Your Fast Track to Profit in the Windows Store

Bringing Desktop Apps to the Universal Windows Platform Using Microsoft's Desktop Bridge and Flexera's InstallShield®

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- User experience with desktop apps starts with installation. A worry-free installer and easy updates are top of mind for customers.
- App vendors need a modern installer, a trustworthy distribution method and opportunities to make money from their software.
- Microsoft’s Universal Windows Platform and Windows Store provide a way forward.
- **This eBook explores how Microsoft’s Desktop Bridge and Flexera’s InstallShield can get you there.**

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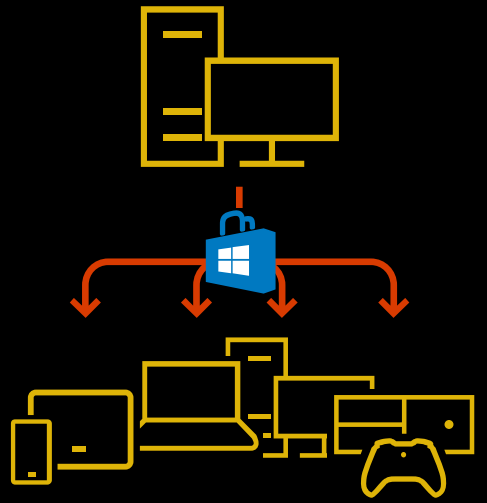
What is the Desktop Bridge?

A set of technologies that enables you to convert your Windows desktop application to the Universal Windows Platform (UWP) for Windows 10. Benefits include:

- **SIMPLIFIED AND TRUSTED DEPLOYMENT**
  Clean and simple install/uninstall.
  Updates delivered using differential packages.

- **ACCESS TO MODERN FEATURE SET**
  Add XAML UI, UWP capabilities (Live Tiles, push notifications, IAP).
  Move away from monolithic solutions and migrate at your own pace.

- **GREATER REACH, EASIER MONETIZATION**
  Windows Store reaches 400+ million users today.
  Monetize using local payment methods.



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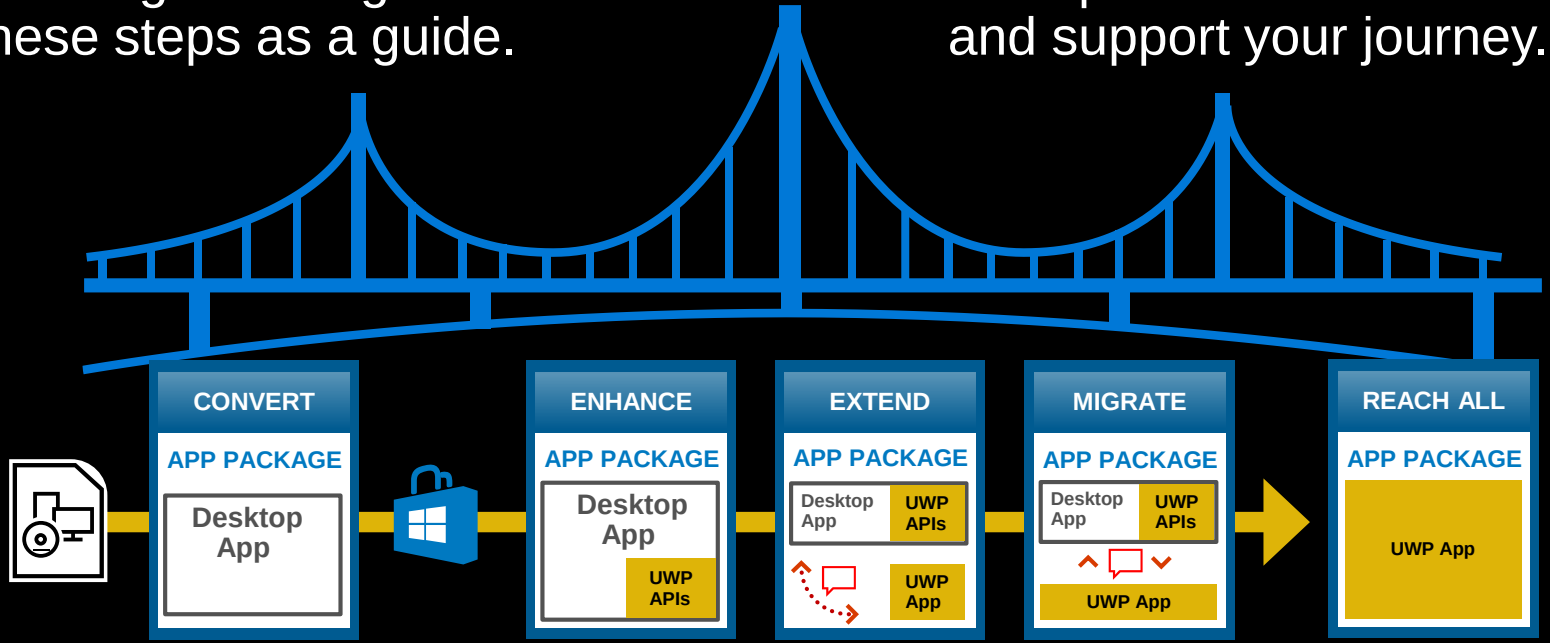
How Does It Work?

There are several steps to crossing the bridge. Follow these steps as a guide.

Microsoft and Flexera have partnered to enable and support your journey.



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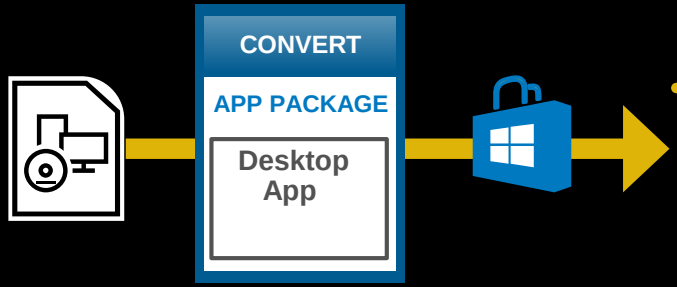
STEP 1: Test and convert your app binaries using InstallShield.



- **TEST YOUR APP FOR COMPATIBILITY**
  Run validation tests on project file makeup, configuration. Perform any engineering work based on test results.
- **CREATE APP PACKAGES**
  UWP app packages for Windows 10. Option to generate MSIs for older Win7 and Win8 platforms. Single project for easy maintenance.
- **FLATTEN MULTIPLE PACKAGES**
  Merge many UWP app packages into one for Windows Store. Assign framework dependencies for completeness.

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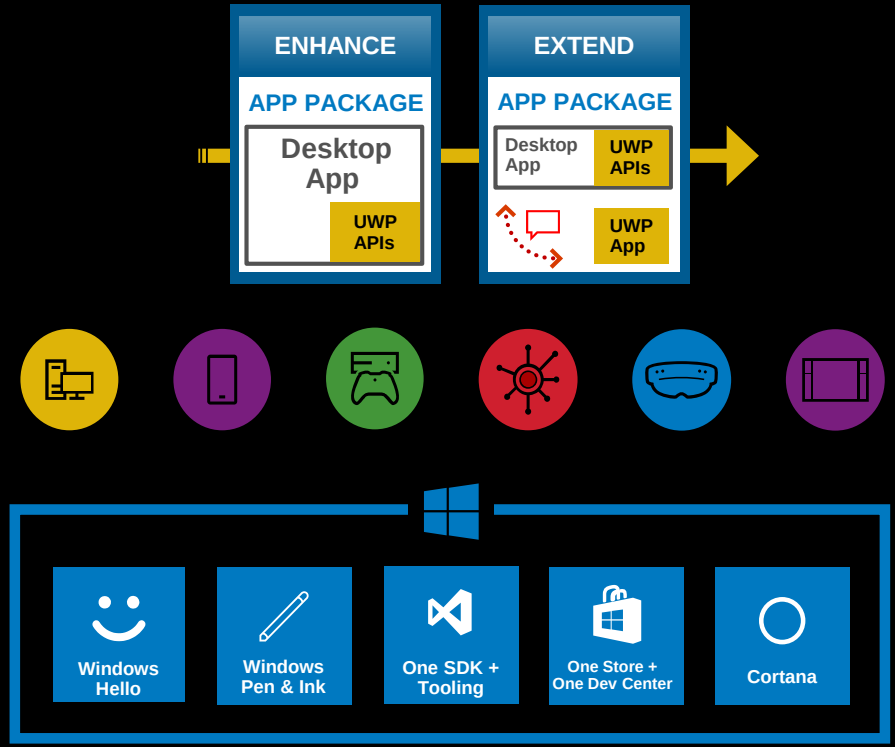
STEP 2: Enhance and extend your application to increase engagement.



- **LIGHT IT UP**
  Enhance your converted desktop app with a wide range of UWP APIs. Add features like Live Tiles, push notifications, and more.
- **GO BEYOND**
  Extend your application capabilities with features available only to converted apps. Launch a process when user logs on, integrate with File Explorer, include modern touch interface, and more.

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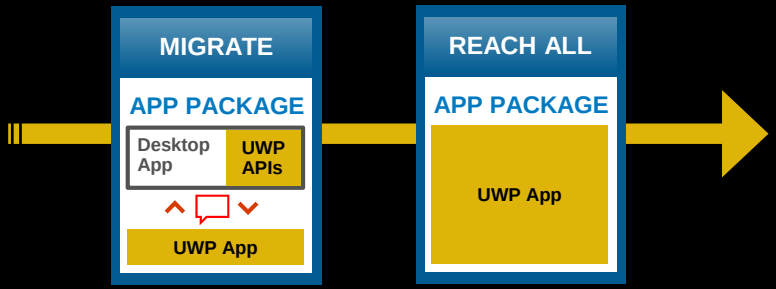
STEP 3:

Migrate, gradually moving your older code to UWP to reach a wider audience.



- **USE THE BRIDGE**
  Move away from monolithic solutions. Smooth transition between original desktop app and full UWP app package with code migration. Retain ability to run and publish app on Windows Desktop.
- **PUSH BOUNDARIES**
  Once you're fully migrated to UWP (no WPF/Win32 components), you can reach all Windows device types.

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STEP 4: Distribute your converted app to the Windows Store or use sideloading.

- **PUBLISH TO WINDOWS STORE**
  Global distribution to millions of customers. Differential auto-updates, analytics. Contact Microsoft at http://aka.ms/DBStore.
- **SIDELOAD WITH FLEXERA**
  Not ready for Windows Store? Distribute your converted app in a familiar way. Use InstallShield to create sideloading bundle. Download child packages for Win10, Win7, Win8 on demand.

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Try Out the Bridge

http://aka.ms/DesktopBridge

http://aka.ms/DBStore

Give Us Feedback

http://aka.ms/UserVoiceDesktopToUWP

http://aka.ms/UWPForum

Try InstallShield

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