Advanced
INSTALLER

PolicyPak includes top packaging
technology to support
market positioning

PolicyPak™

SECURING YOUR STANDARDS™

CASE STUDY

The first point of contact with your software product sets the ground for your customer experience

Organization Profile: Software Vendor

From:
**Philadelphia,
PA, United States**

Employees No:
35

Customer since
2014

PolicyPak is a well-known, well-respected company in the software industry. It provides total settings management for applications, desktop, browser, Java, and security settings for Windows endpoints. The PolicyPak software suite enables IT professionals to deliver, lockdown and remediate settings for desktops, laptops, VDI sessions, company devices, as well as BYOD.

Todays' standard expectation when installing an application is to get fast, easy, and secure deployment. Take a guess on the multiplication factor for the expectation of technical experts.

And now, place those technical experts to be in charge of the centralized management and configuration of operating systems, applications, and users' settings within enterprise environments.

Still, the installer is not essential only as of the first point of contact between your software and the end-users but also for the business agility and focus of your software development team.

Why Advanced Installer

- GUI based
- Custom scripts
- Low barrier to entry
- Support of .Net, MS SQL, Windows Installer
- Fantastic Customer Support

Benefits of using Advanced Installer

- Shortens the time-to-market of PolicyPak GP Compliance Reporter products
- Delivering modern, reliable, efficient installers sets the standard of our product towards our customers
- Lowers the support ticket inquiries
- Improves trust and reliance on the product

Advanced Installer plays, for over ten years, a strategic role in the PolicyPak Group Policy Compliance Reporter packaging and deployment process

Challenge

The PolicyPak team challenged several packaging solutions on the market to be at the level of excellence matching their expectations.
The impact of the installer over the very first interaction with the user and the contribution a packaging software has within the development process efficiency were the major drivers of their exploration.

Solution

The product of choice was Advanced Installer Architect.

Jeremy Moskowitz wanted to make sure the PolicyPak team could benefit from all the features Advanced Installer has to offer. "*We are using mostly the developers' side of the Architect solution with the wide packaging formats support and all the features helping us to customize and adapt the installer to deliver top-value products to our customers,*" said

Jeremy Moskowitz, Microsoft MVP, Founder and CTO of PolicyPak Software.

"*Advanced Installer Architect, though, is a complex solution that widens the capabilities of the packaging team to deal with the preparation of standard, structured, automated installations for deployment within a specific corporate environment. It plays a strategic role within the application management policy for the enterprises with Software Rationalization and Software Deployment Security KPIs on their business goal support,*" said

Bogdan Mitrache, VP of Product at Advanced Installer.

The Story

In 2007 PolicyPak was a newly established company with software products to improve system administrators' work process, work results and provide access to some system components never possible before.

They were actively searching and evaluating software packaging tools for their PolicyPak Group Policy Compliance Reporter division. The development team was in place, the market ready for the product, so the product had to rise at the level of expectation built.

We are Looking for Excellence

"*We met at Microsoft Ignite some years back. I had a short chat with the packaging engineers at Advanced Installer booth and decided to give it a try,*" reported **Moskowitz.** "*After a long list of packaging tools evaluation finding Advanced Installer was a breath of fresh air. We adopted it immediately and included it in our software development process as a component to stay,*" added **Policy-Pak Founder.**

Excellent Packaging Technology

PolicyPak recognized the advantages of adopting Advanced Installer "*Advanced Installer proved to be a game-changer, on top of it's native Windows Installer support, it had a low barrier to entry, a deep integration for .Net and MS SQL, commented Moskowitz.*

The winning feature of the Advanced Installer user experience solution is the fact that it is GUI based. Its modern Graphical User Interface, together with the availability of custom scripts, made AI not only easy to learn and use but pleasant to use and natural to integrate. That accelerated the adoption process for our packaging team and gave us the liberty to focus on our product and customers. Advanced Installer immediately became a critical component of our GP Compliance Reporter product delivery process." **added Moskowitz, Founder and CTO of PolicyPak Software.**

Excellent Customer Support

"*We used mostly the community forum and the User Guide Advanced Installer has on its website. We could learn and apply form the real-life situations presented in the forum from the other developers. The Advanced Installer User Guide was so useful and we appreciate it being built with the developer as the user in mind.* " **added Jeremy Moskowitz.**

PolicyPak and Advanced Installer
Business Success Story

PolicyPak
SECURING YOUR STANDARDS.

Advanced INSTALLER

"This is a successful partnership story for us. First, we recognize the importance of using a professional tool for packaging our software.

We chose Advanced Installer due to its flexibility, technical capabilities, and progressive approach - let's appreciate that it is the first packaging software solution to support the innovative MSIX format.

Advanced Installer is, now, an intrinsic part of our software development process, with packaging outcomes complementing the quality of our products."

Jeremy Moskowitz,
Founder and CTO of PolicyPak

"We are so happy with how successful Advanced Installer is. It confirms that our product brings real added value to our customers.

We are proud to have PolicyPak as our customer. Even more to have Jeremy Moskowitz knowing so much about Advanced Installer and honored to have his appreciation.

We are continuing to follow our core mission to provide our customers with state-of-the-art packaging technology."

Bogdan Mitrache,
VP of Product at Advanced Installer.