Packaging, Deployment, and De-Serialization
Creative and Document Cloud for Enterprise
Greg Baber | Cloud Subject Matter Expert
Packaging, Deployment, and De-Serialization

Your organization has set up the Admin Console, choosing to deploy named user licensing via Adobe, Enterprise and/or Federated IDs into specified user and product configuration groups. You are now ready to review the options on how to deploy product packages to your end users. Key topics covered in this guide include:

- Deployment Planning
- Package Creation
- Deployment
- De-Serialization

Within each section, the guide indicates whether information is specific to the Creative Cloud for Enterprise (CCE) with the symbol, or Document Cloud for Enterprise (DCE) with the symbol, as there are slight variations for the topics between the two cloud environments.
Deployment Planning
Deployment Planning

Adobe's enterprise offerings let your organization, create, collaborate, and deliver on the web, mobile, or desktop with the latest Adobe apps and services. With centralized license management tools and enterprise-level technical support, your IT function is fully equipped to support creative teams at scale. As you plan for your Creative Cloud and/or Document Cloud deployment, it is best to take some time and consider how to deploy and manage applications, storage, and services. There are a number of topics that you need to consider when you plan your deployment, including:

- License deployment
- Identity management
- Applications and updates
- Storage and services
- Users, product configurations, and licenses
- Pilot and production rollouts
- Migrating existing users
Packaging
Packaging for Creative and Document Cloud

The Admin Console allows you to manage users, groups, packages, identities, and deployment of Creative and Document Cloud apps for named licenses. The Deployment panel within the Console makes it easy to deploy the apps to your end users. In addition to creating packages, you can use the Deployment panel to:

- Download automatically created packages with default settings of all individual products.
- Download all Creative Cloud applications as single installers, regardless of your purchased entitlement with Adobe.
- Customize automatically created packages to quickly modify default settings.
- Download Creative Cloud Packager for Windows and Mac OS to create custom packages for both Creative and Document Cloud.
- View a quick summary of packages created by you and your peer admins, including a list of recently created packages.
- View details of a particular package and track available updates for the apps in the package.
- Download Remote Update Manager and Adobe Update Server Setup Tool.
Packaging for Creative and Document Cloud

Creative and Document Cloud for Enterprise provides the following packaging options for your organization to choose from. Note that the Creative Cloud Packager should be leveraged to create packages for both Creative and Document Cloud.

<table>
<thead>
<tr>
<th>Type of Package</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatically created packages</td>
<td>Automatically created packages are readily available for download. Automatically created packages are either the single-app packages or collections packages created by Adobe. Packages are created based on default settings and can be downloaded and deployed as is.</td>
</tr>
<tr>
<td></td>
<td><em>For more information, see <a href="#">Automatically created packages</a>.</em></td>
</tr>
<tr>
<td>Customizing automatically created packages</td>
<td>When you require an automatically created package with a small change, such as with a different language, you can customize the package. These customizations are limited, such as change the language and enable/disable updates and Creative Cloud apps panel.</td>
</tr>
<tr>
<td></td>
<td><em>For more information, see <a href="#">Customizing packages</a>.</em></td>
</tr>
<tr>
<td>Complete custom packages</td>
<td>When you require a package that is different from any of the automatically created packages and cannot be created even by customizing any of the automatically created packages, you can create a custom package using the Creative Cloud Packager. You can download Creative Cloud Packager from the Overview panel. The packages created through Creative Cloud Packager are listed in Deployment panel but are not available for download through the Deployment panel.</td>
</tr>
</tbody>
</table>
|                                 | *For example, you can use Creative Cloud Packager to create custom packages when you require:*
|                                 | - A package with a custom combination of apps, which is not available in the automatically created packages
|                                 | - Licensing other than named, for example serial number-based licensing
|                                 | - An updates-only package                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                 | *For more information, see [Create custom packages](#).*                                                                                                                                                                                                                                                                                                                                                                                                                     |
The Acrobat Customization Wizard is still available as an option when packaging Acrobat installations, either as a Standalone or in a package with other Creative Cloud applications.

- It is available in the *Tools* submenu of the Package menu.
- To use the tool, you will have to point to the installer found in the package created in the Console.

*NOTE: The Customization wizard is not available for self-service installations.*
Deployment
Creative and Document Cloud Deployment

Using our Named User Licensing system, we provide several options to help facilitate deployment and installation for your users. These include:

1. Self-Installation
2. Assisted Installation for Non-Admin Users
3. Full IT Deployment

Additional information about deploying Creative and Document Cloud applications can be found here.
Deployment: Self-Installation

- Named User Licensing allows you to empower your users to install and maintain their own software, as their needs fit.
- The Creative Cloud Desktop Application is the central hub that is used to authenticate users, share files and initiate collaborations, and install applications for Creative Cloud.
- Installation of needed apps is as simple as click the Install button.
- Any version of the applications that have been part of the Creative Cloud offering is available for download through the app.
Deployment: Assisted Installation for Non-Admin Users

- Self Installation is great for users who have Admin rights on their machines, however that is not always practical in an Enterprise environment.
- A Self-Service package includes the Creative Cloud and/or Document Cloud Desktop Application and allows the software to be installed, even without admin rights to the machine.
- These options are available in the Packages tab of the Admin Console.
Deployment: Full IT Deployment

- For stronger controls, full deployment packages can be created using the Managed Packages option.
- Deployment packages can be made online for all platforms and all supported languages.
- The Use OS Locale option allows the package to match the installation language to the language of the OS. This allows one installation package to install multiple languages for your organization.
Deployment: Full IT Deployment

- The Apps panel in the Creative Cloud Desktop Application can be enabled or disabled as needed.
- If using the apps panel, you can enable non-admin users to be able to self-install any software not included in the package.
- Without the apps panel and elevated privileges being enabled, users will need to have updates to be installed by IT.
Deployment: Full IT Deployment

- On the next page, you can choose which applications to include in the new deployment package.
- Older versions can be enabled by clicking the Show older versions option.
Deployment: Full Deployment

- Deploying the Document Cloud as a standalone application is not available through the Admin Console.
- To deploy Acrobat, you will have to either create a Managed Package containing just Acrobat and the Creative Cloud Desktop Application, or use the pre-built template available in the Templates section.
Deployment: Full IT Deployment

- The Creative Cloud Packager can be used to package all Creative Cloud applications as a Named User Licensed package.
- This includes any versions that has ever been offered as a part of the Creative Cloud, from the current version, all the way back to CS6.
- You can access the Packager in the Tools & Notifications section of the Package tab.
De-Serialization
CCE De-Serialization

- License Packages can only be created in the Creative Cloud Packager.
- You will need a Creative Cloud ENT Serial Number to create a package. Use the serial number that was included with your original order. This can be retrieved from our serial number website – https://licensing.adobe.com.
- The License Package is very small (4 MB) and can be distributed over your network. The RemoveVolumeSerial application will need to be run on each machine to be de-serialized.
- Keep all files intact as part of the package to ensure they work properly.
- You will only need two License Packages for your entire organization- one for Windows, one for Mac.
CCE De-Serialization

- Moving to Named User Deployment does not mean your organization must uninstall and reinstall the existing software.
- For the Creative Cloud, there are two steps to go through to enable named users in pre-existing installations.
  - Install the Creative Cloud Desktop Application through deploying a self-service module or creating a custom package.
  - De-serialize the software using a License File created in the Creative Cloud Packager.
DCE De-Serialization

- If Acrobat was installed as a part of the Creative Cloud, follow the steps in the proceeding slide to de-serialize the Acrobat application.

- A variation on the de-serialization process is required for instances of Acrobat installed as a standalone product using the Adobe Provisioning Toolkit utility. A copy of this utility can be installed as part of the Creative Cloud Packager. Once CCP is installed, the file is located here:
  - Win: \Program Files (x86)\Common Files\Adobe\OOBE\PDAApp\CCP\utilities\APTEE\adobe_prtk.exe
  - Mac: \Library\Application Support\Adobe\OOBE\PDApp\CCP\utilities\APTEE

- This is a command line tool run in CMD or Terminal (it must be run as administrator).
DCE De-Serialization

- The command to remove the serial number for Acrobat DC is:
  
  ```
  adobe_prtk --tool=UnSerialize --leid=Acrobat-DC-LEID
  ```

- To use this command, replace the `Acrobat-DC-LEID` with the appropriate LEID from the list on this page.

  *Note: There are two dashes before tool= and leid=*

<table>
<thead>
<tr>
<th>DC Continuous Track</th>
<th>DC Classic Track 2017</th>
<th>DC Classic Track 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows V7{}AcrobatCont-12-Win-GM</td>
<td>V7{}AcrobatESR-17-Win-GM</td>
<td>V7{}AcrobatESR-12-Win-GM</td>
</tr>
<tr>
<td>Mac V7{}AcrobatCont-12-Mac-GM</td>
<td>V7{}AcrobatESR-17-Mac-GM</td>
<td>V7{}AcrobatESR-12-Mac-GM</td>
</tr>
</tbody>
</table>

It can also be run through application such as SCCM or initiated from a batch file or script; additional information on the toolkit can be found here.