

InstallAware

for Windows Installer, Native Code, DRM, 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** X5 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- Outdated user interface and setup engine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 **90% 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

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.



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

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 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



Maximize Revenue: Grow Exposure and Monetize Software



Maximize Revenue: Grow Exposure

Install**Aware** 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 X5 Product Highlights

What's New with Version X5?

- **APPX Universal Windows Platform (Project Centennial):** Build any existing InstallAware setup as a Universal Windows Platform APPX package.
- **Windows 10 Redstone Eco-System:** InstallAware is the first to support the entire Windows 10 Redstone eco-system.
- **Touch Enabled IDE:** The InstallAware IDE now has a dedicated touch mode.
- **Snappier IDE:** The InstallAware IDE now has lightning fast design views, helping you work faster and better than before.
- **Visual Studio 15:** InstallAware integrates with Visual Studio 15 and generates setups for your solutions in an instant.

UWP/APPX in InstallAware X5

APPX for **Universal Windows Platform**:

- Build **any pre-existing** InstallAware setup
- Supports **Win32, Win64**, and **.NET** apps
- Outputs Windows Store **compliant APPX**
- Includes **advanced APPX** package options
- InstallAware's implementation of **Microsoft Project Centennial**

Windows Redstone: InstallAware X5

Covering the entire **Redstone Eco-System**:

- New **setup engine** support for Redstone
- **Detect and enforce** Windows Redstone
- New **.NET Framework 4.6.2** Runtime
- New **SQL Server 2016** Runtime
- New **Visual C++ 15** Runtime

Visual Studio 15 with InstallAware X5

InstallAware Add-In for Visual Studio 15:

- **One-click** setup generation
- Build and run setups **inside Visual Studio**
- Target **MSI, EXE, APPX**, or even **App-V**
- **Customize** setup parameters
- Use InstallAware **IDE** for advanced edits



Accelerated, Touch Aware IDE

The InstallAware IDE design views are now **faster and snappier** than ever before, helping you get more done in less time and accelerating your visual project edits.

The InstallAware IDE is also **touch enabled** and **high-DPI aware**, letting you use the latest generation of devices – from tablets to ultra high resolution flat panels.

Web Updates & InstallAware X5

- 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 X5

Now is the best time to Upgrade to X5:

- 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