



Pulse: It's All About Delivery

What does it really do?

Genuitec's Pulse platform is a unified software delivery mechanism that enables enterprise software delivery; it is scalable to millions of customers and internal staff. Pulse provides unified installation for all end-user software profiles and ensures full compatibility and compliance on the user desktop. It allows for real-time update and bug fix management, and works connected or disconnected from the Internet. Pulse further provides for collaboration to standardize internal developer teams, and virtually installs across machines and all types enterprise operating systems (Windows, Mac, Linux).

What does that mean?

It means that Pulse provides IT managers with maximum flexibility and visibility in terms of how their software is delivered to their end-users. As with all Genuitec products, Pulse is designed with extreme ease-of-use in mind and therefore takes very little time to get developers oriented on the technology.

In a matter of minutes, Pulse creates a variety of installers that give IT managers the most flexible and efficient channel to deliver enterprise software to their customers.

What sort of installers and delivery are you talking about?

Starting on the IT manager's desktop, Pulse will create custom installers that best suit the enterprise needs - these can be Native Installers, Managed Installers or Integrated Update Installers.

A Native (or "Bundled") Installer requires that a user obtain the installer individually; this can be accomplished by downloading the installer from the Web, a CD/DVD, a network mount, from an e-mail, or a new machine may have it pre-loaded upon purchase.

Pulse can build Managed (or "Online") Installers as well. This is a newer type of installer that comes from the marketplace. This is a smart installer that lives on the Internet and reads into a user's operating system and hardware. Managed Installers require the least amount of user interaction so it has the highest likelihood to get the installation correct the first time.

Pulse can also deliver Integrated Update Installers. These require that a user have the software already installed on their desktop with Internet connectivity. Its only function is to update the software that it serves and send reminder notices on the status of the software installation and licenses.

Pulse can accomplish one or all of these deliverables, allowing the IT organization maximum flexibility across varying customer consumption requirements.

Delivery Channels

The marketplace is littered with delivery channels so an organization must understand these channels to act in the most effective and cost efficient manner. Pulse supports all known Web delivery channels; these are listed below.

- The Internet as the channel. Using Pulse, enterprises can build any type of installer to use on a

corporate website or an Intranet.

- The Marketplace is the channel enabled through the Internet. An example of Marketplace channels are Apple's iTunes and App Store and Genuitec's Pulse Explorer.

- The oldest channel is store-bought software or Shrink-Wrapped Software. The local technology store targets new and existing users. Examples are Microsoft Office, Warcraft or Quake II.

- An equally-old channel is Pre-Installed Software on new computers. It is designed for new users, and examples are Microsoft Office and Norton Anti-Virus.

- Lastly, there is the method every organization is familiar with, Internal Distribution. This method is aimed at new and existing users; examples are a co-worker passing a CD to another co-worker for the installation. It can be found on a network mount or even e-mailed to the end-user.

Conclusion

Genuitec's Pulse platform creates a myriad of installers based on the specific distribution needs of the enterprise. It provides a highly extensible end-user experience by constructing itself to deliver software through the Web or behind a firewall into a variety of known channels.

Pulse creates isolated and reproducible installers in a matter of minutes so that the hassle of creating new installers for each delivery project is minimized. It allows for old and new technologies to co-exist and makes no discrimination against what an enterprise chooses to deliver.

Pulse is fast and reliable, and has proven an unbreakable solution to many Fortune 100 companies. And, Pulse is a white labeled solution so that an enterprise can brand Pulse to match their corporate logos and artwork.

Learn more about Pulse today. Contact Genuitec at: +1 (214) 224-0461 or info@genuitec.com

