REASONS TO BUY OR UPGRADE TO INSTALLSHIELD 2011

New to InstallShield ? Top Reasons to Buy InstallShield 2011

The World's #1 Installation Solution

InstallShield is the world's most popular installation solution – period. 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.

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.

Partnerships with the World's Software Producers

Flexera Software, the maker of InstallShield, is a Microsoft Gold Certified Partner and Visual Studio Industry 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.

The Most Award-Winning Installation Solution

Year after year, InstallShield continues to be recognized by software and setup authors, resellers, and other experts in the space as the world's best installation solution. Some awards include Best .NET Build Tool/Installer by .NET Developer's Journal, Visual Studio Magazine's Readers Choice Award, and Java Pro Magazine's Readers Choice Award for Best Installation Tool.

Because First Impressions Matter

The software installation is the first impression customers will have of an application. InstallShield makes it easy to create professional setups that match a product's branding and install reliably every time, giving that software a superior first impression.

Microsoft's Recommended Installation Solution for Visual Studio 2010

If you develop applications with Visual Studio, InstallShield is your solution for building installations. It's no surprise that Microsoft recommends their Visual Studio customers standardize on InstallShield. InstallShield has unparalleled support for Visual Studio 2010 and .NET 4, as well as new integration with Microsoft Team Foundation Server.

Superior Windows 7 Support

InstallShield has all the tools developers need to build reliable installations for Windows 7, including support for MSI 5 and 64-bit applications. If you need to create Windows 7 Logo Certified installations, InstallShield makes it easy.

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 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.

Time-Saving Tools Make Developers Lives Much Easier

With InstallShield, what once took developers days to do now takes only a few minutes. With the extensive installation development options, developers can leverage time-saving capabilities such as the powerful IDE, automated wizards, and templates to help meet tight deadlines.

Multilingual Support for a Global Market

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

FLEXERA
SOFTWARE

REASONS TO BUY OR UPGRADE TO INSTALLSHIELD 2011

Top Reasons to Upgrade to InstallShield 2011 from a Previous Version of InstallShield

In April 2010, Microsoft released Visual Studio 2010, the latest version of their extremely popular Integrated Development Environment. Microsoft is recommending that their Visual Studio users standardize on InstallShield2011 for building their installations:

"*InstallShield 2011 should be an installation development environment of choice for Visual Studio users.*"

Jason Zander,
Corporate Vice President of Visual Studio
Microsoft

- InstallShield 2011 takes our support for Visual Studio to the next level. InstallShield 2011 has unparalleled support for Visual Studio 2010 and .NET Framework 4, as well as new integration with Microsoft Team Foundation Server.

- InstallShield 2011 also has superior support for 64-bit applications, as well as significant usability and productivity improvements – like Unicode InstallScript support and new build events – that save developers tons of time and effort.

- For customers who haven't upgraded in a while, InstallShield 2011 is for definitely for them.

New Feature Highlights in InstallShield 2011

- **Enhanced Visual Studio 2010 and .NET Framework 4.0 Support:** Build installations inside the Visual Studio 2010 IDE and deploy applications targeting .NET 4. Include new .NET prerequisites with installations.
- **New Integration with Microsoft Team Foundation Server:** Compile, build, and manage InstallShield projects and Visual Studio solutions in a single environment.
- **Enhanced 64-Bit Application Support:** New functionality makes it easy to deploy applications on 64-bit Windows 7 and Windows Server operating systems.
- **New Unicode InstallScript Support:** Build InstallScript installations that support multiple languages in runtime strings, registry entries, dialog boxes, and more.
- **Enhanced Script Editor:** Spend less time typing code and avoid code error with new auto-completion functionality
- **New Build Events:** Eliminate the need to manage external script files by integrating new pre- and post-build events with InstallShield build process.
- **New Predefined System Searches:** Verify that.NET Framework 4.0, SQL Server 2008 Express SP1, and Adobe Reader 9
- **New Expiring Setup Launchers:** Prevent end users from installing outdated versions of applications.
- **Changes to Standalone Build Module Licensing:** Buy InstallShield 2011 Professional Edition and get 1 free Standalone Build module (previously they were not eligible for any). Developers can also purchase additional modules without buying new full license of InstallShield.

FLEXERA
SOFTWARE

REASONS TO BUY OR UPGRADE TO INSTALLSHIELD 2011

More Detailed Description of New and Enhanced Features in InstallShield 2011

Enhanced Visual Studio 2010 and .NET Framework 4.0 Support

Visual Studio customers can use InstallShield to build installations inside the Visual Studio 2010 IDE and deploy applications targeting .NET Framework 4.0. And now InstallShield 2011 has new prerequisites associated with.NET Framework 4.0, including:

- Microsoft .NET Framework 4.0 Full
- Microsoft .NET Framework 4.0 Client
- Microsoft SQL Server 2008 Native Client 10.00.2531
- Microsoft SQL CE 3.5 SP2
- Microsoft ReportViewer 2010
- Microsoft VSTO 2010 Runtime
- FSharp Redistributable Package 2.0
- Microsoft Office 2007 PIA

Developers can save time by including these prerequisites in their installation projects to check for and install required applications and system components during install time. .

New Integration with Microsoft Team Foundation Server

As part of its enhanced support for Visual Studio 2010, InstallShield 2011 includes new support for Microsoft Team Foundation Server (TFS).

Team Foundation Server is a tool that helps Visual Studio developers manage source code integration and automatic software builds. TFS includes a build server which can be used by developers to do a complete Visual Studio solution build of the most recent bits contained in source control.

Now with InstallShield 2011, developers can use the familiar Visual Studio IDE to effectively manage their Visual Studio and InstallShield projects in a single environment. It allows them to do continuous product and installation builds with minimum effort. They can also use Team Foundation Build to compile and build InstallShield projects along with Visual Studio solutions. Using Team Explorer they can also configure, schedule, and queue builds for InstallShield projects together with Visual Studio solution builds.

Enhanced 64-Bit Application Support

InstallShield 2011 makes it easier than ever for developers to maintain a single installation project to support both 32-bit and 64-bit platforms. New functionality in InstallShield 2011 gives developers more power to deploy applications on 64-bit Windows 7 and Windows Server operating systems:

- **Support for 64-bit managed custom code actions:** InstallShield determines the target architecture (32-bit or 64-bit) of the main .NET assembly associated with a customer action and ensures that the appropriate version of the .NET Framework (32-bit or 64-bit) is used to run the managed code at run time.
- **Enhanced SQL dialog support:** If developers add SQL support to an installation project, InstallShield dialogs now list 64-bit local and network SQL Server instances.
- **Ability to override path variables:** If developers have a separate release for 32-bit and 64-bit target systems, InstallShield saves them time and effort by overriding path variables to ensure that 32-bit items get included with the 32-bit release and 64-bit items get included with the 64-bit release.
- **64-bit MSI repackaging:** InstallShield Repackager now supports repackaging 64-bit applications to create MSI installations.
- **64-bit App-V support:** InstallShield can now create 64-bit Microsoft App-V virtual packages to deploy virtual applications on 64-bit Windows systems.

New Unicode InstallScript Support

InstallScript is a simple but powerful programming language that was designed to do one thing: create installations. InstallShield 2011 now lets developers build InstallScript installations that support multiple languages in runtime strings, registry entries, dialog boxes, and more:

- Launch the InstallScript installer from within Unicode paths and correctly display characters in the user interface, regardless of whether the target system is running the appropriate code page for the language
- Create InstallScript installation packages and InstallScript custom actions that support Unicode in run-time strings, files, paths, registry entries, and other installation data
- Mix different languages on InstallScript dialogs regardless of current language of the target system

Enhanced Script Editor

InstallShield 2011 has an enhanced Script Editor with new auto-completion functionality that increases developer efficiency by reducing their time spent on typing code and helps eliminate typographical errors in the code.

New Build Events

InstallShield 2011 eliminates the need for developers to manage external script files by integrating new pre- and post-build events with the InstallShield build process.

New Predefined System Searches

InstallShield 2011 includes new predefined system searches for .NET Framework 4.0, SQL Server 2008 Express SP1, and Adobe Reader 9 to check if the required component is installed on the target system and take appropriate action.

New Expiring Setup Launchers

Developers can now prevent their end users from installing outdated versions of applications. InstallShield 2011 lets developers set an expiration date and message for their setup launchers so that if an end users tries to run the setup executable on or after the expiration date, the expiration message is displayed and the installation exits.

Changes to Standalone Build Module Licensing

InstallShield provides a Standalone Build module that enables developers to install only the part of InstallShield that compiles the installations. It plays a vital role in software builds by helping customers implement continuous integration of installation builds along with product builds.

InstallShield 2011 Premier Edition customers are entitled to 5 free Standalone Build modules (previously they were entitled to 10 – only customers with active maintenance plans will continue to receive 10), while InstallShield 2011 Professional Edition customers are entitled to 1 free module (previously they were not eligible for any). InstallShield customers can now also purchase additional Standalone Build modules (previously they had to buy the full Premier Edition). It's a tremendous opportunity for you to generate extra revenue. See the pricing area of this site for details.

Also with InstallShield 2011, licensing is implemented for Standalone Build modules that will provide your customers with clarity over their usage and allow them to remain in compliance.

Plus, now with the availability of concurrent license model for Standalone Build, customers can meet advanced infrastructure needs and use Standalone Build modules in build farms with dynamic virtual machines.

FLEXERA
S O F T W A R E