

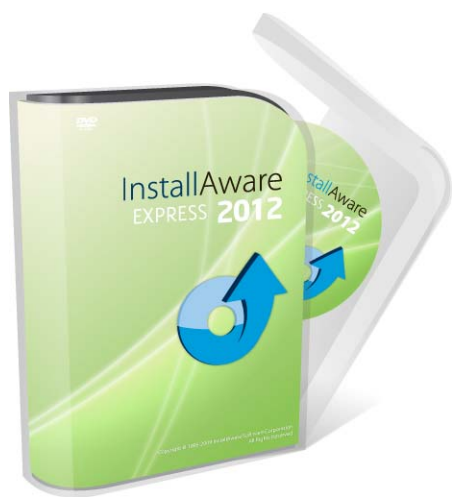


InstallAware
for Windows Installer

Windows Installer without Rocket Science

InstallAware

for Windows Installer, Native Code, DRM, and App-V





Key Objectives

- Who is InstallAware?
- Eliminate Bloated MSI Packages
- One-Click Deployment of Runtimes
- Improve Customer Relationships
- Simplify and Consolidate Setup Projects
- Eliminate Custom Actions
- InstallAware 2012 Feature Highlights
- Available Editions and Pricing



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Who is InstallAware?



Who is InstallAware?

Founded in 2003 by former InstallShield employees who sensed that **InstallShield** was **not leading** the market:

- Lack of innovation
- Hard to learn and use
- Thousands of outstanding work orders
- Copy-cat products were not innovating either



What Makes InstallAware Unique?

InstallAware's innovations **save** setup developers and end-users:

- **Time**
- **Money**
- **Frustration**

InstallAware improves the end-user experience **and** the development experience.



What Makes InstallAware Unique?

InstallAware provides leadership by:

- Making it much easier to support Microsoft standards
- Keeping standards from driving your processes
- Helping you do with your setups what was not possible before
- Providing a powerful abstraction of Windows Installer technology in MSIcode scripting



What Makes InstallAware Unique?

InstallAware makes it much **easier** to support **Windows Installer**:

- No **proprietary database** or **custom action programming** is required to build installations
- InstallAware **abstracts all MSI internals** into an **intelligible script** called MSICODE!
- InstallAware automatically **builds logo-compliant** Windows Installer packages
- InstallAware builds setups that can be deployed unattended via **Group Policy**
- InstallAware lets you integrate your business logic into your installer and **make intelligent decisions at install-time**



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Eliminate Bloated MSI Packages



Eliminate Bloated MSI Packages

InstallAware reduces the size of a setup by **up to 67%** using the best compression available – LZMA/BCJ2.

InstallAware can even re-compress files and packages that have already been compressed using other compression formats.

Only InstallAware can build MSI setups with **better-than-CAB** compression.



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Eliminate Bloated MSI Packages

InstallAware makes it easy to download technology runtimes or optional application features **only when needed/selected**.

InstallAware does not produce empty web based installers that force an Internet connection even to copy vital application files.

Only InstallAware lets the developer **choose exactly which files go online** in a setup.



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One-Click Deployment of Runtimes



One-Click Deployment of Runtimes

InstallShield's bundled runtimes can be very difficult to get working properly.

Common frameworks like Microsoft .NET and SQL Server deploy very simply using InstallAware.

Plus, InstallAware improves compression by as much as 67% - at no effort/cost to you.



One-Click Deployment of Runtimes

InstallAware provides one-click runtime installers for:

- Microsoft .NET Framework (with service packs)
- Microsoft SQL Server Express (custom instances)
- Microsoft Visual Basic VMs
- Microsoft Visual C++ Runtimes (with secure updates)
- Crystal Reports for Microsoft .NET Framework
- Microsoft Data Access Components (MDAC)
- Microsoft DirectX
- Add your own custom runtime installers



One-Click Deployment of Runtimes

All one-click runtimes can, with **one click**:

- Add all nested dependencies to the setup project
- Add all necessary hardware/software requirements to the setup project

Only InstallAware automatically adds the proper system checks and nested runtime dependencies.



Can I install older technologies?

You can easily add any merge module or other technology installers to your setup, plus InstallAware lets you:

- Improve compression
- Run them silently
- Capture and display native progress
- Take actions based on return codes



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Improve Customer Relationships



Improve Customer Relationships

InstallAware helps you gain critical software **Business Intelligence** by making it much easier to:

- **Register users online** from directly within the setup dialogs
- **Survey users** when they uninstall your software
- **Track product usage** when customers check your website for updates



Improve Customer Relationships

Only InstallAware lets you handle **Digital Rights Management** tasks such as:

- **Authenticating users** online before they can install the product (full sample project included)
- **Authenticating users** before they download and install **updates**
- **Defining application features on-the-fly**, based on results of live authentication



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Simplify and Consolidate Setup Projects



Consolidate Setup Projects

- Do you maintain separate installers for similar products or product editions?
- Do you use complex automation interfaces to emit setup projects?
- Wish you had an easier way to manage your releases?

Consolidate your projects with InstallAware.



Consolidate Setup Projects

Only InstallAware lets you:

- Conditionally exclude/include files, registry keys, and other setup actions at build time
- Inject and customize text at build time
- Build multiple flavors and editions of your product from a single setup project
- Save yourself the complexity and overhead of managing multiple redundant setup projects



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Eliminate Custom Actions



Eliminate Custom Actions

- Custom action authoring is an inherently error prone process
- Developing custom action DLLs requires programming skills
- Unforeseen scheduling errors with custom actions can lead to unexpected, hard to reproduce setup errors



Eliminate Custom Actions

MSIcode eliminates custom actions:

- Only available with InstallAware, MSIcode is a human readable, linear setup script
- No programming skills are required to develop MSIcode scripts
- All common setup tasks are available as drag-drop script commands in MSIcode
- InstallAware converts your MSIcode script to a Windows Installer MSI database automatically at build time
- Let InstallAware worry about generating an MSI package that gets the job done right



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InstallAware 2012 Product Highlights



What's New with Version 2012?

App-V Application Virtualization Technology:

- Build any InstallAware setup as an App-V package – nothing new to learn!
- Use **Hybrid App-V Technology** to combine 32 and 64 bit applications
- Invoke the **App-V Builder** from the command line for build automation
- Use the **App-V Viewer** to view the contents of any App-V package
- 1/5th the cost of the competition

Windows 8 Eco-System:

- Create pins to your shortcuts on **Metro Immersive Application Tiles**
- **Integrate with Visual Studio 2011** to instantly create setups from solutions
- Leverage the Visual Studio Add-In to **build solutions as App-V packages**
- Detect Windows 8 eco-system members



64 Bit Support in InstallAware 2012

Target all 32 and 64 bit versions of Windows with one setup, one wizard.

Support includes:

- x64 processors
- ia64 processors
- EM64T processors
- Windows 95 Gold through Windows 2008 R2



Virtualization in InstallAware 2012

Check to see if the setup is running on a virtualized operating system

- Detect if VMware or Virtual PC is hosting the OS
- Optionally disable setups from running when a virtual machine is detected
- Take specific actions when your software is being installed virtualized



Drivers with InstallAware 2012

- Install drivers on x86, x64, and ia64 platforms
- Check for the presence of a device
- Manage signature warnings
- Suppress ARP applet entries
- Complete sample project included
- Based on DIFx 2.1



Windows 7 and Visual Studio 2010

No matter how you author your setups –
InstallAware's output MSI is always Windows 7 Certified logo compliant, automatically.
Forget about validation suites and authoring requirements!

InstallAware's **Visual Studio 2010 Add-In** automatically creates setup projects for your solutions. Build/run your setups inside the Visual Studio IDE or fine tune them with InstallAware.



Web Updates & InstallAware 2012

- Build updates from an integrated view
- Configure update schedules, or choose on-demand updates
- Deploy an update client that integrates with the Windows Task Scheduler, or works stand-alone from the Start Menu
- Minimize updates to the system tray, or work interactively
- Deliver a completely standard user experience modeled after Windows Update
- No stand-alone browsers or HTML pages are launched at any time
- Fully customizable update user interface and logic – target updates by product version, language, and other business logic
- Serve patches, full blown new version installers, or other types of applications as updates



Web Update Costs

InstallAware Web Updates do not cost extra.

- In Version 2012 Web Updates are included with every product version, from Express to Studio Admin editions
- InstallShield has removed the Update Service Starter edition, requiring their users to pay for web updates



Upgrading to InstallAware 2012

Now is the best time to InstallAware:

- New built-in **InstallShield, Wise import** for one-click conversion of InstallShield projects saved as XML files and WiseScript files
- Call “**Set Variable NATIVE_ENGINE to TRUE**” to enable the new **Native Engine** in any existing setup
- Set the variable back to **FALSE** to use the **Windows Installer Engine**



What Else Can InstallAware Do?

- Run SQL Scripts on Microsoft, Oracle, or MySQL database servers
- Create new IIS websites, virtual folders, application pools
- Register assemblies, call .NET installer classes
- Install ODBC drivers and DSNs
- Install services, register file types, environment variables
- Share folders, set access control lists on a variety of system objects
- Call any custom DLL or EXE file
- Extend the IDE directly with custom plug-ins that participate in the build process



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Available Editions and Pricing



Express vs. Developer Edition

- Express provides point-and-click simplicity
- Express does not include MSIcode scripting capabilities or App-V build capabilities
- Developer provides full scripting capabilities with advanced project samples and App-V build targets
- Express uses the same project format with other InstallAware editions for instant migration



Developer vs. Studio Edition

- Developer offers MSIcode scripting, with easy-to-learn drag-drop authoring
- Developer lets you fully customize the setup logic and actions
- Studio includes a dialog designer for your setup wizards, and a MSIcode debugger
- Studio offers Compiler Variables, letting you build multiple setup releases from a single source project without complex automation



Studio vs. Studio Admin Edition

- Studio Admin allows you to import and customize MSI and MSM databases
- Studio Admin lets you perform setup capture on existing installations to convert them into InstallAware packages
- The automation interface allows you to emit complete setup projects programmatically, without access to the InstallAware IDE



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Pricing

	Full Version	Competitive Upgrade	Upgrade
Express	US\$999	US\$659	US\$499
Developer	US\$1499	US\$989	US\$749
Studio	US\$1999	US\$1319	US\$999
Studio Admin	US\$2999	US\$1979	US\$1499



Licensing Options

- One license is required for each developer using the IDE
- Floating licenses are available for non-simultaneous usage by more than one developer (+33%)
- No additional licenses are required for build machines with the purchase of a Studio or Studio Admin edition



Competitive Upgrades

- Users of any version of InstallShield and Wise products are eligible
- Competitive upgrades qualify you for an instant 33% discount
- Just provide your competitive product serial number to qualify



Upgrades and Maintenance Packs

- Minor version upgrades are free for life
- Major version upgrades are free within 3 months of your original order date
- Upgrades may be ordered any time at 50% of new product cost
- Maintenance packs are available for 1 or 2 year terms, at 40% and 70% surcharges respectively