

DATASHEET

APTEAN DOWNLOAD MANAGER

LIKE TO KNOW?

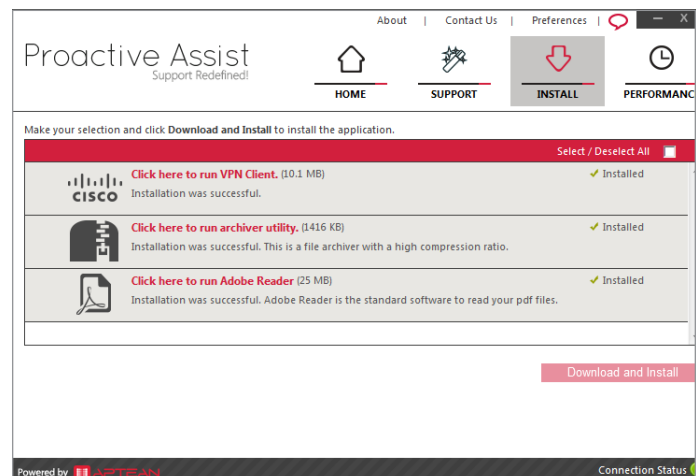
- Delivers the largest multi- gigabyte software, video, and files
- Ability to bundle a software and all its pre-requisites as a single offering
- Proactive verification of software installed on the user's machine
- Compliance enforcement of software
- Eliminates calls to the help desk for routine installations
- Simplifies fulfillment from a cost and labor standpoint

WHAT IT IS

Aptean Download Manager helps you deliver large-file downloads and applications quickly and reliably to users anywhere in the world, in real time or through our BITS enabled and SSL capable publishing system. Whether the files are multi-gigabyte software files or video images, the Download Manager handles your downloads - providing a superior customer experience, optimizing installations, and providing accurate tracking and reporting on completion rates.

This client software application helps users increase download performance, simplify software downloads, and helps publishers track end-user download behavior, while improving download completion rates. It can be used for standard downloads and secure delivery via SSL, BITS, and through end-user authentication, if desired.

The Download Manager is a snap-in module to the Aptean Proactive Assist solution. Aptean Proactive Assist is a proactive service, support and marketing tool that sits on the end user's desktop and, based on end user criteria, delivers targeted content (ranging from simple marketing content to complex scripts) in both online and offline circumstances.



HOW IT WORKS

First, the publisher transfers the original files (payloads) to the Download Manager platform (self-hosted or outsourced). Then, the publisher defines and associates the targeting criteria to the payloads. These criteria will determine which end users will see the download offer. Criteria may include: user identification, system configuration, geographic/network location, etc. Additional parameters the publisher may select include whether the payloads are mandatory or optional with silent or interactive installation. Further, it's easy for you to monitor and determine when an upgrade or additional capability is appropriate. Having defined all the above, the publisher needs only to wait for the users to synchronize to the publishing system for them to see the payloads offered within their Proactive Assist.

When a user sees a published payload offered in Download Manager, they may select it for immediate delivery and installation or defer to a later time. Either way, once downloads begin, BITS technology ensures that system use is not impacted and will automatically recover from dropped connections (when necessary). Thus, users do not feel the need to cancel or opt out of large payload delivery. Finally, we track initiations and completions, and you can view that information through our reporting system.

We have built upon fifteen years of experience with customer support technology to make it easier for you to deliver the services and support that make you successful. With our unique set of tools and capabilities, you'll have endless opportunity to increase customer loyalty, generate new revenue, and differentiate your offering. Of course, while controlling costs.



More than 9,000 customers around the world rely on us to give them a competitive edge. By providing innovative, industry-driven enterprise application software, Aptean helps businesses to satisfy their customers, operate most efficiently, and stay at the forefront of their industry.

For more information, visit: www.aptean.com