

Adobe Creative Cloud

AFTIA Migration Support FAQ for Partners

This FAQ helps Channel Partners understand Adobe's complimentary Creative Cloud migration support program delivered by AFTIA and how to use it to confidently accelerate the adoption of Adobe Creative Cloud Pro Plus, especially for customers migrating from Creative Cloud for teams.

What is the Adobe Migration Support Program?

Adobe has partnered with AFTIA, an Adobe-certified professional services partner, to offer complimentary one-hour migration guidance sessions for customers moving from Creative Cloud for teams to Creative Cloud Pro Plus. The objective is to reduce technical uncertainty, remove migration blockers, and help customers move forward with confidence.

Who is this program for?

The program is intended for existing Creative Cloud for teams customers, primarily small and mid-sized organizations (that may have less IT support), that are currently:

- Evaluating Creative Cloud Pro Plus
- Preparing to migrate from Creative Cloud for teams
- Looking for reassurance on deployment and help completing their setup process

Why should partners use this program?

This program helps partners:

- Reduce technical objections that slow Creative Cloud for teams to Creative Cloud Pro Plus migrations
- Accelerate sales cycles without delivering services themselves
- Keep the conversation focused on value and outcomes, not deployment details

The program is designed to support growth of Creative Cloud Pro Plus for higher education.

How does the session-booking process work?

- The partner shares the booking link
- The customer selects their region and preferred time
- AFTIA delivers the session
- The customer proceeds with migration

No coordination or setup is required from the partner. Access the book page [here](#).

What happens during an AFTIA session?

Each session is one hour long, hands-on and tailored to the customer's environment.

Typical topics include:

- Review of the customer's current technical setup
- Migration path recommendations based on their deployment model
- Live, step-by-step guidance to move forward
- Optional overview of Creative Cloud Pro Plus capabilities and configuration options

Does AFTIA perform the migration for the customer?

No. AFTIA provides expert guidance and recommendations, not a managed migration service. Customers execute the migration themselves, supported by live guidance during the session.

Is this service free for customers and partners?

The migration guidance session is fully complimentary and provided at no cost to eligible customers as part of Adobe's migration support program.

Does the partner require Channel Account Manager (CAM) agreement before sharing with the customer?

No. This program is designed to be a partner-driven, self-serve service.

- CAM agreement is not required to position AFTIA to end customers
- Partners retain full ownership of the customer relationship
- AFTIA delivers only the migration guidance session

Which regions and languages are supported by AFTIA?

AFTIA support is delivered in English language only in North America (NA), Europe (EU) and Australia & New Zealand (ANZ) based on time zone availability.

Are there limits on the number of sessions per customer?

We recommend one (1) session per customer to support the migration from Creative Cloud for teams to Creative Cloud Pro Plus. If the partner or CAM strongly believe more sessions are needed to support a specific customer, they need to reach out to AFTIA first to confirm their availability.

Why is this especially relevant for Creative Cloud Pro Plus prospects?

Creative Cloud Pro Plus introduces additional capabilities and configuration considerations compared to Creative Cloud for teams. The capabilities can bring some challenges during the implementation phase, especially for small customers. AFTIA helps customers understand how to move forward smoothly and confidently, reducing hesitation and supporting faster adoption.

When should partners share the booking link?

Partners should share the link once:

- Creative Cloud Pro Plus is positioned as the target offer
- Technical questions slow down decision-making or activation of the product
- Customers ask for migration reassurance

No internal approval is required.

Will AFTIA sell to the customer or compete with partners?

No. AFTIA does not sell Adobe products, does not transact, and does not own or manage the customer relationship. Partners remain the customer's primary commercial contact.

How should partners position this to customers?

The recommended customer-facing message is:

"As part of Adobe's migration support program, you have access to a complimentary one-hour guided session with an Adobe-certified consultant who can walk you through the migration from Creative Cloud for teams to Creative Cloud Pro Plus. These sessions are available at no cost and are designed to remove technical barriers so your institution can move forward with confidence."

Is this program mandatory to migrate to Creative Cloud Pro Plus?

No. The session is optional, but strongly recommended for customers who:

- Have technical questions
- Are unsure about deployment readiness
- Want reassurance before and after migrating

Can the reseller or distributor attend the call AFTIA will have with their customers?

Yes, absolutely. If the partner wants to attend the call, they are welcome. In order to be included, the partner would need the customer to invite them to the meeting or the partner can book the meeting on the customer's behalf.

For any additional questions, please contact your Climb Education Representative or Adobe Education CAM.