

# CorelDRAW<sup>®</sup> GRAPHICS SUITE 2019



## Upgrade Protection Program: FAQ

### Upgrades are coming to an end

From December 1, 2019, Corel will be ending availability of its CorelDRAW Graphics Suite Upgrade products for both Box and Electronic Software Download (ESD) as well as volume licenses. Partners will be able to order Upgrades until that time and continue to sell the Box or ESD versions to eligible customers, as long as stock remains. However after this date, these Upgrade products will no longer be available.

### How will users be able to upgrade to the latest software in the future?

Corel will be offering the opportunity for partners to sell Upgrade Protection, a renewable program, which effectively acts as maintenance, which from **March 12<sup>th</sup> 2019**, will be available to be sold in conjunction with either a Box, ESD or single-user Business License. Upgrade Protection covers customers for a period of one year, and as long as they continue to renew it, they will be entitled to use – or upgrade -to the latest version of the software as soon as it is released.

### What's the value of the Upgrade Protection Program (UPP) to a customer?

Customers with an active Upgrade Protection Program will receive the latest version of CorelDRAW Graphics Suite when it's being released, essentially providing users with the lowest cost of ownership to the latest version.

#### Key benefits include:

- One low cost annual payment which is approximately **50% less than the price** of the current cost of an Upgrade
- **Access to the latest version of the software**, as soon as it becomes available
- **Support** for the latest operating system updates, devices and technologies
- **The right to continue to use the last version**, forever, even if the customer decides to stop the Upgrade Protection Program
- **CorelDRAW Graphics Suite is on an annual release cycle**, so customers can expect to benefit from a new version during the lifetime of their UPP.

### How does the Upgrade Protection Program work?

CorelDRAW Graphics Suite Upgrade Protection will be available as (electronic) SKU through distribution partners, as Box and ESD products are available today. It is important to note that Upgrade Protection can only be offered to customers purchasing or owning the latest version, i.e. CorelDRAW Graphics Suite 2019.

### How should I sell Upgrade Protection – at point of purchase?

Yes. Resellers should offer "Upgrade Protection Year 1" together with the CorelDRAW Graphics Suite 2019 Full or Upgrade version at the point of purchase (i.e. add to cart). This is the best time to provide customers with the extra benefit of the Upgrade Protection as the most cost-effective option to stay up-to-date with future product releases. However "Upgrade Protection Year 1" can also (as a second option) be offered within a 30-day period post-purchase of CorelDRAW Graphics Suite 2019 Full or Upgrade version. After this timeframe it cannot be added, and it cannot be added retrospectively to previous orders.

### How are Upgrade Protection Program Orders processed – what information do they contain?

CorelDRAW Graphics Suite UPP orders will be processed using an order form that contains purchase date and customer contact details (similar to single-user business license orders). Corel will issue a CDGS UPP confirmation that is delivered to the partner. The confirmation (email) contains the order information including customer name and contact details (as provided in the order), UPP start and end (renewal) date. This will act as proof of purchase and certificate of the genuine Corel Upgrade Protection (annual) license.

### Why does Corel need customer contact details for Upgrade Protection orders?

Corel needs this information so it can provide customers with an Upgrade to the latest (new) version of CorelDRAW Graphics Suite when it's released. The Upgrade will be provided to customers directly from Corel at the time of launch with a download and serial number to install and use the new version as perpetually licensed product.

### Who is responsible for informing the Customer when the UPP is up for renewal?

The customer relationship is owned by the Corel reseller. As a reseller, you should keep track of upcoming UPP expirations to inform the customer in advance and offer the renewal to prevent from the UPP expiring without being renewed. This acts as a great opportunity for resellers to connect with their customers on a regular basis.

UPP Renewal can still be ordered within a 30-day period from expiration date of the previous term.

Corel reserves the right to verify the eligibility for the renewal (by cross-referencing to the initial UPP or previous renewal order).

### How do we handle future renewals – what do we sell?

**CDGS Upgrade Protection Program will be available in two different SKUs:**

- 1) CorelDRAW Graphics Suite Upgrade Protection  
- **Year 1 (ESDCDGSUPP)**
- 2) CorelDRAW Graphics Suite Upgrade Protection  
- **Renewal (1 year) (ESDCDGSUPPRE)**

While (1) is restricted to customers who are purchasing or have recently purchased the latest version of CDGS, the Renewal SKU (2) is offered by resellers to customers for renewing their existing Upgrade Protection for another year. The order and fulfilment process for the UPP Renewal (2) is the same as outlined above for the initial UPP term.

### What options will be open to Migrate customers to the latest version?

We will continue to offer promotions to current version owners of CorelDRAW Graphics Suite with future version releases. For example, when the next version after CorelDRAW Graphics Suite 2019 is released, customers who own a licensed copy, will be offered the opportunity to purchase the new version without having to pay the Full version price. This will also apply to customers who may wish to migrate from a Subscription to a Single User Business License. Corel will work closely with our partners to ensure that the details around these offers will be clear and in place for future launches.

### Are subscriptions still available to customers?

Yes. In addition to Box, ESD and volume licenses of CorelDRAW Graphics Suite, our channel partners will continue to have the opportunity to sell the product as a subscription. As subscriptions are pay as you go schemes, which offer customers the right to stop using, and paying, for the software as and when their needs change, there is no need to add Upgrade Protection.

### How will Corel help to communicate the end of Upgrades to customers?

Corel will work with our channel partners to run upgrade campaigns up to November 30, 2019 to promote the "last chance to upgrade". This will be a unique opportunity to connect with CorelDRAW customers who have purchased CorelDRAW Graphics Suite in the past and bring them up to the latest version – plus sell the customer the benefits of Upgrade Protection. CorelDRAW Graphics Suite 2019 purchased (perpetual) products will also display a message inside the applications to remind customers of the changing upgrade terms and the limited-time opportunity to sign-up for the Upgrade Protection to receive future versions at the best price. The call to action in the in-product message will be "Contact your Corel software reseller to sign up for Upgrade Protection".

**For any further information about these changes, please contact [mike.gonzalez@corel.com](mailto:mike.gonzalez@corel.com)**