

# Micromarketer Xpress – Software Installation and Licensing

## Summary

This document includes technical information on installing and licensing Experian's Micromarketer Xpress desktop product. The content is intended for both the end users of the software and their IT support teams.

- **Supported Operating Systems:** Windows XP, Windows Vista and Windows 7 – 32-bit only; 64-bit systems are not supported
- **Software requirements:** Microsoft .NET Framework 3.5 Service Pack 1

## Pre-installation checks

Micromarketer Xpress is supported on Windows XP/Vista/7, and requires Microsoft .NET Framework 3.5 SP1 to run.

The installation of .NET 3.5 SP1 and Micromarketer Xpress requires **Administrator access** to the PC. Often, users do not have this level of access to their PC and have to go through their company IT support team to install Micromarketer Xpress.

**If you do not have Administrator access to your PC, please contact your IT support team. This document contains essential information for them about the installation, so please make this document available to them.**

## Stage 1: Checking your .NET Framework version

.NET Framework 3.5 SP1 is a pre-requisite for Micromarketer Xpress to be able to run correctly. **This should be fully installed before running the Micromarketer Xpress installation file.** If you do not have this, the necessary installation file is available from the Microsoft website. The current link is:

- <http://www.microsoft.com/downloads/details.aspx?FamilyId=AB99342F-5D1A-413D-8319-81DA479AB0D7&displaylang=en> (this is the boot-strapper)

## Stage 2: Micromarketer Xpress installation file

If you do not already have the Micromarketer Xpress setup file (.msi), please follow these steps:

1. Open the following web page and click the Download button:
  - [http://xpoint.experian.dk/xpointoffice/dl/?r=Experian\\_GPD\\_Project&a=xpress](http://xpoint.experian.dk/xpointoffice/dl/?r=Experian_GPD_Project&a=xpress)
2. Save the file to your local hard drive

## Stage 3: Installing Micromarketer Xpress

To install Xpress, double click the MicromarketerXpress.msi file and follow the instructions in the setup wizard.

## Stage 4: Licensing Micromarketer Xpress

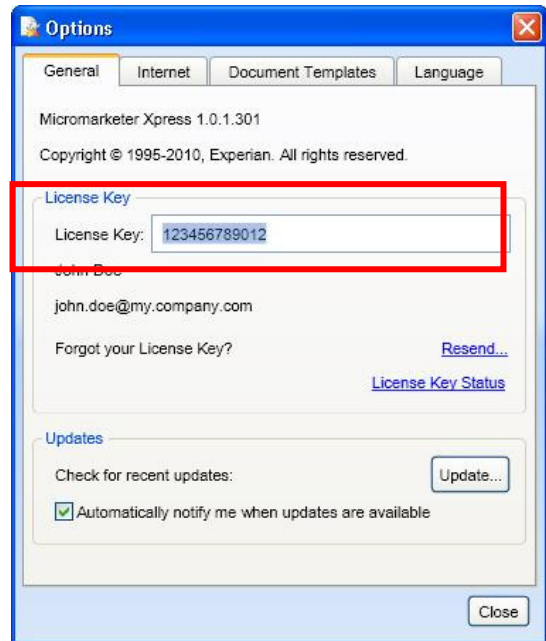
Each user of Micromarketer Xpress is given a unique license key which controls exactly which datasets, maps and functionality they have access to in the application. This license key needs to be entered when the application is opened for the first time after installation.

The license key should be entered when the user of the software is logged in. If the Administrator who installs the software enters the license key, this will not be remembered when the actual user logs in.

To enter your license key:

1. Open Micromarketer Xpress from your Start > Programs menu
2. Click on the Micromarketer Xpress button in the top-left corner of the application
3. Choose Options from the menu that appears
4. Enter the license key into the License Key field – see right
5. Click Close to close the Options window

**If you do not have your license key, please contact the Micromarketer Xpress Helpdesk:**  
[mis.helpdesk@uk.experian.com](mailto:mis.helpdesk@uk.experian.com)



## Support

If you need support installing Micromarketer Xpress or are getting error messages during the installation, please contact your local IT team in the first instance and ask them to verify that you have the necessary .NET framework.

If this is the case and you are still having problems, please contact the Micromarketer Xpress Helpdesk on [mis.helpdesk@uk.experian.com](mailto:mis.helpdesk@uk.experian.com) who will be able to help resolve the issue with you.