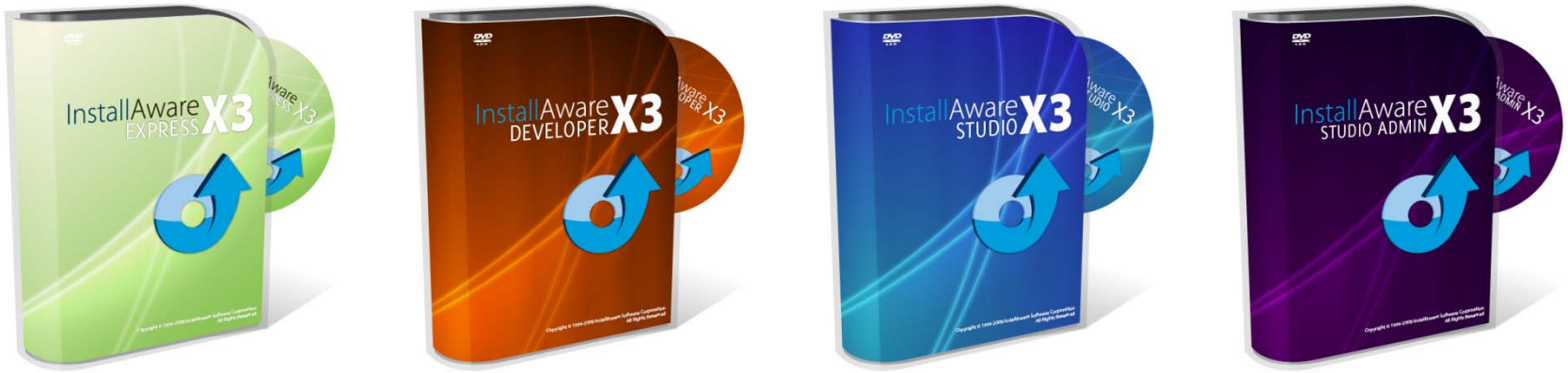
InstallAware
for Windows Installer

Windows Installer without Rocket Science

InstallAware

for Windows Installer, Native Code, DRM, Virtualization



Key Objectives

- Who is InstallAware?
- Grow Software Margins: Save on Bandwidth
- Delight Developers: Convenience and Simplicity
- Maximize Revenue: Grow Exposure, Monetize
- Agile Builds Simplified
- Grow Software Margins: Save on R&D
- InstallAware X3 Feature Highlights
- Available Editions and Pricing

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
- Outdated user interface and setup engine
- Copy-cat products were not innovating either

What Makes InstallAware Unique?

InstallAware is the:

- **Fastest**
- **Most Scalable**
- **Most Pleasing**
- **Easiest to Program**

Windows Installer solution.

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

What Makes InstallAware Unique?

InstallAware provides leadership by:

- 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
- Providing the fastest, most scalable, and most flexible installation engine for Windows

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 or Direct Deploy Push Technology**
- InstallAware lets you integrate your business logic into your installer and **make intelligent decisions at install-time**

What Makes InstallAware Unique?

InstallAware has its own Native Code Setup Engine:

- Runs where Windows Installer is disabled or damaged (**Windows Safe Mode, corrupt system**)
- Supports **multiple simultaneous** installations
- **Fastest installer** for Windows
- **Easiest development** paradigms

InstallAware has its own 64-bit Compression Engine:

- Compress files up to **95% smaller**
- Compress files down to **half of their already-compressed** Microsoft sizes, such as for SQL Server Express 2014 SP1
- **Smallest installer** for Windows
- **Most scalable** installer for Windows

Grow Software Margins: Save on Bandwidth

Grow Software Margins

InstallAware reduces the size of a setup by **up to 95**% using the best compression available – **64 bit LZMA, LZMA2, and BCJ2.**

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

Only InstallAware builds setups with advanced **better-than-Microsoft** compression, often **halving already-compressed package sizes!**

Grow Software Margins

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.

Delight Developers: Convenience and Simplicity

Delight Developers

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 95% - at no effort/cost to you.

Delight Developers

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
- **Point-and-click to build your own runtimes with the Application Runtime Wizard**

Delight Developers

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.

Delight Developers

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

Maximize Revenue: Grow Exposure and Monetize Software

Maximize Revenue: Grow Exposure

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

Maximize Revenue: Monetize Software

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

Agile Builds Simplified

Agile Builds Simplified

- 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.

Agile Builds Simplified

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

Grow Software Margins: Save on Research & Development

Grow Software Margins

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

Grow Software Margins

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

InstallAware X3
Product Highlights

What's New with Version X3?

- **Automated Virtual Machine Testing:** Run default or custom unit tests on any number of virtual machines, including multiple simultaneous tests as far as your hardware will take you.
- **VMware Workstation, VMware vSphere, Microsoft Hyper-V:** Connect to locally stored virtual machines, or cloud virtual machine servers for your testing. Review completed, ongoing, and failed tests in a single glance.
- ***InstantInstall*** Technology: The **Fastest Windows Installer**, as well as the most scalable and resilient installer powered by InstallAware's Native Code Setup Engine.
- **64 bit Compression**: Reduce runtimes and **app sizes by up to 95%** on 64 bit computers with 64 bit Windows installed. **Compress runtimes to half of Microsoft's already-compressed sizes**, such as with SQL Server Express 2014 with SP1.

Application Runtimes in InstallAware X3

New **Application Runtime Wizard**:

- Distills 11 years of InstallAware's experience
- Point-and-click interface
- Helps developers make correct choices
- Consume your new technology prerequisites from all your InstallAware IDE instances, as well as all your setup projects
- With 64 bit compression for super size shrinks

VM Testing in InstallAware X3

Automate your setup testing on multiple virtual machines:

- Maintain your InstallAware IDE repository of local and cloud based virtual machines
- Specify project command line parameters, unit tests, and guest OS target folders
- Use default unit tests, or customize unit test scripts to check for services, files, keys, etc.

Build Events with InstallAware X3

- Pre and Post Triggers
- Triggers Fire During Compile, Compression, and MSI Wrapping Phases
- Run an Unlimited Number of Custom Applications
- Resolve Macros with Compiler Variables Support
- Abort or Continue Builds on Failure Conditions

Windows 10 & Visual Studio 2015

No matter how you author your setups – **InstallAware's output MSI is always Windows 10 Certified logo compliant, automatically**. Forget about validation suites and authoring requirements!

InstallAware's **Visual Studio 2015 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 X3

- Build updates from an integrated view
- Choose from three web update modes: scheduled, manual, or fully automatic (always forcing only the latest version of your app to run/install)
- Deploy an update client that integrates with the Windows Task Scheduler, or works stand-alone from the Start Menu, or is invoked at every run of your setup for guaranteed updates
- Minimize updates to the system tray, or work interactively
- 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
- Use the new automatic web updates to easily build third party product bundles with your application

Web Update Costs

InstallAware Web Updates do not cost extra.

- In Version X3, 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 X3

Now is the best time to Upgrade to X3:

- 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 ***InstantInstall*** Native Engine Acceleration in any 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

Available Editions and Pricing

Express vs. Developer Edition

- Express provides point-and-click simplicity
- Express does not include MSIcode scripting capabilities, App-V build capabilities, or Virtual Machine Testing 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, an MSIcode debugger, and Build Events
- 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 – from web or traditional applications

Pricing

	Full Version	Competitive Upgrade	Upgrade
Express	499	329	249
Developer	999	659	499
Studio	1,999	1,319	999
Studio Admin	3,999	2,639	1,999

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 (+50%)
- 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 34% 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