



LISTSERV® Maestro 9.0 Setup-Suite Manual for Microsoft® Windows

January 20, 2021 | © L-Soft Sweden AB
lsoft.com



The information furnished in this document is meant as an introduction to installing and administering a **LISTSERV Maestro 9.0-10** installation. For further in-depth information that may be helpful **before** initiating an installation, please see the LISERV Maestro Admin Tech Doc Manuals (available at <http://www.lsoft.com/manuals.html>).

Information in this document is subject to change without notice. Companies, names, and data used in examples herein are fictitious unless otherwise noted. L-Soft Sweden AB does not endorse or approve the use of any of the product names or trademarks appearing in this document.

Permission is granted to copy this document, at no charge and in its entirety, provided that the copies are not used for commercial advantage, that the source is cited, and that the present copyright notice is included in all copies so that the recipients of such copies are equally bound to abide by the present conditions. Prior written permission is required for any commercial use of this document, in whole or in part, and for any partial reproduction of the contents of this document exceeding 50 lines of up to 80 characters, or equivalent. The title page, table of contents and index, if any, are not considered part of the document for the purposes of this copyright notice, and can be freely removed if present.

Copyright © 2003-2021, L-Soft Sweden AB
All Rights Reserved Worldwide.

LISTSERV is a registered trademark licensed to L-Soft international, Inc.

L-SOFT and LMail are trademarks of L-Soft international, Inc.

CataList and EASE are service marks of L-Soft international, Inc.

All other trademarks, both marked and not marked, are the property of their respective owners.

Some portions licensed from IBM are available at <http://oss.software.ibm.com/icu4j/>

This product includes code licensed from RSA Security, Inc.

This product includes software developed by the Apache Software Foundation (<http://www.apache.org/>).

All of L-Soft's manuals for LISERV are available in ASCII-text format via LISERV and in popular word-processing formats via [ftp.lsoft.com](ftp://lsoft.com). They are also available on the World Wide Web at the following URL:

URL: <http://www.lsoft.com/manuals.html>

L-Soft invites comment on its manuals. Please feel free to send your comments by email to: MANUALS@LSOFT.COM

Table of Contents

- Preface – Required Resources 1**
- 1 The LISTSERV Maestro Setup-Suite 1**
 - 1.1 Express Setup..... 2
 - 1.2 Custom Setup 4

Preface – Required Resources

This document describes the Setup-Suite for the “**Version 9.0 Build 10**” release of LISTSERV® Maestro for Windows.

The information furnished in this document is meant as a very basic description of how to use the Setup-Suite to install a functioning default instance of LISTSERV Maestro that can be used “out-of-the-box”.

For more complex installations, please see the “Custom Setup” section in this document and also the more detailed “Installation Manual for LISTSERV Maestro” which is also part of the LISTSERV Maestro Setup-Suite distribution bundle.

Required Resources:

- A computer with a supported Windows version, a suitable amount of free disk space, and to which you have “Administrator” access.
Supported Windows versions are: Windows XP or later or Windows Server 2003 or later.
Only 64-bit Windows versions are supported.
- Access to an existing SMTP server (mail server) which shall be used for mail deliveries (either installed on the same or a different computer in the network).

1 The LISTSERV Maestro Setup-Suite

The LISTSERV Maestro package is comprised of two products that need to be installed for the application to work. These products are:

- **LISTSERV Maestro 9.0-10:** The email marketing front-end for management of targeted mailings, subscriber data, and tracking information.
- **LISTSERV 17.0:** The underlying engine for processing mailing lists and mailings.

The LISTSERV Maestro Setup-Suite makes it very simple to install these products. Two types of setup are available:

The **Express Setup** installs both products on one server, with minimal user input required and using default settings wherever possible. This setup type is easy to run and requires no previous knowledge of any of the products. LISTSERV Maestro will be ready to run immediately after the installation without further configuration. In fact, it can even be started from inside the Setup-Suite.

The **Custom Setup** allows you to decide which of the products you want to install on a given server, making it possible to distribute LISTSERV Maestro over separate servers. You can also decide how to configure each of the applications. To use the custom setup, a more in-depth knowledge of your system is required. You need to understand your internal and external networks, know your specific requirements, and be familiar with server applications and networking. The custom setup may also require additional configuration after the actual installation is complete before LISTSERV Maestro can be fully used.

The Setup-Suite can be used both for a **fresh install** and for **upgrading** an existing installation¹.

1.1 Express Setup

For the **Express Setup**, run the LISTSERV Maestro Setup-Suite on the server where you want to install LISTSERV Maestro, by executing this file:

```
LISTSERVMaestro9.0-10-SetupSuite-x64.exe2.
```

The Setup-Suite wizard will guide you through all necessary installation steps.

To perform an **Express Setup**, choose the corresponding **LISTSERV Maestro “Express” Setup** option on the Setup Type page of the wizard.

During the course of the wizard, you will be queried for the following settings:

- **Application Target Folder:** Select the folder where LISTSERV Maestro will be installed.
- **Host Name:** Enter the host name that shall be used for access to the LISTSERV Maestro user interface.
- **SMTP Server:** Define the SMTP server (mail server) to use for mail deliveries with LISTSERV Maestro. You need to specify the host name where the server is running and the SMTP port of the server (usually “25”).
- **Passwords:** Define the passwords for the administrator account and the included sample user account. The admin password is mandatory at this point. You will later need it to login to LISTSERV Maestro as the administrator. The sample account password is optional. If you do not specify one during installation, you can always assign a password to the sample account later, as the administrator.
- **Initial LISTSERV Maestro Account:** The setup can create a first user account for you, so that you do not have to create one after the installation. If you want this, specify the name and password for this account. Creating an account at this point is optional. You can always create more accounts later, as the administrator.
- **Postmaster Address:** Enter the email address of the person (the “Postmaster”) who will be in charge of operating the LISTSERV instance that is part of the LISTSERV Maestro installation. This address must be a valid internet email address that belongs to an existing email account. It will be used by LISTSERV to send administrative messages to.

¹ Starting with version 9.0, the LISTSERV Maestro installer can only upgrade an existing installation of LISTSERV Maestro 3.0 or later. If you should have an older LISTSERV Maestro installation, you first need to upgrade to an intermediate version, before you can upgrade to version 9.0 in a second step.

² Starting with version 7.3, LISTSERV Maestro is only available for 64-bit operating systems. A version for 32-bit Windows is no longer released. If you have an existing 32-bit installation that you that want to upgrade, please see the “Appendix C: Upgrading an Existing 32-Bit Installation” in the individual installation manual for LISTSERV Maestro on Windows.

- **Windows Service Account:** LISTSERV Maestro runs as a set of Windows services on the server. Choose to either specify the name and password of a Windows account that shall be used to run the services (recommended for security purposes) or to run the services as the default “LocalSystem” account. The specified account will be granted the right to “Log on as service” (if it does not already own this right). Also, if the account does not yet exist, it will be created by the setup.
- **License Activation Keys:** To fully enable all features of LISTSERV Maestro, you will need license activation keys (LAKs) for the LISTSERV product. If you do not supply the necessary LAKs, LISTSERV Maestro will initially run in evaluation mode only. You may then install the LAKs at any later time to fully enable the product.

Note: Please contact sales@lsoft.com for details about which kind of LAKs you need for LISTSERV Maestro and how to obtain them.

With these settings, the Setup-Suite will install a typical one-server instance of LISTSERV Maestro. Both the LISTSERV Maestro and LISTSERV products will be installed on the server where you run the Setup-Suite.

LISTSERV Maestro will be installed as a number of “Windows services”. These LISTSERV Maestro services will automatically be started at system startup, without the need to start each of them manually.

At the end of the installation, you can start LISTSERV Maestro by selecting the corresponding option on the last page of the Setup-Suite wizard. If you choose not to start the server at this time, you may always start it manually later, or it will be started automatically during the next system start-up.

After the Setup-Suite wizard finishes, a First-Steps welcome-page is displayed that gives you a short introduction to LISTSERV Maestro and explains how to access the application.

For more details about running and accessing the individual LISTSERV Maestro products, please see each product’s individual installation manual. All manuals are part of the distribution bundle containing the Setup-Suite.

Note: **Express Setup** is only available if none of the LISTSERV Maestro products is already installed on the server. If one or both products are already installed, **Custom Setup** is the only available option. See the following section for details.

1.2 Custom Setup

For the **Custom Setup**, start the LISTSERV Maestro Setup-Suite on the server where you want to install one or both of the products of LISTSERV Maestro, by executing this file:

```
LISTSERVMaestro9.0-10-SetupSuite-x64.exe3
```

The Setup-Suite wizard will guide you through all necessary installation steps.

To perform a **Custom Setup**, choose the corresponding **Custom Setup** option on the Setup Type page of the wizard.

During **Custom Setup**, you will have the option of running the individual setup for each of the LISTSERV Maestro products: The Individual Products Setup page contains a button for each product. By clicking the button, you can launch the individual setup of the corresponding product. After this individual setup completes, you will be returned to the Individual Products Setup page of the Setup-Suite and may select to setup further products or to finish the wizard.

Important: Please see also the installation manuals of the LISTSERV Maestro products for details about each individual setup and for more details about running and accessing the LISTSERV Maestro products. All manuals are part of the distribution bundle containing the Setup-Suite.

For further in-depth information that may be helpful **before** initiating an installation, please see the LISTSERV Maestro Admin Tech Docs (available at <https://www.lsoft.com/manuals.html>).

³ Starting with version 7.3, LISTSERV Maestro is only available for 64-bit operating systems. A version for 32-bit Windows is no longer released. If you have an existing 32-bit installation that you that want to upgrade, please see the “Appendix C: Upgrading an Existing 32-Bit Installation” in the individual installation manual for LISTSERV Maestro on Windows.