



Top 10 Reasons to Choose InstallShield for Windows Installations

- 1. The World's Most Widely Used Installation Tool**

InstallShield is the world's most popular installation tool – period. No other product comes close. The InstallShield name has become synonymous with Windows installations, and its technology is deployed by over 71,000 customers on more than 500 million desktops worldwide. Our list of customers reads like a “who's who” of the software industry, including virtually every major player in the world.
- 2. Over 20 Years of Installation Experience**

InstallShield has been a pioneer in Windows installations for over 20 years. When you choose InstallShield, you know you're getting a proven tool that has stood – and will continue to stand – the test of time.
- 3. Partnerships with the World's Software Producers**

Acesso Software, the maker of InstallShield, is a Microsoft Gold Certified Partner and works closely with Microsoft during product forecasting and beta programs, which provides us access to their latest technologies. We also have partnerships with over a dozen other software producers in this space, including HP, IBM, Novell, Sun, and VMware.
- 4. The Most Award-Winning Installation Tool**

Year after year, InstallShield continues to be recognized by software and setup authors and other experts as the world's best installation solution. Most recent awards include Best .NET Build Tool/Installer by .NET Developer's Journal, Visual Studio Magazine's 2007 Readers Choice Award, and Java Pro Magazine's Readers Choice Award for Best Installation Tool.
- 5. The Preferred Choice for Targeting Enterprise Customers**

If you market your Windows software to large enterprise customers, InstallShield is the tool for you. InstallShield works closely with Microsoft to support the latest version of Windows Installer (MSI), the format preferred by enterprises. InstallShield makes it easy to edit MSIs, MSPs, and MSTs through an intuitive interface, and patches and updates are simple to create.
- 6. Superior Windows Vista Support**

With the release of SP1, companies are migrating to Vista and manufacturers are rolling out Vista PCs. InstallShield has the capabilities you need to easily create Vista Logo Certified installations, including support for the Restart Manager, User Access Control, and much more. It's no coincidence that

InstallShield is the only installation tool listed on the Microsoft Vista Certification Web site.

7. Multilingual Support for a Global Market

Software is a global business, and InstallShield's language support makes it easy for you to target customers around the world. First, the InstallShield IDE is localized into English, German, or Japanese, so setup authors can interact with InstallShield in their native language. Second, InstallShield lets you build one installation that can present text in up to 35 languages – no manual translation needed.

8. Support for the Latest Microsoft Technologies and Mobile Devices

As a Microsoft Gold Certified Partner, we are better equipped to support the latest versions of the .NET Framework, Visual Studio, IIS, SQL Server, Windows Server, and more. And if you target mobile devices such as PDAs and smartphones, InstallShield supports the latest versions of Windows Mobile and PalmOS.

9. World-Class Technical Support and Training

You can choose InstallShield with confidence knowing that Acreso Software has a veteran team of technical support and training professionals to assist you. If you need help with your installations, Acreso has the people in place to provide it.

10. Because Your Job is on the Line

If you're responsible for creating Windows installations, your installation tool is your lifeline. There's a reason why setup authors have been choosing InstallShield for more than 20 years. Simply put, it works the way you need it to.