Wise for Windows Installer Sales Guide

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If a customer is developing applications for corporate or third party use, those applications can affect the health of the production environment and the overall health of the IT lifecycle. So it's important that developers use installation authoring and management techniques to ensure applications install error-free and do not conflict with the production environment.

Wise for Windows Installer Enterprise Edition offers exclusive installation authoring and installation management support for professional developers. Using Wise for Windows Installer, developers can quickly author high-quality Windows Installer (.MSI) installations. The reduction in iterative testing and bug fixing means shorter release cycles and reliable deployments.
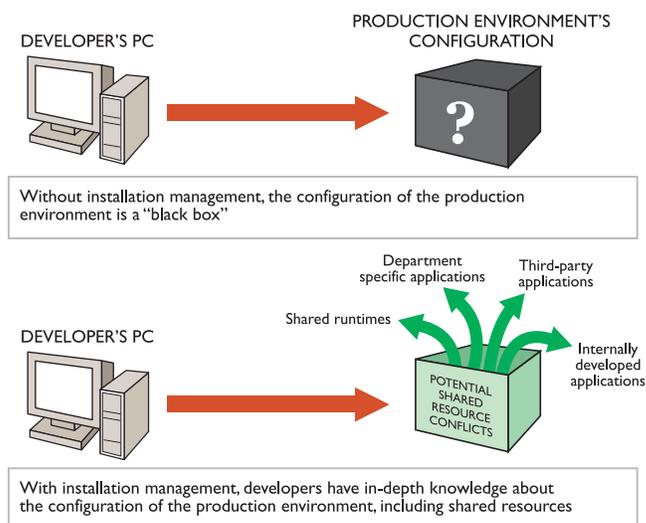
Why is Installation Authoring Valuable?

Installation authoring is the process of creating a setup routine for an application by packaging the components of the application and installing them properly to the production environment. It offers important benefits:

- Easily build .MSI installations for desktop, server, mobile and web environments
- Support a variety of technologies including the Microsoft .NET Framework, XML web services, SQL Server configuration, ASP.NET, C#, and VB.NET

How Does Installation Management Differ from Installation Authoring?

Installation management refines the installation authoring process by providing developers and managers with in-depth awareness of the production environment. The key is giving developers the ability to make intelligent decisions about installations based on detailed information about the configuration of the production environment.

DEVELOPER'S PC

PRODUCTION ENVIRONMENT'S CONFIGURATION

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Without installation management, the configuration of the production environment is a "black box"

Department specific applications

Third-party applications

Shared runtimes

Internally developed applications

DEVELOPER'S PC

POTENTIAL SHARED RESOURCE CONFLICTS

With installation management, developers have in-depth knowledge about the configuration of the production environment, including shared resources

Wise for Windows Installer –Enterprise Edition gives developers this crucial information. The information is stored in the Wise Software Repository, a database that runs on SQL Server or MSDE and contains all the knowledge about the production environment and its shared resources. Both third party and internally developed applications are imported into the repository. As the developer creates an installation, the files and registry keys in the installation can be checked against the repository to determine if there are any potential conflicts.

Wise for Windows Installer Enterprise Edition's Value

Enterprise Edition benefits customers in many ways.

- Creates higher quality installations. The developer can ensure the application will work in the production environment before release.
- Speeds up release cycles by reducing or eliminating recurring testing and debugging between the quality assurance and development teams.
- Instills more confidence in the development team's release process. In many companies, developers code the application and installation and hand it off to the IT staff to distribute. Just a few failed deployments due to installation issues are all it takes to make the IT staff and end users doubt installation quality.
- Lowers or eliminates helpdesk calls sparked by installation problems in the production environment. It also reduces or eliminates the time highly paid developers spend on deployment-related support calls when they could be coding applications.
- Ensures developers follow installation standards. All installations are built to follow corporate guidelines, resulting in less installation variability, which in turn makes helpdesk support easier.

Is there a need for installation management?

Development organizations with the following characteristics are likely to benefit from using installation management in conjunction with installation authoring:

- Develop multiple applications that share code and resources
- Have distributed development teams who share code – either in one location or multiple physical locations
- Experience issues with application conflicts in the production environment
- Are concerned with developers spending time on second or third tier support calls to fix deployment-related issues
- Delay application releases due to installation problems and poor deployments
- Confusion over the effect changing an installation's shared resources will have on other applications in the production environmentthat also use that, therefore the ramifications of the changes aren't fully understood until the application is installed in the production environment
- Testing is incomplete; installations are rarely tested against the production environment configuration
- Lacking corporate standards, which makes trouble-shooting more difficult for the helpdesk if an issue arises

Qualifying Questions for Prospects

- Do you want to reduce deployment errors caused by installations conflicting with applications in the production environment?
- Are you experiencing release delays due to unanticipated installation errors?
- Do you want to quickly create installations without needing to understand the complexities and nuances of Windows Installer?
- Is your lack of installation standards causing problems on end-user desktops?
- Do you want to eliminate the time developers spend on third-party support calls trouble-shooting failed installations?

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