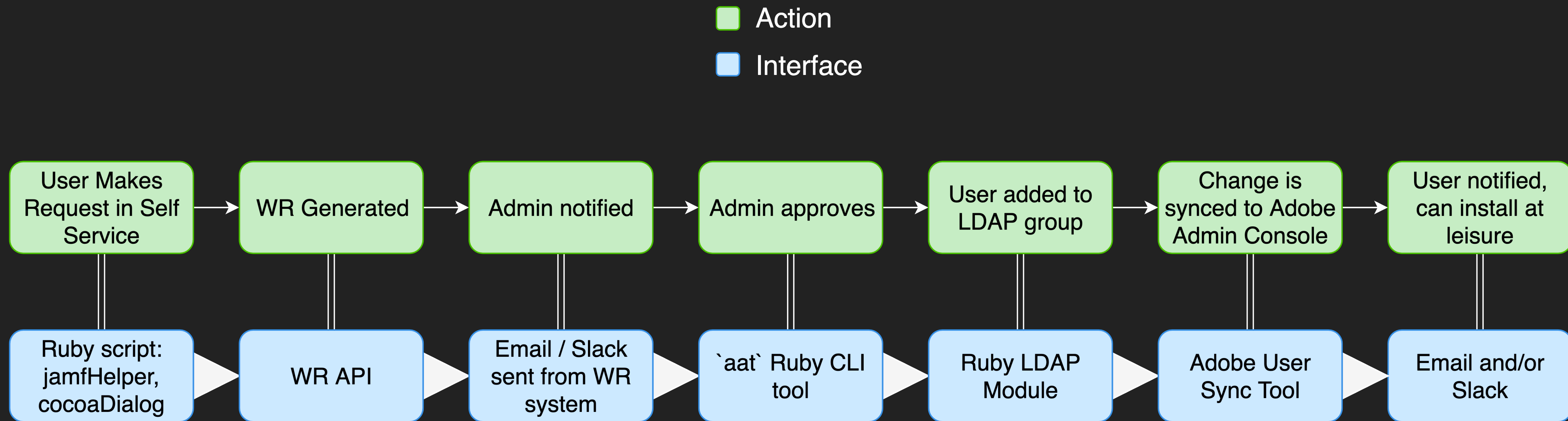
- ▶ Users request access to new Adobe apps; must provide reason for request
- ▶ Admin reviews request
- ▶ Ensures only users that actually need the apps are given entitlements



## EXPIRATIONS

- ▶ Capture app usage data from JAMF
- ▶ Remove entitlement if app hasn't been used for 30 days
- ▶ Do it silently so users don't just immediately request it again
- ▶ No need to uninstall

# USER APP REQUEST FLOW



# NAMED LICENSE PACKAGES

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- ▶ Create in the Admin Console
- ▶ Deploy the same as your serialized packages
- ▶ Includes CCDA but disables Apps panel (by default)
- ▶ User signs in on launch
- ▶ More packaging overhead for IT
- ▶ Users have to wait for IT to get new releases
- ▶ We want users to get accustomed to the CCDA for sign-in / updates
- ▶ If we're going to change how we deploy, we might as well do it the way Adobe really wants us to

## A NOTE ABOUT 'ALL APPS'

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- ▶ Only worth it if a user is using more than a certain amount of individual apps (I would say how many but this probably depends on your agreement).
- ▶ Increases complexity of management but you could add that logic in if you really want to.
- ▶ Rarely are users actively using enough apps to meet the threshold, especially with expirations going.
- ▶ We did the math. It wasn't worth it for us.

# FINAL TAKEAWAYS

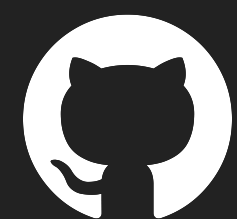
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- ▶ User Sync Tool for User Management
- ▶ Self Service tied to APIs for User Access Requests
- ▶ RemoteUpdateManager to make most updates silent but point users to CCDA as a contingency
- ▶ Gatekeeping & Expiration for managing superfluous entitlements
- ▶ It's OK to give up a little bit of control for a lot of saved time and headache on administration and user experience



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# DAN BERMAN



→ LM2807



→ @danosaur



→ @cobermicus



## SHOUT-OUTS

- ▶ Smashicons from [flaticon.com](https://flaticon.com)
- ▶ Adobe
- ▶ JAMF
- ▶ ruby-jss

# THANK YOU!