



InstallAware
for Windows Installer

Windows Installer without Rocket Science

InstallAware

for Windows Installer, Native Code, MSIX, Virtualization





Key Objectives

- What's New in Version **X14**?
- Who is InstallAware?
- Delight Developers: Convenience and Simplicity
- Grow Software Margins: Save on Bandwidth
- Grow Software Margins: Save on R&D
- Maximize Revenue: Grow Exposure, Monetize
- Agile Builds Simplified
- Available Editions and Pricing



What's New in Version X14?

- **Windows 11 support with Windows Features**
- **Server 2022 support including Server Roles**
- **.NET 6 support** with new technology runtimes
- **Visual Studio 2022 Add-In** with 64-bit support
- **64-bit programmatic scripting interface**



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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- Outdated user interface and setup engine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 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 Microsoft SQL Server and .NET Framework
- **Smallest installer** for Windows
- **Most scalable** installer for Windows



Web Updates & InstallAware X14

- Build updates from an integrated view
- Choose from three web update modes: scheduled, manual, or fully automatic (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
- **Does not cost extra!**



Upgrading to InstallAware X14

Now is the best time to Upgrade to X14:

- 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
- Call “**ETH Transaction**” to enable new **cryptocurrency payments**



What Else Can InstallAware X14 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, **configure service failure conditions**, 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 setup script and the build process**



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Delight Developers: Convenience and Simplicity



Delight Developers

InstallAware provides one-click runtime installers and MST builders for:

- Microsoft .NET Framework (with service packs)
- Microsoft SQL Server Express (custom instances)
- Microsoft Visual Basic VMs, Visual C++ Runtimes (secure)
- MDAC, Crystal Reports (also for .NET Framework)
- **Point-and-click to build your own runtimes with the Application Runtime Wizard**
- **Point-and-click to combine multiple, transformed, third-party setups with the Suite Installer Wizard**



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
- All as a single setup delivering a unified UX



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Grow Software Margins: Save on Bandwidth



Grow Software Margins

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

InstallAware does not produce empty installers that force an Internet connection just to copy vital files.

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

Only InstallAware can source bits from decentralized **Torrent/Magnet** peer to peer networks.



Grow Software Margins

InstallAware reduces the size of a setup by **up to 90%** 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!**



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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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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
- **Selling directly for ETH cryptocurrency** and retrieving transaction records from the **blockchain**



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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 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
- **Sanitize projects** by localizing shared resources



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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, 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 **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
- 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
Express	599	395	299
Developer	1,199	791	599
Studio	2,399	1,583	1,199
Studio Admin	4,799	3,167	2,399



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