

SAS[®] Digital Marketing

This Road Map briefly describes the media contained in your SAS Digital Marketing package and how to proceed to install the software.

Description of Your Packages

In your package, you will find a SAS 9.1.3 Installation Kit, which contains the media and documentation required to install SAS Digital Marketing.

How to Proceed

Be sure to terminate all non-essential applications before proceeding with the installation of any CD. Disable any anti-virus software that may be running.

Step 1: Install and configure the installation kit containing SAS Digital Marketing SAS Server.

- ❑ To identify the installation kit that contains SAS Digital Marketing SAS Server, see the product listing on the SAS 9.1.3 label on each kit. Unless you have already done so, follow the steps in the *QuickStart Guide* in the Getting Started folder of the SAS Digital Marketing SAS Server kit.
- ❑ Read and complete the tasks in the *SAS 9.1.3 Intelligence Platform: Installation Guide*, which is available on the **Documentation for Installing and Configuring SAS** CD or Install Center. On the first page, select **Planning Installation Edition Kit**, then select **SAS 9.1.3 Intelligence Platform: Installation Guide** in the “Installation” section under “Installation Instructions – SAS Intelligence Platform.” The *Installation Guide* takes you through the pre-installation, installation, and basic configuration steps to install your SAS Digital Marketing SAS Server.

Step 2: Install the contents of the SAS Digital Marketing CD.

Locate the SAS Digital Marketing CD in the media container(s) inside your installation kit. Insert the CD into your CD-ROM drive (UNIX users should mount it according to the instructions in the *Media Guide* located in your Getting Started folder). If the CD does not autoplay, Windows users should double-click `setup.exe` at the top level of the CD, while UNIX users should run `setup.sh`. After you select a language to run in, the **SAS Software Navigator** window will open. Search for the platform you are installing on in the table in the right-hand pane, and click **Install Instructions** link for the procedure to install SAS Digital Marketing.

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