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Submission: IT Pricing

I would like to relate my experience with a recent purchase, an upgrade, from an Adobe software product. This was an upgrade from Photoshop CS4 to CS6. I have been a Photoshop user almost from its first release and upgrading has always been a source of great annoyance due to the price disparity between Australia and the United States.

When CS6 was release in 2012, I looked upgrading through the Adobe shop and saw that the product upgrade was \$US199.00, which I thought a reasonable price to pay for the upgrade given it's full purchase price in Australia. When I tried purchasing this upgrade, however, I was redirected to the Adobe Australia online shop, where the price had changed to \$A307.00 (electronic download) for what I assumed was the boxed product. I felt a little outraged and postponed the purchase until the 27th of November 2012 when I finally decided there was no other option but to proceed with. Again I was redirected to the Adobe Australia site from the US online shop and after filling in the relevant information I had two options:

- Electronic delivery at \$307.00
- Boxed upgrade at \$399.00

In spite of my annoyance, I took the first option as this would allow me to quickly set up the new software. Naively I assumed that I'd be downloading and paying for the software in Australia. The download and installation went well and I had the software working within a couple of hours. When my bank account arrived, there was the transaction from Adobe, but to my amazement the billing address was from an Adobe affiliate site in Ireland! So where the software download site was and remains a total mystery. This would seem to disprove Adobe's claim that Australians are serviced from the Australian site and there was no GST on the purchase, so clearly Adobe are using the Irish site to avoid paying tax. The end result is that I paid \$108.00 for downloading software from overseas and the Australian Government missed out on \$30.70 in GST or about \$40.00 had I purchased the boxed product. Adobe also made no adjustment for the current value of the Australian dollar, which was above parity at the time I made my purchase and never have. their pricing appears to have been set when the Australian dollar was around the 65 cent mark and its never been changed.

I generally upgrade the Adobe product every two or three years. This is a common practise among other users I know. Adobe are trying to get all of their users onto the Cloud, which will cost almost as much per year as a subscription or about three times the cost of my usual upgrades. For me this is not a fair or equitable solution.