

REPACKAGING OF YOUR APPLICATIONS

**ZIPPER APPLINE
REDEFINES YOUR APPLICATION LIFECYCLE**

MSI REPACKAGING WITH ZIPPER APPLINE

About AppLine

AppLine is a division at Zipper that specialises in repackaging applications and related routines and processes. Since its founding about five years ago Zipper has repackaged applications and structured routines for some 70 Swedish and international customers. The company presently has a reference library consisting of about 15,000 applications.

AppLine is very flexible for customer assignments. For some, we manage the entire flow from order to start-up in a production environment, while for others we may merely handle repackaging. This means the customer is in charge of all pre-work and takes over after packaging has been completed to manage implementation, verification and distribution.

AppLine's main product range is constantly expanding and focuses on streamlining the management of application repackaging at our customers. Increasingly more customers are discovering and benefiting from the extensive skills we have acquired over the years by specialising in this field.

Applications – the principal element!

Are you planning to or have you already introduced a new PC platform in which applications will be distributed automatically? Then you probably know that applications should be repackaged in MSI packages to facilitate distribution, version handling, support and finally, removal. MSI repackaging is a time-consuming task that normally takes longer than planned and can, if unsuccessfully performed cause major business and user disturbance.

MSI - what is it and why?

MSI is Microsoft's standard format for installing applications. It is constructed to safeguard and support the functionality of current and future operative systems.

Advantages include:

- Built-in installation engine in Windows' operative system, Windows® Installer
- Auto repair function
- Good management of user-specific data
- Good functions for managing updates and upgrades
- Built-in SMS compatibility
- Can be installed with elevated privileges
- Controlled removal

NB! MSI is not always a requirement – alternative solutions can sometimes prove better, sometimes even necessary.

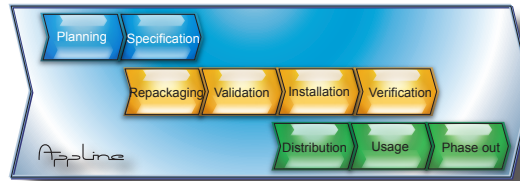
One of AppLine's foremost ambitions is to protect our customers' investments in MSI packages, make them more future-proof for coming platforms such as Microsoft Longhorn, so future repackaging can be avoided.

Our services

Our services are based on repackaging and the management of these packages. We provide these services with high demands on quality and functionality on a fixed rate or open account basis. We focus on creating a solution that is as flexible as possible with distinct areas of responsibility defined between Zipper and our customer.

AppLine

We repack applications according to customer specifications and environments. Repackaging is normally done at Zipper in line with installation instructions, environmental requirements, and media at a fixed price per package. Naturally, we also satisfy customer-specific requests such as Terminal Server for example, necessary adaptations for "user" security level, and distribution in AD, SMS, FastTrack, etc.



AppLineX

In the AppLineX concept we have gathered a library of standard repackaged applications that generally apply to the market. Examples include Microsoft Office, Adobe Acrobat, Sun Java Runtime, etc, all repackaged according to supplier instructions. The customer's license key and name are the only unique features in these packages which are otherwise repackaged in line with next-next-finish.

AppLineD

Repackaging operating routines in MSI packages is a very effective way of handling a PC platform. These packages are created using the Microsoft Driver Install Framework tool, which makes your operating routine package future proof as well as easy to service and manage.

Application coordinator

To have full control of an application project or ensure that all the right prerequisites exist even during an operating situation often requires a resource dedicated to managing the repackaging process. The job entails tracking application owners, finding the media, entering installation instructions, handling implementation and verification of the packages and putting it into operation. Zipper can provide this type of coordinator on an open account basis.

AppLine can also structure and secure the repackaging process for customers that opt for in-house repackaging. This requires setting up a framework and routines that are followed and constantly adapted in line with new technologies and changing conditions.

AppLine Portal

All our AppLine customers have access to our AppLine Portal, a web-based tool for handling orders, tracking a MSI package in the repackaging process – in other words, a process steering management tool.

Interested?

Visit <http://www.zipper.se> and read more about our repackaging solutions.

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