

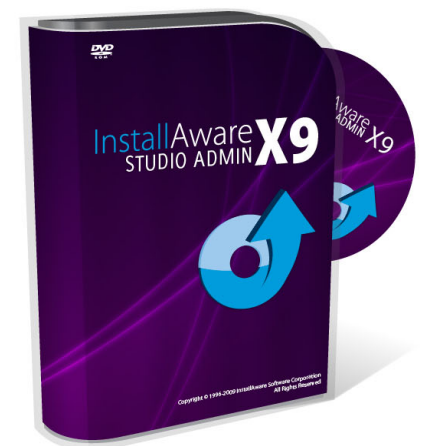
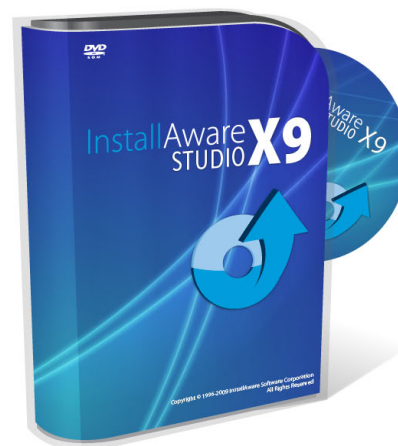
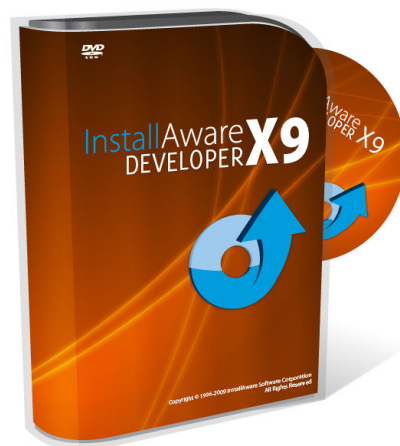


InstallAware  
for Windows Installer

Windows Installer without Rocket Science

# InstallAware

for Windows Installer, Native Code, MSIX, Virtualization





# Key Objectives

- Who is Install**Aware**?
- 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
- Install**Aware** X9 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
- Outdated user interface and setup engine
- Copy-cat products were not innovating either



## What Makes Install**Aware** Unique?

InstallAware is the:

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

Windows Installer solution.

Install**Aware** 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 **90% smaller**
- Compress files down to **half of their already-compressed** Microsoft sizes, such as for Microsoft SQL Server and .NET Framework
- **Smallest installer** for Windows
- **Most scalable** installer for Windows





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# Grow Software Margins: Save on Bandwidth



## Grow Software Margins

Install**Aware** reduces the size of a setup by **up to 90%** using the best compression available – **64 bit LZMA, LZMA2, and BCJ2**.

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

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



## Grow Software Margins

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

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

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



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# 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 90% - at no effort/cost to you.



## Delight Developers

Install**Aware** 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 Install**Aware** 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





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# 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 Install**Aware** 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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# 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 Install**Aware** 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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# 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



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# **InstallAware X9**

## **Product Highlights**



## What's New in Version X9?

- **ARM64 Platform:** Full-stack support for Cellular PCs!
- **MSIX Builder:** Next generation packaging format.
- **Improved Compression:** With 32-bit compatibility.
- **New Runtimes:** .NET FX 4.7.2, Visual C++ 15.9.
- **New Platforms:** Windows 10 October 2018 Update.
- **Databases:** MS SQL 2017, MySQL 8.x, Oracle 18c.
- **File Bag:** Plug-In participates in unattended builds.



## ARM64 Platform in InstallAware X9

### Qualcomm Snapdragon 835/850 CPU Support:

- **IDE** reads and builds from native ARM32/ARM64 file system folders and registry keys
- **Setup engine** writes to native ARM32/ARM64 file system folders and registry keys
- Both **Windows Installer** and **Native Code Setup Engines** support native ARM64 deployment
- **PackageAware** performs native setup captures
- **Build a setup targeting X64, ARM64, and X86 platforms all from a single binary – a triple-hybrid installer!**



## MSIX Builder: InstallAware X9

### Next Generation Packaging Format:

- One-click **MSIX Builds** from the InstallAware IDE, **Visual Studio Toolbar**, or even the **command line** for continuous integration scenarios!
- Carry any existing Win32, Win64, or .NET app through Microsoft's **Desktop Bridge** to the Microsoft **Windows Store**
- Rebuild any existing InstallAware setup as MSIX!



## New Compression in InstallAware X9

The most advanced compression engine:

- Needs a 64-bit operating system for **compression**
- **Extraction compatible with all 32-bit platforms!**
- Includes new **32-bit compatible heuristic filter**
- Reduce Microsoft **SQL Server 2017** by **11%**,  
Microsoft **SQL Server 2016 with SP1** by **38%**
- Reduce Microsoft **.NET Framework 4.7.2** by **13%**,  
Microsoft **.NET Framework 4.5.2** by **17%**



## Database Refresh: X9

Run scripts on the following SQL Server platforms:

- **Microsoft SQL Server** – all versions through **2017**.
- **MySQL** – all versions through **8.x**.
- **Oracle** – all versions through **18c**.

**No client software is required on client systems for database connections!** Simplify the installation process, boost successful installations, eliminate all points of failure with Install**Aware** – *the sole source for setups which always work, the first time, everywhere.*



# Web Updates & InstallAware X9

- 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.

- 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 X9

Now is the best time to Upgrade to X9:

- 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



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# Available Editions and Pricing



## Express vs. Developer Edition

- Express provides point-and-click simplicity
- Express does not include MSIScripting capabilities, one-click MSIX/APPX/App-V builds, or fully automated Virtual Machine Testing
- Developer provides full scripting capabilities with advanced project samples and one-click MSIX/APPX/App-V build targets
- Express uses the same project format with other Install**Aware** 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
- Studio Admin lets you create MST transforms from MSI databases
- The automation interface allows you to emit complete setup projects programmatically, from web or traditional applications, outside of the IDE



# Pricing

|                     | Full Version | Competitive Upgrade | Upgrade |
|---------------------|--------------|---------------------|---------|
| <b>Express</b>      | 499          | 329                 | 249     |
| <b>Developer</b>    | 999          | 659                 | 499     |
| <b>Studio</b>       | 1,999        | 1,319               | 999     |
| <b>Studio Admin</b> | 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