





“If enterprises cannot allocate  
**appropriate resources** for  
packaging and **extensive testing**,  
outsourcing should be considered.”

– *Gartner Group*

# Introduction to Windows Installer Technology

How do you take thousands of applications and standardize them to provide consistent and stable software packaging? The answer is with Windows Installer technology. It provides stability and resiliency, and eases the burden on IT systems administrators who are charged with software delivery tasks.

The Microsoft® Windows® Installer reduces the total cost of ownership (TCO) by enabling enterprises to efficiently install and configure software. The installer can also enable software with new capabilities to advertise features without installing them, to install products on demand and to add user customizations.

## Installation Package

An installation package or an MSI contains all the information the Microsoft® Windows® Installer requires to install or uninstall an application. In its simplest terms, an “MSI package” can be thought of as a set of rules with instructions that regulate how resources are installed on the desktop. By providing a consistent/logical framework for installing resources and simultaneously enabling the customization of the appropriate configuration settings, software packaging produces a more robust and manageable global enterprise.

## Benefits

Some benefits of application packaging to MSI standards are:

- » Once packaged, applications can be quickly installed on a range of desktops in multiple locations, saving on administrative costs, simplifying licensing issues and minimizing support and repair expenditures.
- » Simplifies management of new user setup along with the revision and distribution of software repairs and new applications to existing users.
- » Helps eliminate uncontrolled software downloads and installation, enables applications to be safely removed and reduces non-business traffic on a corporate network.
- » Using the .MSI format ensures that the installation doesn't break other applications that have already been installed.



# Our Capabilities

But who has the time and patience to create a robust MSI package?

That's where Element IS Consulting Service can help. Element IS Consulting Service has in-house expertise in the field of application packaging and software setup solutions. We are experts in Windows Installer technology, and can assist in all stages of the application packaging process.

Whether you are packaging applications for a new desktop roll-out, remediating your existing portfolio, or simply need some additional resources to help you through a period of high demand, we can help.

Our people are all highly experienced application packagers with a minimum of five years of experience and at least five years within an enterprise environment. We have been successfully engaged on assignments within the banking, finance, pharmaceutical and consumer products industries. Extensive experience within highly regulated and demanding global environments has given us the unique insights required to deliver a quality product in a timely manner to our clients while applying "industry best practices."

Some of our past clients have included The Federal Reserve Bank of NY, XL Capital, AXA Financial, Merrill Lynch, Perdue Pharmaceutical, Pfizer, Unilever, Energizer Holdings and Kaiser Permanente.

We are experts at producing Windows Logo Compliant .msi installation packages, either using our client's packaging specifications or by applying our own field-tested design rules and strategies. We have repackaged many installations, often requiring additional complex install/uninstall logic, custom dialogs, graphics and language localization that were not part of the original legacy installation to ensure that the end product can be installed without user intervention. We guarantee that our applications will work in your environment because we package our applications custom-tailored to your standards.

Element IS Consulting Service offers both onsite and remote application packaging services. We have the flexibility and expertise to design a service offering for any environment at a competitive cost. Our commitment to the client ends only when the packaged application is successfully tested and deployed.

For clients that want to use our remote packaging solution, we provide a packaging workflow system that allows for easy submission of applications for remote packaging, or we can provide an onsite resource to coordinate the delivery. We provide the capability to get real-time updates on the progress of all your packages via our website.

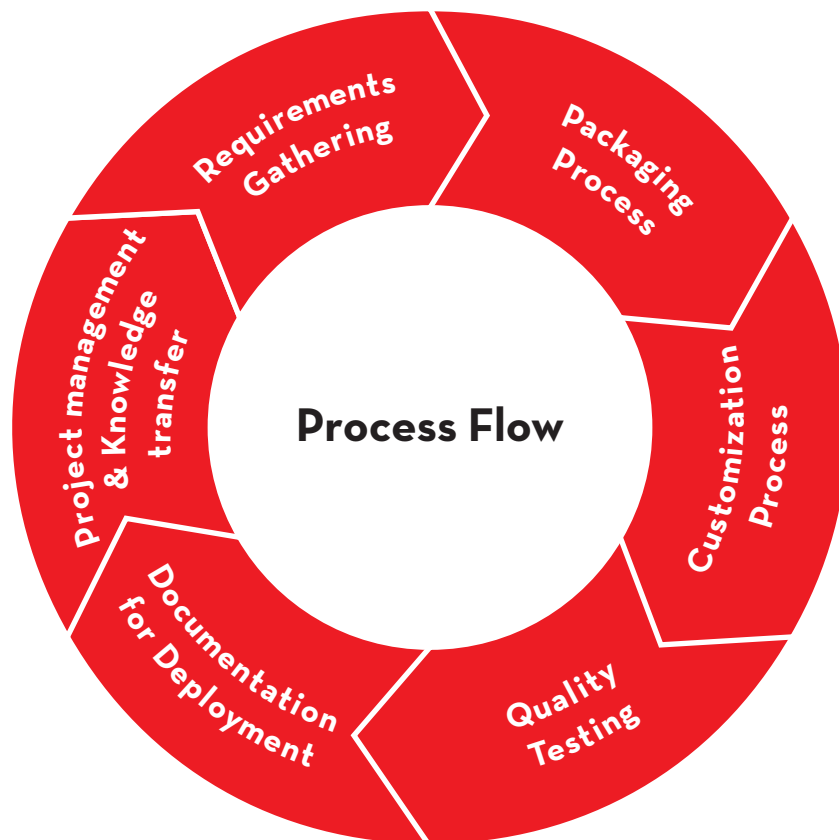
No matter how complex your environment or which solution you choose, rest assured we have the experience and the knowledge to ensure the success of your application packaging initiatives.

# Process Flow

Element IS Consulting Service has developed, field tested and implemented a simple process flow that can be used to complement any client's existing application packaging process. Unlike many of our competitors, we do not dictate our standards and processes to the client. Instead, we work with them to improve existing processes and implement additional processes to improve the existing environment.

In those situations where the client does not have a defined process and has outsourced all responsibility to Element IS Consulting Service for its application packaging function, we employ our internally developed process, which has been field tested utilizing industry best practices. Our process enables us to deliver quality packages to our customer's standards in a timely manner.

- » *Requirements Gathering*: The application packaging process starts with the gathering of requirements for an application that needs to be packaged and deployed, which includes gathering install sources, installation instructions, software and hardware dependencies, and registration information like license keys.
- » *Packaging Process*: The application is packaged using any tool that uses .MSI technology and is converted to an .msi format to be deployed.
- » *Customization Process*: Customizing of application installs to meet different business unit requirements using transforms, VB scripts and command line options.
- » *Quality Testing*: All the packages should go through a quality process to ensure the package is reliable and deploys with no issues on multiple hardware, OS and enterprise layer configurations.
- » *Documentation for Deployment*: The packaging process is documented and any known issues with the package are also mentioned, which tracks the package change histories, standards and any issues that might affect their performance.
- » *Project Management and Knowledge Transfer*: Projects are managed from initial stages of requirements gathering to the final stage of deployment; knowledge transfer is carried over throughout project management by our consultants.



# Packaging Tools

Our consultants have extensive experience using tools from leading vendors including:

- » Wise Solutions™
- » InstallShield®
- » Microsoft®
- » Veritas®
- » Wise Package Studio™
- » AdminStudio®
- » SMS, Windows® Installer, VBScript
- » Veritas WinINSTALL™

AdminStudio®



**Microsoft**



VERITAS



WinINSTALL™



# Outsourcing Considerations

Some difficult issues that companies face when choosing a provider of application packaging services are:

- 1) Hidden Costs – In cases where pricing is done on a per application basis, careful consideration must be given to how an application is defined. For instance, applications are broken up into pieces and charged separately. Costs can quickly escalate from original estimates.
- 2) Onsite Coordinator – Will an onsite process flow coordinator be provided by the outsourcer as part of the original contract?
- 3) Personnel – Many outsourcing vendors, in an effort to increase margins, put inexperienced consultants with minimal skills and experience on teams. Will the client have input into personnel selections?
- 4) Team Capabilities – Outsourcing vendors are seldom willing to package all applications submitted by the client for packaging. What criteria does your vendor utilize to determine if an application can be packaged or not?
- 5) Packaging Environment – Outsourcing vendors often package in a plain vanilla environment that does not accurately replicate the customer's environment. This will often cause application failure when packages are delivered to the client. In a lockdown environment, every application being deployed to the user base needs careful design to ensure it can be installed effortlessly and failure free. This is especially so when using advanced distribution and deployment systems like Microsoft SMS.
- 6) Geopolitical Issues – Are your outsourcing vendors going to provide services from locations in countries such as India, China, or Russia, where there are cultural, communication, timing, and infrastructure issues that could result in delays and failures?

## Process Improvements

Gartner and IDC estimate that each year IT departments with poorly managed and outdated application packaging processes are wasting approximately \$1,500,000 for every thousand desktops in their organization. If you aren't sure if your IT team is following the latest application packaging best practices – or don't know what these best practices are – you are putting your organization at risk.

Element IS Consulting Service consultants have been providing application packaging assessment services to many Fortune 500 companies for the past five years. It is the first and most important step in implementing or improving your application packaging environment.

While the quality and speed of the work being done have been recognized by our past clients, our goal is to continually improve upon the defined process, while adhering to corporate standards in order to increase productivity and the client's ROI.

## Summary

Element IS Consulting Service is uniquely positioned to deliver outstanding application packaging services structured to your business needs and technical environment. Our years of experience have given us in-depth knowledge of application packaging technologies and methods. By utilizing our expertise in Windows Installer technologies, we have a track record of producing quality packages with high stability and reliability, thereby reducing help desk support costs.

Element IS Consulting Service offers flexible application packaging solutions to meet our clients' needs. Additionally, we offer flexible outsourcing solutions – from providing consultants to supplement existing staff to complete remote packaging solutions. Whatever your application packaging needs, we have the knowledge and experience to ensure your success.



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