

# Adobe JELA Creativity & Productivity Welcome Packet

Thank you for your interest  
in exploring this content.

Carahsoft is the **Trusted Government IT Solutions Provider**® supporting a broad portfolio of industry-leading technologies through GSA, NASA SEWP V, ITES-SW2 and a wide range of other contract vehicles.

As the **Master Government Aggregator**®, Carahsoft connects government agencies, industry partners, and technology providers to deliver innovative, mission-focused solutions.

In partnership with Adobe, we provide technology solutions that drive modernization, strengthen operations, and ensure compliance with evolving government standards.



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[Adobe@carahsoft.com](mailto:Adobe@carahsoft.com)  
877-992-3623



Dear JELA Enrollee:

Thank you for participating in the Adobe Joint Enterprise License Agreement (JELA). Whether you are joining us for the first time or returning as a legacy JELA customer, our goal is to ensure the Department of War (DoW) Adobe Creative Cloud and Digital Adobe Learning Platform (DALP) offerings accelerate your mission.

The Adobe JELA Creative Cloud and DALP product portfolio empowers warfighters in creative spaces to produce, personalize, and activate trusted digital communication content faster—by unifying creativity, collaboration, through secure execution across every touchpoint.

This welcome packet has been developed to guide you through the activation, adoption, and optimization of your digital operations using the applications within the Adobe Creative Cloud and DALP solution portfolios and the value-added services currently available. Within this packet, you will find:

- [Adobe Support for the warfighter](#)
- [Deployment methods overview: Named User Licensing & Feature Restricted Licensing](#)
- [What's Included with my Adobe Creative Cloud Pro all apps and Adobe Creative Cloud Pro single applications?](#)
- [Adobe ColdFusion](#)
- [Getting started with installation](#)
- [Mission Accelerators: technical support & value-added services](#)
- [Next Steps: activate your Adobe JELA investment](#)
- [5-Minute Survey: help the Adobe JELA program team improve your experience](#)

**5-Minute Survey: Help the Adobe JELA Program Team Improve Your Experience**

[Adobe JELA Creativity & Productivity User Survey – Fill out form](#)



## Adobe Support for the Warfighter

Adobe JELA Creative Cloud and DALP solutions enable the Warfighter with secure, enterprise-scale digital content and experience platforms. Together, these capabilities enable rapid creation, delivery, and optimization of mission-critical communications, training, and information operations. The JELA portfolio strengthens readiness, improves alignment across the force, and modernizes how information is developed and disseminated across the joint and coalition environment.

## Deployment Methods Overview

Adobe JELA offerings within Adobe Creative Cloud and select applications within DALP are available in three deployment options: Named User, Feature Restricted Licensing (FRL) Online and FRL Offline

Category	Named User Licensing (NUL)	FRL – Offline	FRL – Online
Primary Use Case	Network-connected DoD enterprise users	Fully disconnected systems	Users unable to use NUL but can connect briefly
User Association	Assigned to individually authenticated users	Device-based	Device-based
Internet Connectivity	Periodic connectivity required	No internet required	Internet required only at installation
License Validation	Ongoing, periodic validation	Not required	One-time validation during activation
License Installation	Managed via user identity	Installed locally with application package	Installed locally after activation
Access to Cloud / AI Services	Yes (approved services only)	No	No
Mobile Application Support	Required for mobile app access	Not supported	Not supported
Best Suited For	Role-based, enterprise environments	Classified or air-gapped systems	Semi-connected or restricted environments

Call or email us today if you'd like to learn which method is best within your environment.

**1-877-99-ADOBE** or [adobe-jela@carahsoft.com](mailto:adobe-jela@carahsoft.com)



## What's Included with my Adobe Creative Cloud Pro All Apps and Single Applications?

- **Adobe Firefly:** Adobe Firefly helps you generate images, video, audio, and vectors using industry-leading generative AI
- **Adobe Stock Standard Images:** Adobe Stock Standard Images provide access to millions of high-quality, royalty-free images licensed for professional and commercial use
- **Adobe Express:** Adobe Express is included at no additional cost with Adobe Creative Cloud and provides users with simple tools to create on-brand graphics, videos, and documents.

**Important Note:** Adobe Stock premium assets for audio, video and 4K assets, are available for purchase.

## For Adobe ColdFusion Customers

To ensure you're licensed compliantly for Adobe ColdFusion, please fill out and complete the [ColdFusion Activation Report](#) and send to [adobe-jela@carahsoft.com](mailto:adobe-jela@carahsoft.com)

## Getting Started with Installation (By Enrollee)

Each enrollee will follow their organization's specific software distribution process for new installs or license updates only after a payment is issued to the Adobe JELA reseller partner, Dell Federal, for either net new licenses or renewals. For any questions as it pertains to payments for JELA quotes received from Dell, please contact [adobejela@federal.dell.com](mailto:adobejela@federal.dell.com).

## Army

Request license access through your Adobe JELA appointed trusted agent, Adobe administrator or internal license distribution portal. These contacts are typically at the G6 and command levels. If you need assistance identifying your admin or the appropriate process for your team, please contact [adobe-jela@carahsoft.com](mailto:adobe-jela@carahsoft.com) or [armychess@mail.mil](mailto:armychess@mail.mil).

## Air Force

- **For License Updates:**
  - FRL Offline - Please submit a license update request through [AFCEDS](#) to download updated software packages/license files.



- For Named User Licenses (NUL) - If you require a named user deployment, the Adobe Admin Console is updated automatically for each renewal period with the new expiration date for each respective year. The next time the named user software “phones home” it will pick up the new file and update the local expiration date.
- **For new NUL users** who don’t have Adobe software packages yet, SEAMLS ([AFLCMC.GBJ.SEAMLS@us.af.mil](mailto:AFLCMC.GBJ.SEAMLS@us.af.mil)) will have to create your account in the Adobe Admin Console, and you’ll be able to download/install the packages they’ve been entitled to.
- **For AFRC Users Only:**  
You’ll require FRL Offline software packages/license files via the [Carahsoft JELA Portal](#) instead of using AFCEDS. Request license access via SEAMLS JELA Program Team at [aflcmc.gbj.seamls@us.af.mil](mailto:aflcmc.gbj.seamls@us.af.mil)

## 4th Estate

Request license access from your Adobe JELA License Manager or contact DISA JELA PMO at [disa.meade.acq.mbx.disa-jela-team@mail.mil](mailto:disa.meade.acq.mbx.disa-jela-team@mail.mil).

## Software Downloads and Installs

Software can be obtained by DoW authorized personnel via:

- [Carahsoft Adobe JELA Download Portal](#) (*Provisioned Trust Agents*) - FRL Offline
- [Adobe Admin Console](#) (*Provisioned Administrators*) - Named User, FRL Online
- Internal Software Repositories (*Ex: USAF Leverages AFCEDS*)
- Adobe Software Distribution or Licensing Site (i.e. AEM Forms)
- *For files/packages NOT available on the Carahsoft Download Portal, JELA Enrollees may use [Adobe's Licensing Website \(LWS\)](#) – pending authorization from your internal JELA TA or Administrator.*

Check out our Adobe JELA License Update Video Tutorials if license updates are required  
[JELA Video Renewal Guide](#)

For additional JELA License Installation Guides, please reference the Technical Hub  
[Technical Assets :: Carahsoft](#)



## Mission Accelerators

### Adobe Base Camps

Adobe offers Base Camps, which are designed to help enrollees better engage warfighters and citizens by supercharging content creation capabilities with the latest innovations across the Adobe Digital Media ecosystem. Through an available menu of Collaborative Sessions (CoLabs), Thought Leadership Workshops, and Adobe Day Demonstrations, federal, state, and local agencies, as well as provincial-based agencies, can choose any path that best fits their current public engagement or communication goals.

### Content FlowLabs

Adobe FlowLabs are interactive sessions helping teams map out their current processes for producing content for internal and external audiences. The goal is to uncover challenges and bottlenecks and ultimately create clear road maps for maximizing the tools your team is currently leveraging to engage citizens and stakeholders, but to also make informed decisions that improve communication outcomes.

### Adobe Elite Support (DME)

Adobe provides a comprehensive range of technical resources to support eligible enrollees which is enhanced with the Elite Support Plan. Eligible enrollees have access to a named support engineer as well as a technical account manager who conjunctly provides best in class proactive and reactive support while acting as the designated technical contacts within the Adobe support team. With deep experience in uniquely tailored Adobe Creative Cloud and Adobe Document Cloud solutions, the support team works to ensure that no matter how complex specialized support needs are, the Adobe support team will be there throughout, ensuring eligible enrollees fully capitalize on Adobe solutions' capabilities. Eligible enrollees can also take advantage of Adobe's detailed and in-depth technical product documentation and current release notes.

### Carahsoft Adobe Technical Team

In addition to Adobe's training, support, and consulting offerings, the DoW has access to a dedicated, U.S.-based Carahsoft Adobe technical team. This team accelerates time to value by helping organizations activate, deploy, and operationalize Adobe solutions against real mission workflows. Services are tailored to agency specific requirements and delivered virtually or in person to support enterprise adoption from initial discovery through deployment and sustained use. Key capabilities include:

- Product demonstrations and use case walkthroughs
- Installation and deployment support
- End user and advanced training
- Office hours and tier-1 troubleshooting
- New release education and enablement



## Next Steps: Activate Your Adobe JELA Investment

To move from access to mission impact, we recommend starting with one of the following:

- **Product Demonstration Session** – overview of your product and how it can improve your workflows
- **Hands-On Labs** – tailored to your mission workflows

Request your session today!

[adobe-jela@carahsoft.com](mailto:adobe-jela@carahsoft.com)

1(877)99-ADOBE

**5-Minute Survey: Help the Adobe JELA Program Team Improve Your Experience**

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