



Increasing Product-Line Profitability
with Installed Base Insight

 SoftSummit™

SAN JOSE

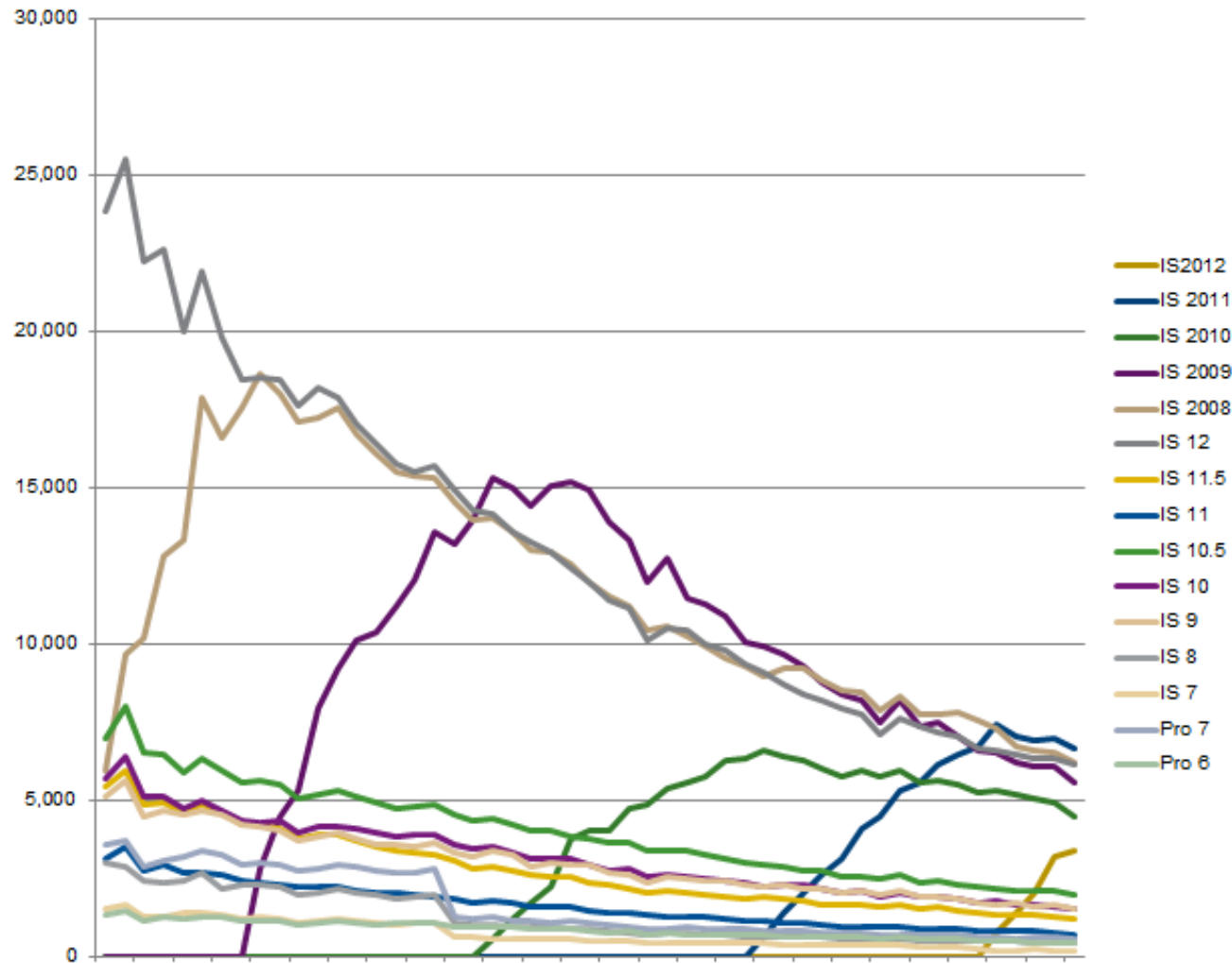
October 16, 2013

INSIGHT DRIVING INNOVATION

Installed Base Insight

- Product Adoption
- End-of-Life Planning
- Operating System Support
- Critical Product Updates
- Feature Use

Adoption Rate for a New Release

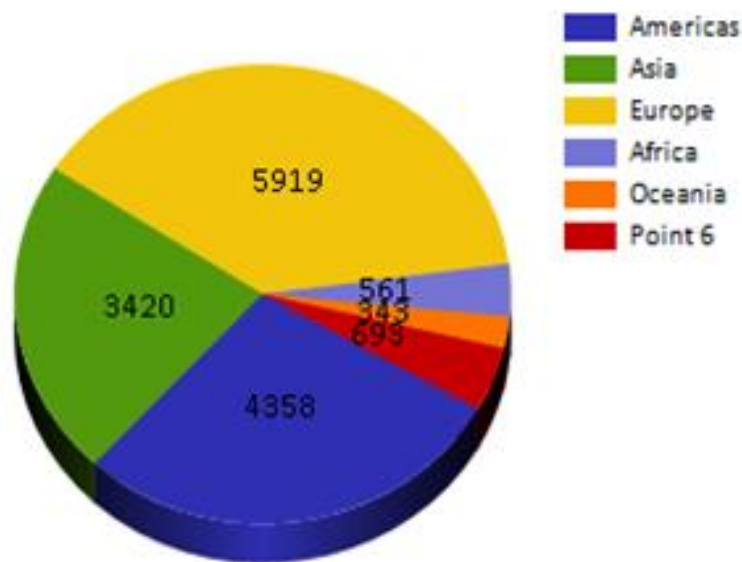


Purchasing and download data provide only part of the picture

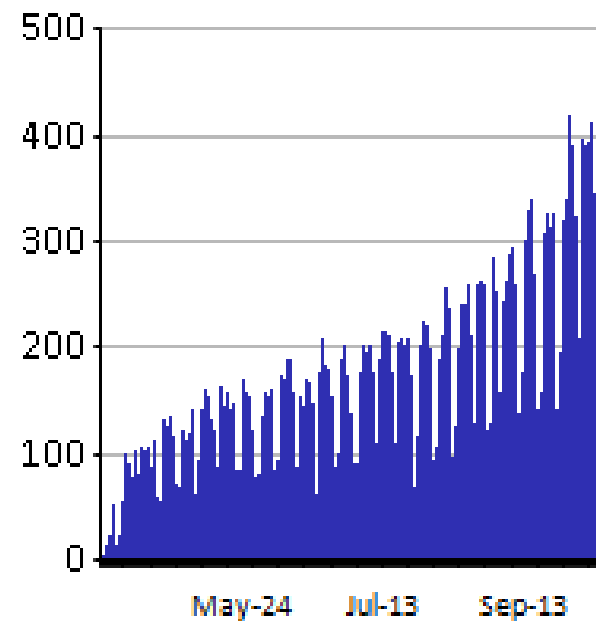
Taking Action Based on Usage

- 16,000 Registrations - 15,000 Download - 8,155 Activated this “Freemium” product

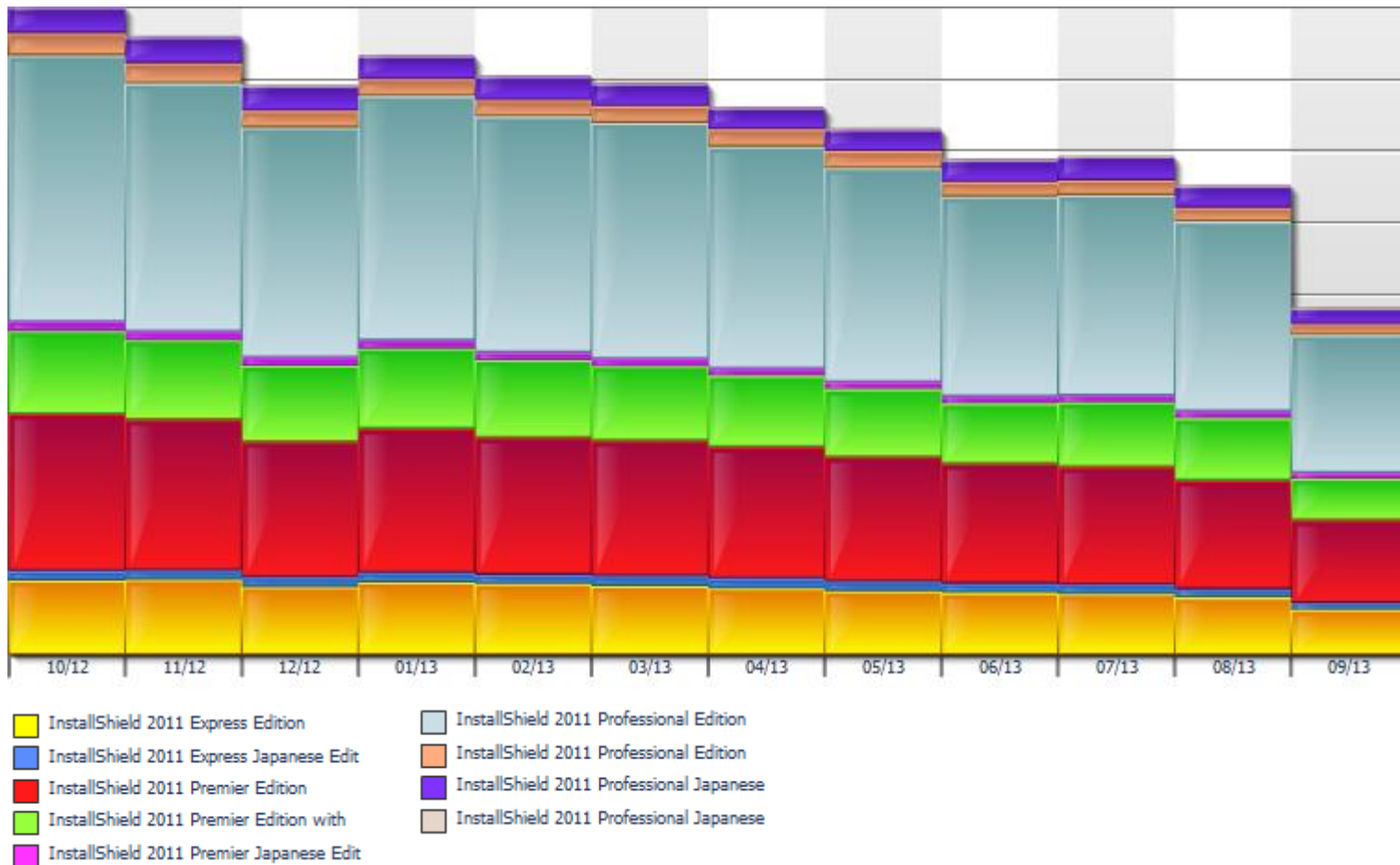
Successful ISLE Downloads by Geo
(15294)



ISLE Unique Users Per Day



End-of-Life Planning

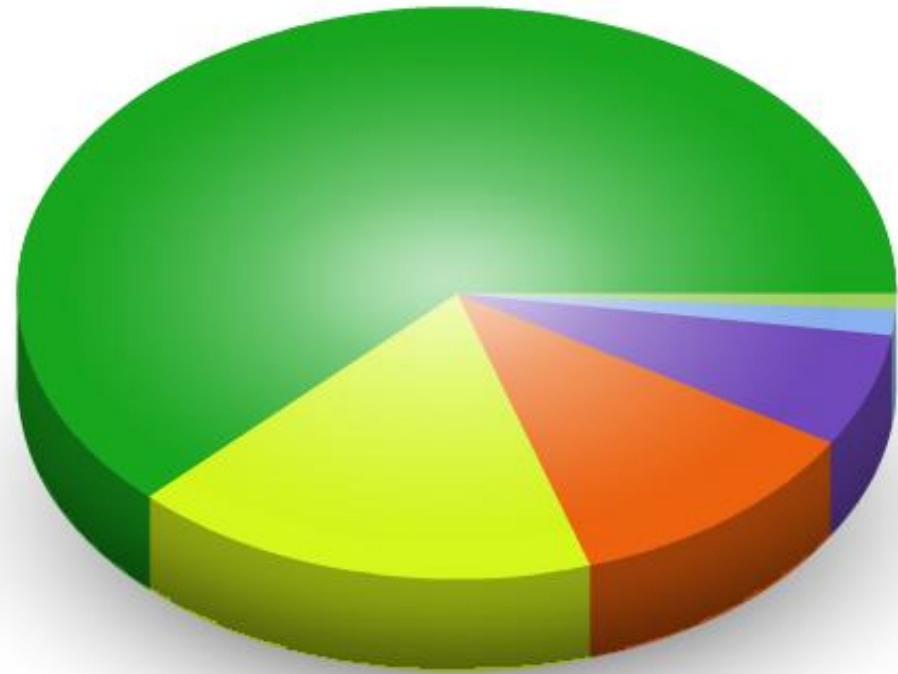


Set realistic campaign goals

Can We Drop Support for Windows XP Yet?

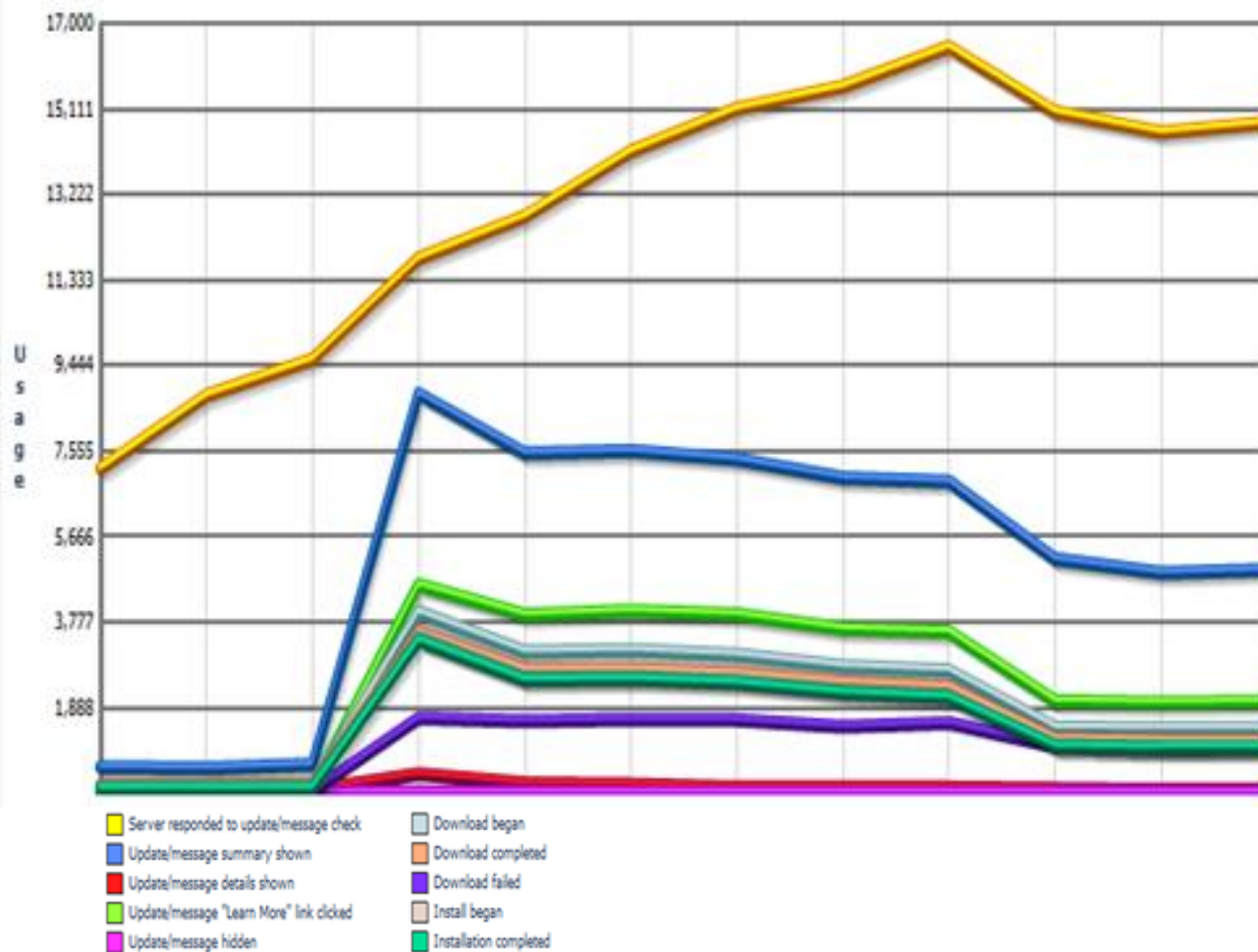
InstallShield 2013

FNC:OS	%
Windows 7	62.62
Windows 8	17.28
Windows XP	11.34
Windows 2008	6.42
Windows 2003	1.43
Windows Vista	0.90



No need to rely purely on 3rd party analyst reports

Are Users Applying Critical Updates?



Make better decisions when planning product updates

Feature Use

View Name	% of Visits	Total Users
viewISToday	12%	213
viewAssistant	8%	171
viewInstallScriptStd	8%	114
viewOrganizeYourSetup	9%	151
viewSetupDesign	6%	132
viewSetupComponents	5%	123
viewProject	5%	124
viewAppFiles	5%	128
viewSetupFeatures	3%	110
viewCustomActions	3%	58
viewRelease	3%	91

Feature use provides insight into market trends, input into roadmap planning

THANK YOU

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