

InstallShield 2020

OVERVIEW

InstallShield is the industry standard for developers creating installers for Windows desktops, servers, virtual and cloud platforms. With minimal scripting, coding and rework, InstallShield helps developers implement the latest technologies, continuously build and maintain their installers, and design an installation experience that delivers a great first impression of their software.

More than 100,000 application producers choose InstallShield to develop EXE and MSI installers, create Universal Windows Platform app packages and virtualize their apps. On agile or traditional development teams. Creating standalone offerings or complex suites. Deployed to the Windows Store or Nano Server.

Software installed with InstallShield is used on more than 500 million PCs and servers worldwide.

InstallShield® 2020 Feature Highlights

NEW

MSIX Modification Packages

Build modification packages from InstallShield for any given MSIX package

NEW

Pure 64 bit Launchers

Build pure 64 bit launchers for Basic MSI and Suite installers

NEW

Support for AWS CloudHSM based Digital Signing

Digitally sign your installers for build environments setup in AWS using CloudHSM certificates

NEW

MSIX — Support for MSIX Core

Create a single suite installer targeting MSIX for both Windows 10 and Windows 7

Target Audience and Their Goals

- **Setup Authors, Release Engineers, Build Developers, and Software Developers** – Want software installation creation process to take as little time with as little effort as possible.
- **Development Managers, Configuration Managers** – Managing multiple projects at once and need to create powerful, flexible and reliable software installations with a single proven solution. Also need a streamlined and automated end-to-end build process that includes the installation build as the first step.
- **Enterprise Line of Business Developers** – Need to move a project along with confidence, on budget and minimize risk. Need to develop EXE, MSI, Appx and App-V installations for desktop applications. Commonly focuses on developing installations for web/server applications.
- **Product Managers** – Concerned with the end-user's first impression of their solution. Want to make it easier for customers to deploy complex solutions.
- **Engineering Managers, Engineering VPs** – Need to support business goals and customer satisfaction with faster releases, quality user experience, and process efficiencies. Want to spend less time on installation and user support and more time building new features.

Competitive Differentiators

- **FireGiant (WiX)** – Does not include professional IDE to author installations; must be an XML developer with a deep understanding of Windows Installer to create even a basic installation project. Releases often delayed due to non-dedicated development resources. FireGiant has announced plans to support building Appx packages at the same time as MSI, including both Desktop Bridge and Windows Server Apps.
- **Caphyon Advanced Installer** – No support for agile practices and continuous integration. Technical assistance: email, forum or limited phone support. Advanced Installer has announced plans to support building Appx packages at the same time as MSI, and to date has discussed only supporting the Desktop Bridge.

- **InstallAware** – Creates non-standard installations which result in unreliable packages in production environments. Negative reputation for customer support. Technical assistance: email, forum or limited phone support.
- No competitors include Appx Suitability testing nor are they positioned to. Neither FireGiant, Wix, or InstallAware have any compatibility testing engines to build on. No competitors have announced plans to enable merging Appx packages to support modular installation development.

ANNUAL MAINTENANCE PLANS

	SILVER	GOLD
FREE PRODUCT UPDATES AND UPGRADES FOR ONE YEAR	✓	✓
UNLIMITED, PRIORITY TELEPHONE AND WEB SUPPORT		✓
PRIORITY INVOLVEMENT IN BETA PROGRAMS		✓
24 x 7 ACCESS TO KNOWLEDGE BASE	✓	✓
24 x 7 ACCESS TO PRODUCT WEB COMMUNITIES	✓	✓
EXPERT SAMPLE PROJECTS AND CODE	✓	✓
UNLIMITED TELEPHONE AND ONLINE SUPPORT REQUESTS	✓	✓
HOURS OF OPERATIONS	Designated Time Zone	Designated Time Zone
INITIAL RESPONSE TIME	16 Business Hours	Per Severity Chart

Maintenance Plans

All maintenance plans include one year of unlimited phone and online technical support as well as product updates and upgrades for the duration of the maintenance plan. Available for current products only, maintenance plans can only be purchased at the time of a new InstallShield license purchase. If the customer owns a previous version of InstallShield, the customer may purchase the maintenance plan as part of the upgrade pricing package. New maintenance plans cannot be purchased separately.

For More Information on Selling InstallShield

You can download the following resources from the Flexera Partner Portal (visit www.flexerasoftwarepartners.com)

- Product Datasheet
- Comparative Editions Datasheet
- Comparative Versions Datasheet

[Click Here](#) for links to customer facing webinars, case studies and free trial evaluations.

Qualifying Questions and Responses

QUALIFYING QUESTIONS	RESPONSES
<ul style="list-style-type: none"> • Are you planning for MSIX? Is it difficult to figure out which applications will easily convert? • Are you creating installations for web/server applications? • How are you ensuring target servers have been built with the appropriate roles and features? • Are your complex web/server application installations designed for installing in today's elastic cloud infrastructure environments? 	<ul style="list-style-type: none"> • InstallShield includes the ability to install Windows roles and features as part of an application's installation. This reduces deployment risks from an improperly configured server. • InstallShield includes a multi-tier template that enable application producers to provide installations that easily snap into virtual and cloud management platforms by bundling all tiers into a single installation that can run with our without interaction.
<ul style="list-style-type: none"> • Are you creating installations for 64-bit server applications? 	<ul style="list-style-type: none"> • InstallShield includes the capability to install 64-bit applications using 64-bit installations to Windows servers that have WoW64 disabled.
<ul style="list-style-type: none"> • Are your customers asking you to support both on-premises and hybrid cloud SQL deployments? • Did you know hybrid cloud SQL deployments could reduce the overall total cost of ownership for your application by your customers? 	<ul style="list-style-type: none"> • InstallShield includes support for the latest Microsoft technologies, including SQL Server 2014, Azure SQL database and more. InstallShield also supports SaaS environments by supporting SSL and IIS 8.0. • With support for Microsoft Web Deploy, Suite/Advanced UI installations give your customers the flexibility to deploy web applications to their choice of infrastructure—local machines, remote servers in the data center or Microsoft Azure in the cloud.
<ul style="list-style-type: none"> • Do you encounter issues with your users not running the latest versions of your installer? • Do you get support cases and bug reports that are due to customers installing an older version of your application? • How do you notify customers when an update is available now? Email? • What happens if that is not the actual user of the application? 	<ul style="list-style-type: none"> • InstallShield automatically checks for updates at install time and enables customers to check for updates from a Suite installation's maintenance mode. If an update is found, it will be automatically downloaded and run in place of the old installer, ensuring that users always have the latest version of your application running on their machine.
<ul style="list-style-type: none"> • Would your customer's installation experience be better if you could break through the limitations of standard MSI dialogs? • Are you looking for ways to create a contemporary runtime experience for your users? 	<ul style="list-style-type: none"> • InstallShield offers an advanced UI designer with a modern end-user interface and includes built-in wizard pages and a wizard page editor to create a better run-time experience.
<ul style="list-style-type: none"> • Are you trying to better automate your build and release processes? • Are you interested in integrating your installation builds with your product builds? • Do you have a need for separate build machines that would require a build license? 	<ul style="list-style-type: none"> • InstallShield Standalone Build enables developers to install only the part of InstallShield that compiles the installations. • InstallShield Premier Edition customers are entitled to 5 free Standalone Build licenses while InstallShield Professional Edition customers are entitled to 1 Standalone Build license. • InstallShield customers can purchase additional Standalone Build licenses. • Microsoft best practice is to have a separate machine (aside from the development machine) for creating builds to ensure no other programs will interfere with the created installation.

New Pricing 2020

(Approximate Silver Maintenance Bundle Pricing. MSRP.)

InstallShield 2020 Express (English)

+ Silver Maintenance
USD \$1,011 / AUD \$1,325 / €900 / £789

InstallShield 2020 Professional (English)

+ Silver Maintenance
USD \$3,392 / AUD \$4,443 / €3,019 / £2,646

InstallShield 2020 Premier (English)

+ Silver Maintenance
USD \$6,083 / AUD \$7,968 / €5,414 / £4,745

ADD-ONS

InstallShield 2020 Standalone Build Developer License*

+ Silver Maintenance
USD \$1,125 / AUD \$1,474 / €1,001 / £878

Also Available:

- For upgrade pricing consult price book
- Extra Standalone Build modules available
- Gold Maintenance Plan
- Training and Consulting Services

All pricing is approximate, consult price book for latest pricing. For any queries contact your Flexera Sales Manager.

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Qualifying Questions

QUALIFYING QUESTIONS	RESPONSES
<ul style="list-style-type: none"> • Are you confident that your application is ready for enterprise application virtualization technologies? • Would your support team benefit from having access to previous versions of your product when troubleshooting customer issues? 	<ul style="list-style-type: none"> • Application virtualization suitability testing provides a detailed assessment of an application's compatibility with application virtualization technologies so you can proactively ensure your traditional on-premise deployed application can be successfully virtualized by enterprise customers. Application virtualization suitability testing in InstallShield validates that your product is compatible with the leading virtualization formats, including Microsoft App-V, VMware ThinApp® and Citrix® XenApp®. • InstallShield provides flexible installation options for your enterprise customers by enabling them to create both Microsoft App-V packages and Windows Installer MSI installations from the same build process. This improves your support team's ability to quickly test and troubleshoot customer issues by providing them with instant streaming access to virtualized instances of multiple product versions. (Microsoft App-V required.)
<ul style="list-style-type: none"> • Do you leverage the Direct Editor (MSI Tables) for troubleshooting or advanced configuration? • Have you ever been burned by making an MSI table edit that had unexpected consequences? 	<ul style="list-style-type: none"> • InstallShield maps out the complex relationships between tables in the Direct Editor, helping reduce the risk of errors, while also highlighting the related locations that may need to be updated for successful changes.
<ul style="list-style-type: none"> • Who in your organization is responsible for building software installations? • What installation authoring tools are you using today? • What version of InstallShield are you using? 	<ul style="list-style-type: none"> • More developers around the world trust InstallShield to give their software a flawless localized installation experience, keeping their end users happy and support costs down. • InstallShield has the broadest support available of deployment environments, deployment package types, and application types including 64-bit including Windows 10, 64-bit Windows 8.x, Windows Server 2016, IIS 8 and Windows Azure SQL Databases.

QUALIFYING QUESTIONS	RESPONSES
<ul style="list-style-type: none"> • Do you want to leverage the Desktop Bridge on Windows 10 and support your customers' demands for live tiles, clean installs/uninstalls, simple upgrades, but still need to support installing your application on Windows 7 and Windows 8? • Are your customers demanding simpler, cleaner installs, upgrades, and uninstalls on Windows Server? • Does your company create headless applications and services? If so, have you begun planning for Nano Server to maximize performance and minimize system requirements? • Do you want to leverage the Windows Server Apps on Window Server 2016 for, clean installs/uninstalls and simple upgrades, but still need to support installing your app on Windows Server 2008/2012? 	<ul style="list-style-type: none"> • InstallShield helps customers easily transition their existing InstallShield MSI projects to these new technologies. • Customers using InstallShield and Windows 8x with MSI installers while offering Appx packages for Nano Server, and Windows 10. • InstallShield's Appx capability supports a continuous build process, keeping all formats up to date with the latest engineering builds.
<ul style="list-style-type: none"> • Do you need to localize your installs for multiple languages? 	<ul style="list-style-type: none"> • Localize installations using InstallShield's default run-time strings in 35 languages, and add your own strings for other languages.
<ul style="list-style-type: none"> • How many developers would need to use the full UI (user interface) version of InstallShield to develop installations for their applications? • Have you considered the benefits of a concurrent license? 	<ul style="list-style-type: none"> • If fewer than three developers would need to use the full user interface, we recommend the node locked model – single named user/machine/user account license. Each user needs a license. • If three or more developers need to use the full user interface, we recommend a concurrent license. • Concurrent license can be a cost-effective and flexible solution for a collaborative environment: • No names users – anyone can use the full version of InstallShield, on as many machines as you'd like. • Limited only by the number of "seats" you purchase as to how many people can use the software at once. • Lower annual renewal rates replace multiple node-locked licenses. • Easy asset management and compliance is assured.

See "Compare InstallShield Editions" document for specific features supported by edition.