# Marketmax Base and Performance Analysis and Micromarketing

This Road Map briefly describes the media contained in Marketmax Base and Performance Analysis and Micromarketing package and how to proceed to install the software.

## Description of Your Packages

The SAS portion of your Marketmax Base and Performance Analysis and Micromarketing software comes in as many as three installation kits.  Each kit represents a distinct functional area of your Marketmax Base and Performance Analysis and Micromarketing solution and should be installed on a separate machine:

- SAS Metadata Server
- Marketmax Base and Performance Analysis and Micromarketing Server
- Marketmax Base and Performance Analysis and Micromarketing Data-Tier

In addition, you will also receive a software package from Marketmax for use in this solution. The instructions for installing the Marketmax portion of the solution will arrive with that software. Installing the SAS portion of the solution is a pre-requisite for installing the Marketmax portion.

## 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 Metadata Server.

❑ To identify the installation kit that contains SAS Metadata 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 Metadata 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 Metadata Server.

### Step 2: Install and configure the installation kit containing Marketmax Base and Performance Analysis and Micromarketing Server.

*Note:* *If Marketmax Base and Performance Analysis and Micromarketing Server was included in the SAS Metadata Server installation kit, skip to step 3. Otherwise continue with this step.*

❑ To identify the installation kit that contains Marketmax Base and Performance Analysis and Micromarketing 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 Marketmax Base and Performance Analysis and Micromarketing 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 Marketmax Base and Performance Analysis and Micromarketing Server.

## Step 3: Install Platform Suite for SAS.

If your software order includes Platform Suite for SAS, locate the *Installation Guide—Platform Suite for SAS* on the **Documentation for Installing and Configuring SAS** CD or Install Center. On the first page, select **Planning Installation Edition Kit**, then select **Installation Guide--Platform Suite for SAS** in the "Installation" section under "Additional Installation Instructions." Follow the procedures in that document to install and configure your Platform Scheduling Server on the same machine where your Marketmax Base and Performance Analysis and Micromarketing Server is installed.

## Step 4: Install and configure the installation kit containing Marketmax Base and Performance Analysis and Micromarketing Data-Tier.

*Note:* *If you have no uninstalled installation kits left when you reach this step, your Marketmax Base and Performance Analysis and Micromarketing Data-Tier was included in the SAS Metadata Server installation kit or the Marketmax Base and Performance Analysis and Micromarketing Server installation kit and so has been installed by one of the previous steps. You should skip this step and continue with step 5. However, if you have an uninstalled installation kit remaining and its spine lists only SAS 9.1.3 Foundation, it is the Marketmax Base and Performance Analysis and Micromarketing Data-Tier. Use the following procedure to install the data tier.*

❑ To identify the installation kit that contains Marketmax Base and Performance Analysis and Micromarketing Data-Tier, see the product listing on the SAS 9.1.3 label on each kit.

❑ Read and complete all of the steps in the *QuickStart Guide* in order to install Marketmax Base and Performance Analysis and Micromarketing Data-Tier.

## Step 5: Installation complete.

The SAS portion of Marketmax Base and Performance Analysis and Micromarketing is complete. A Marketmax consultant will assist you in installing the Marketmax portion of the solution.

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