



Lexmark™

Publishing Platform for Retail

Version 10.9

Installation Guide

February 2024

www.lexmark.com

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Change history

July 2023

- Updated information on the deployment readiness checklist of Publishing Authenticator.
- Added information on Digital Media Export and its deployment readiness checklist.
- Added information on installing Digital Media Export.

January 2023

Updated Internet Information Services (IIS) Configuration settings for all the components.

July 2022

- Added information on installing Template Migration Utility.
- Added information on installing Publishing Solutions.

January 2022

- Added support for Windows Server 2022.
- Added support for Windows 11.
- Updated the readiness checklist for various components.

September 2021

- Added information on the following:
 - Upgrading database
 - Installing Publishing Authenticator

June 2021

- Initial document release.
- Consolidated the *Installation Guide* for all Publishing Platform for Retails (PPR) components.
- Modified Microsoft .Net Framework version to 4.8 for Publishing Platform Manager, as recommended prerequisite.

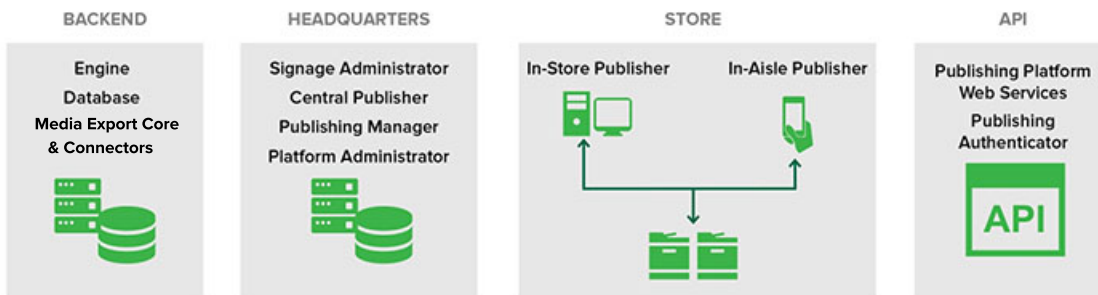
Overview

The Publishing Platform for Retail solution lets you create, manage, and print shelf-edge signages, labels, tags, and electronic shelf signs for retail stores.

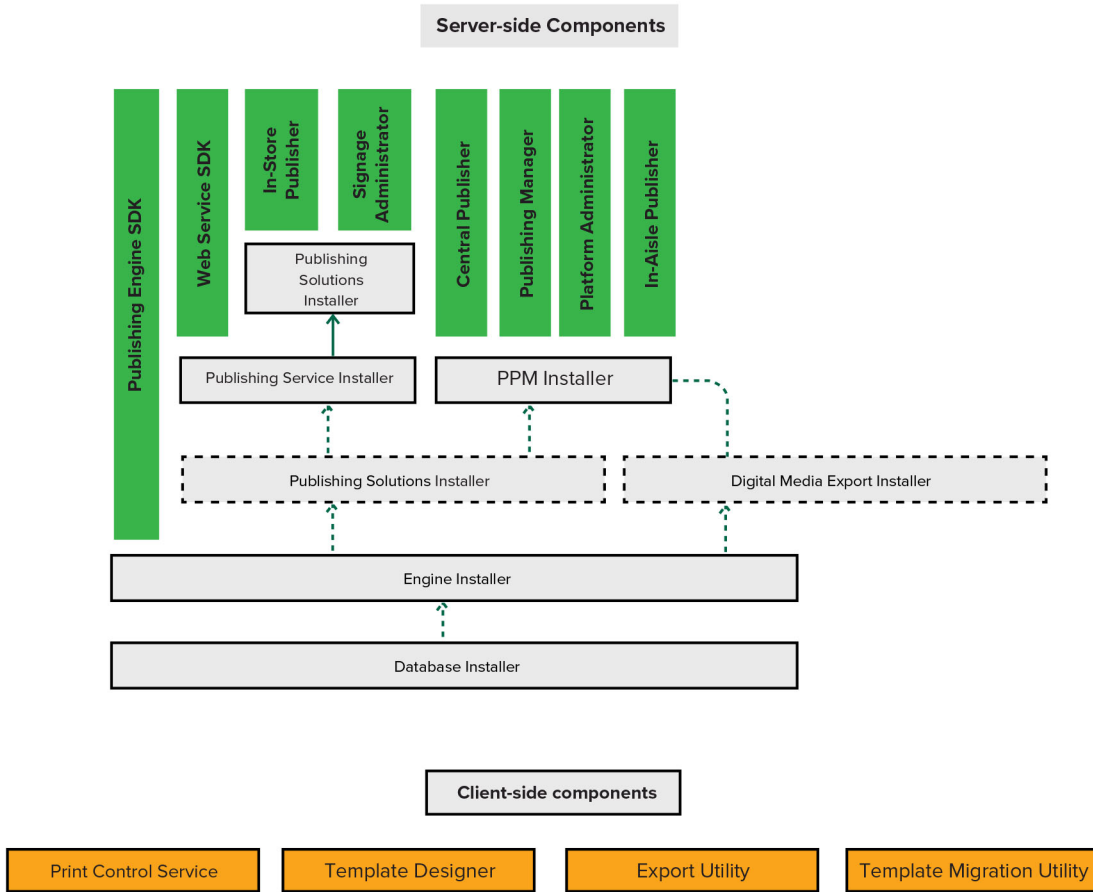
This document provides instructions on how to install the following PPR installers:

- [Database](#)
- [Engine](#)
- [Publishing Authenticator](#)
- [Publishing Platform Manager](#)
- [Publishing Platform Web Services](#)
- [Publishing Solutions](#)
- [Template Designer](#)
- [Export Utility](#)
- [Template Migration Utility](#)
- [Print Control Service](#)
- [Digital Media Export](#)

The following illustration shows the different PPR components:



The following workflow shows the installation process in a server and in a client environment:



 Required for SSO configuration

Database

This section shows how to install a PPR database.

Deployment readiness checklist

You can install the PPR database on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012

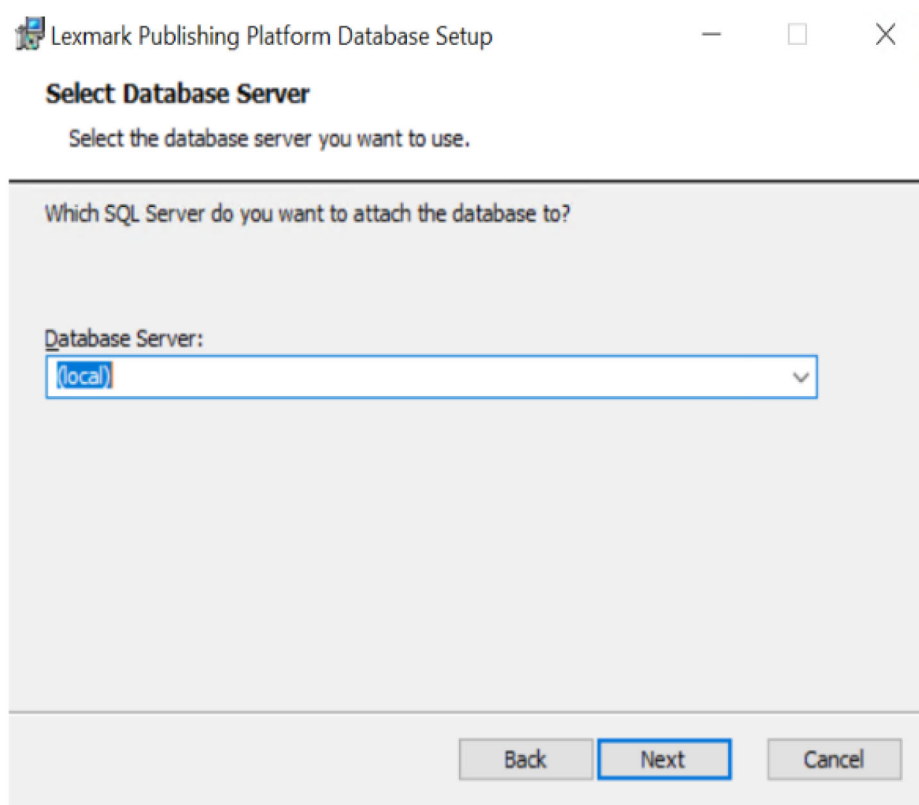
Before you begin, make sure that the following applications are installed on the server:

- Microsoft SQL Server 2012 or later
- Microsoft ODBC Driver 17 for SQL Server
- Microsoft Visual C++ 2017 Redistributable

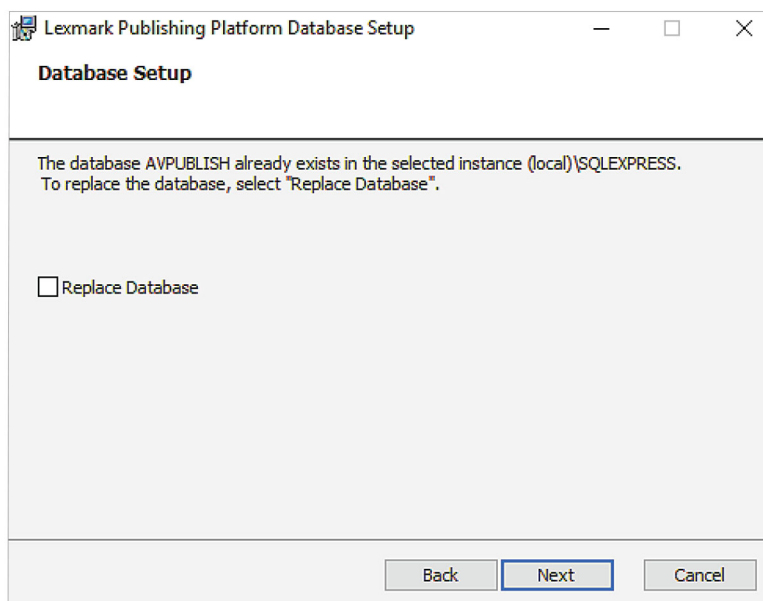
Installing the database

- 1 Obtain the Database installer.
- 2 Run the DatabaseInstall.exe file as an administrator.
- 3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.
- 4 Provide the fully qualified domain name (FQDN) or IP address of the SQL database server.

Note: If the database is running on a non-default instance name and non-default port, then provide the instance name.

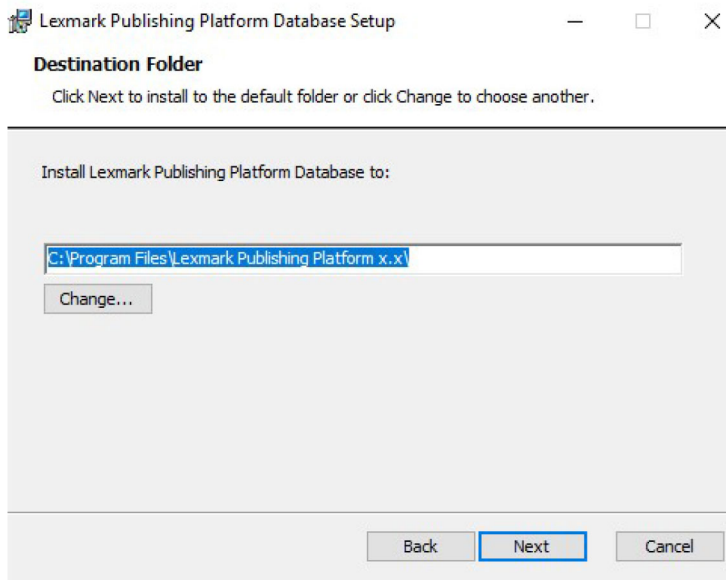


- 5 Provide the database server login ID and password.
- 6 If the installer detects a previously installed AVPUBLISH database, do either of the following:
 - To overwrite the database, select **Replace Database** check box, and then click **Next**.
 - To continue without replacing the database, **Next**.



- 7 Browse to the folder where you want to save the database files.

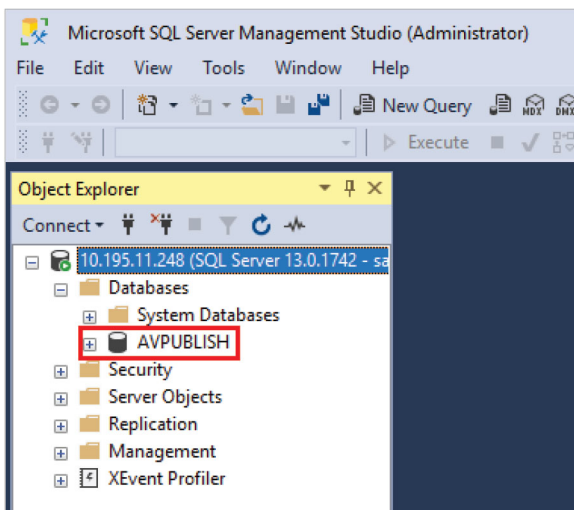
Note: We recommend keeping the default directory.



8 Install the database.

Notes:

- Make sure that the database is installed successfully.
- The AVPUBLISH database must be available when you view it from the SQL Server Management Studio.



Upgrading the database

To upgrade to PPR Database 10.5, make sure that the existing database version is 10.4. If the database version is earlier than 10.4, upgrade it manually by running the SQL files in the **Upgrade Script** folder. Use the following sequence:

- 10.1_10.2
- 10.2_10.3
- 10.3_10.4

- 1 From the database installer package, extract the **UpgradeScripts.zip** file.
- 2 From the **UpgradeScripts/10.4_10.5/WSDData/SQTs** folder, validate each SQT file.

This PC > Downloads > UpgradeScripts > UpgradeScripts > 10.3_10.4 > WSDData > SQTs

Name	Date modified	Type	Size
📁 sqts	11-08-2021 10:12	Microsoft SQL Ser...	1 KB
📄 WS_BatchPrintList.sqt	11-08-2021 10:12	SQT File	1 KB
📄 WS_CopySignFiltered.sqt	11-08-2021 10:12	SQT File	11 KB
📄 WS_CreateltemLibraryList.sqt	11-08-2021 10:12	SQT File	17 KB
📄 WS_CreateltemLibraryListWithItemPrice.s...	11-08-2021 10:12	SQT File	17 KB
📄 WS_CreateltemLibraryListWithItemPriceF...	11-08-2021 10:12	SQT File	17 KB
📄 WS_GetAllProfileProperties.sqt	11-08-2021 10:12	SQT File	1 KB
📄 WS_GetBatchCountByBatchPrintStatus.sqt	11-08-2021 10:12	SQT File	3 KB

- 3 If any customization is required, then update the SQT files manually.
- 4 Merge the updated files with the existing SQT files.
- 5 From the **UpgradeScripts/10.4_10.5** folder, do the following:

For SQL Server 2016 or later (supports compatibility level 130 or later)

- a Open the **upgrade_130.bat** file.

```
C:\Windows\system32\cmd.exe - SQLCMD
C:\Users\Administrator\Downloads\UpgradeScripts\UpgradeScripts\10.3_10.4>SET BASEPATH=C:\Users\Administrator\Downloads\UpgradeScripts\UpgradeScripts\10.3_10.4
C:\Users\Administrator\Downloads\UpgradeScripts\UpgradeScripts\10.3_10.4>SET DATABASENAME=AVPUBLISH
C:\Users\Administrator\Downloads\UpgradeScripts\UpgradeScripts\10.3_10.4>SET SERVERNAME=WIN-31MUFK078DA
C:\Users\Administrator\Downloads\UpgradeScripts\UpgradeScripts\10.3_10.4>call C:\Users\Administrator\Downloads\UpgradeScripts\UpgradeScripts\10.3_10.4\ModelScripts\CMSBase\CMSPage\cmspageload.bat WIN-31MUFK078DA AVPUBLISH
```

- b If necessary, edit the database and server names.

```
C:\Users\Administrator\Downloads\UpgradeScripts\UpgradeScripts\10.3_10.4\upgrade_130.bat - Notepad++ [Administrator]
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
change.log | upgrade_130.bat |
1 SET BASEPATH=%~dp0
2 :: :: Replace with your Database and SQL Server names
3 SET DATABASENAME=AVPUBLISH
4 SET SERVERNAME=WIN-31MUFK078DA
5
6 call %BASEPATH%\ModelScripts\CMSBase\CMSPage\cmspageload.bat %SERVERNAME% %DATABASENAME%
7 call %BASEPATH%\ModelScripts\CMSBase\CMSContent\cmscontentload.bat %SERVERNAME% %DATABASENAME%
8 SqlCmd -S %SERVERNAME% -d %DATABASENAME% -i %BASEPATH%\TableSchema\Tables.sql -v dbname=%DATABASENAME%
9 SqlCmd -S %SERVERNAME% -d %DATABASENAME% -i %BASEPATH%\TableData\Data.sql -v dbname=%DATABASENAME%
10 SqlCmd -S %SERVERNAME% -d %DATABASENAME% -i %BASEPATH%\STOREDPROCEDURES\storedprocedures.sql -v dbname=%DATABASENAME%
11 SqlCmd -S %SERVERNAME% -d %DATABASENAME% -i %BASEPATH%\TableData\CMS\CMS_130\CMS.sql -v dbname=%DATABASENAME%
12 call %BASEPATH%\WSDData\wsdataload %SERVERNAME% %DATABASENAME%
```

Notes:

- The default database name is **<AVPUBLISH>**.
- The default server name is **<. >**.

c At the command prompt, navigate to the **UpgradeScripts/10.4_10.5** folder.

d Run the command **upgrade_130**.

For SQL Server 2014 or earlier (does not support compatibility level 130 or later)

a Open the **upgrade_80.bat** file.

b If necessary, edit the Database and Server names.

Notes:

- Default Database name = **<AVPUBLISH>**
- Default Server name = **<. >**

c At the command prompt, navigate to the **UpgradeScripts/10.4_10.5** folder.

d Run the command **upgrade_80**.

Notes:

- For SQL Server 2014 or earlier, you must update the CMSContent and CMSPage tables manually.
- For more information, see the **CMSUpgradeGuide.txt** file in the **UpgradeScripts\10.4_10.5** folder.

Verifying a successful upgrade

After you upgrade the database, the installed database version appears as the previous version only (version 10.4 in this scenario).

To confirm if you have successfully upgraded the database, do the following:

The screenshot shows a SQL query window with the query `Select * from DbSchemaVersion` executed. The results pane displays a table with the following data:

Version	UpgradeDate	Description	SchemaUpgraded	ViewsUpgraded	StoredProceduresUpgraded	DataUpgraded
10.1	2020-12-11 03:50:09.797	NULL	1	1	1	1
10.2	2020-12-11 03:50:09.800	NULL	1	0	1	1
10.3	2020-12-11 03:50:15.823	NULL	1	0	0	0
10.4	2021-08-12 13:52:41.013	NULL	1	0	1	1

1 Go to Microsoft SQL Server Management Studio.

2 Run the query **Select * From DbSchemaVersion**.

If the upgrade is successful, then one row of the DbSchemaVersion table shows the following information:

- Version=10.5
- DataUpgraded=1

Engine

The PPR Engine installer installs the required software to render signs. It also installs a sample database containing templates and images.

This section shows how to install this component.

Deployment readiness checklist

You can install the PPR Engine on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012

Before you begin, make sure that the following applications are installed on the server:

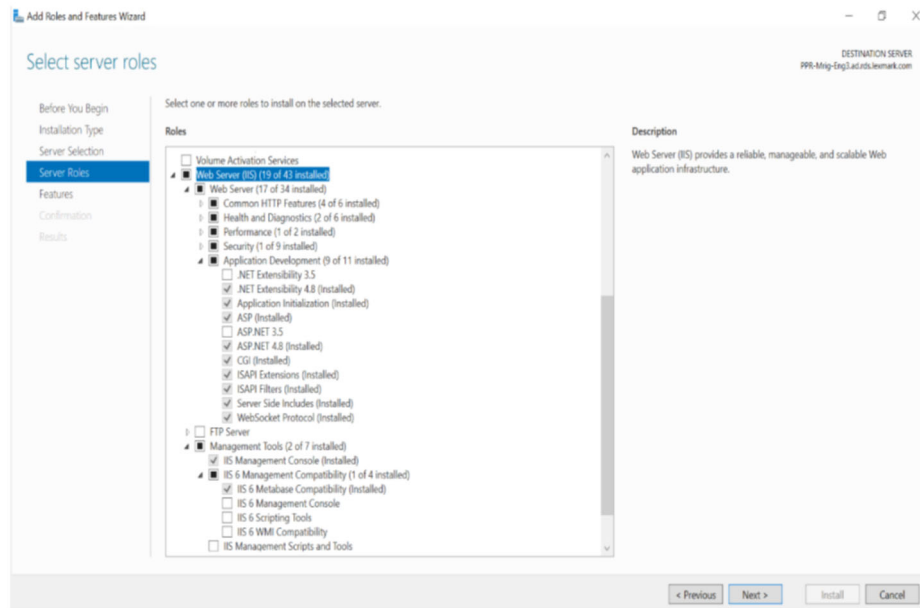
- Microsoft .NET Framework 4.5 or higher
- Microsoft Visual C++ 2017 Redistributable
- Microsoft ODBC Driver 17 for SQL Server

Setting up IIS

Make sure that the required server roles and features are installed or enabled.

- 1** From the Server Manager dashboard, click **Add roles and features**, and then click **Next**.
- 2** From the Installation Type section, select **Role-based or feature-based installation**, and then click **Next**.
- 3** Select a server, and then click **Next**.
- 4** From the Server Roles section, expand **Web Server (IIS)**.

5 From the Web Server section, do the following:

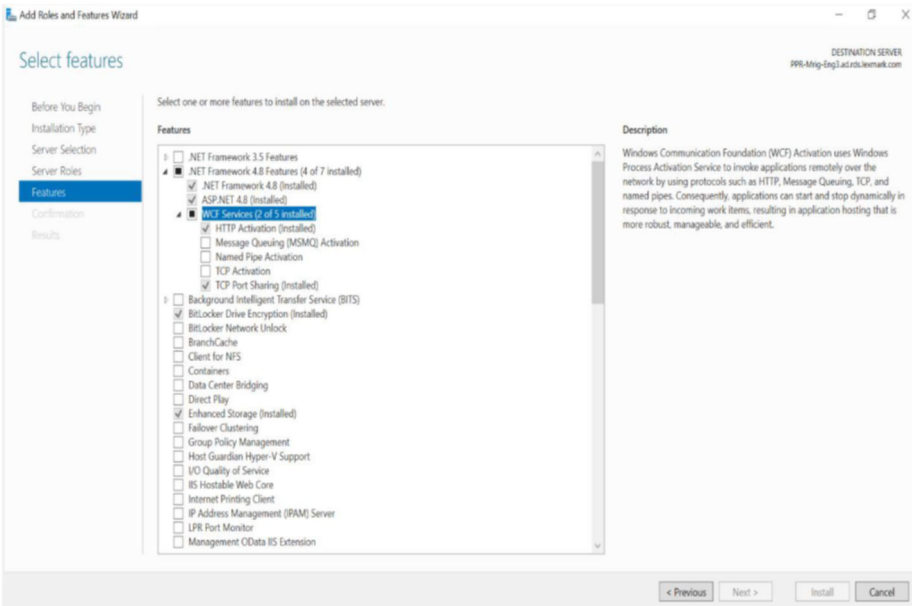


- a Expand **Common HTTP Features**, and then enable **Default Document**, **Directory Browsing**, **HTTP Errors**, and **Static Content**.
- b Expand **Health and Diagnostics**, and then enable **HTTP Logging** and **Request Monitor**.
- c Expand **Performance**, and then enable **Static Content Compression**.
- d Expand **Security**, and then enable **Request Filtering**.
- e Expand **Application Development**, and then enable the following options:
 - **.NET Extensibility 4.5**
 - **Application Initialization**
 - **ASP**
 - **ASP.NET4.5**
 - **CGI**
 - **SAPI Extensions**
 - **SAPI Filters**
 - **Server Side Includes**
 - **WebSocket Protocol**

6 From the Management Tools section, do either of the following:

- Enable **IIS Management Console**.
- Expand **IIS 6 Management Compatibility**, and then enable **IIS 6 Metabase Compatibility**.

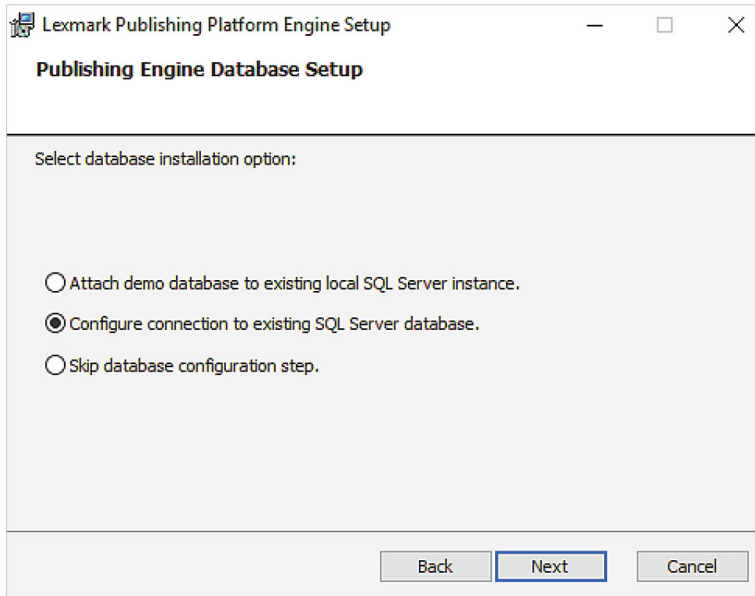
7 From the Features section, enable **.NET Framework 4.5 or higher**.



Installing the engine

- 1 Obtain the PPR engine installer.
- 2 Run the EngineInstall.exe file as an administrator.
- 3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.
- 4 Select a Publishing Engine Database Setup option.

Note: We recommend selecting the **Configure connection to existing SQL Server database** option.



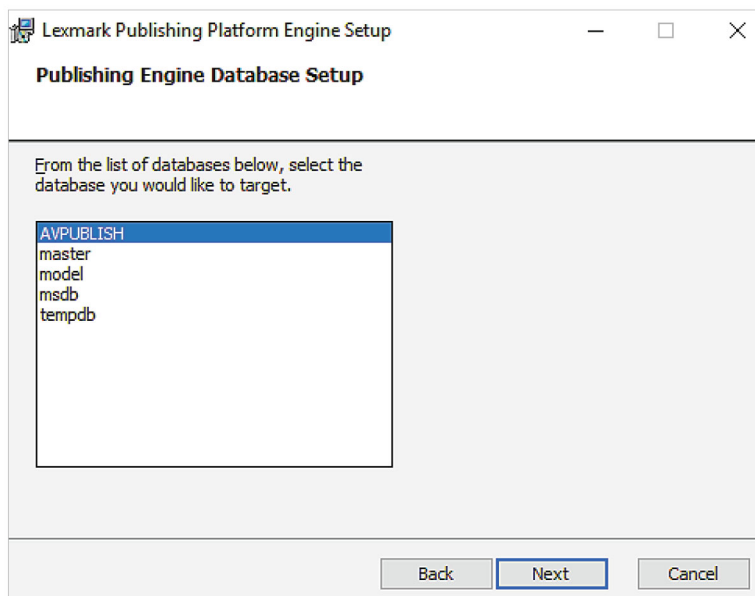
5 Provide the fully qualified domain name or IP address of the SQL database server.

Note: If the database is running on a non-default instance name and non-default port, then provide the instance name.

6 Provide the database server login ID and password.

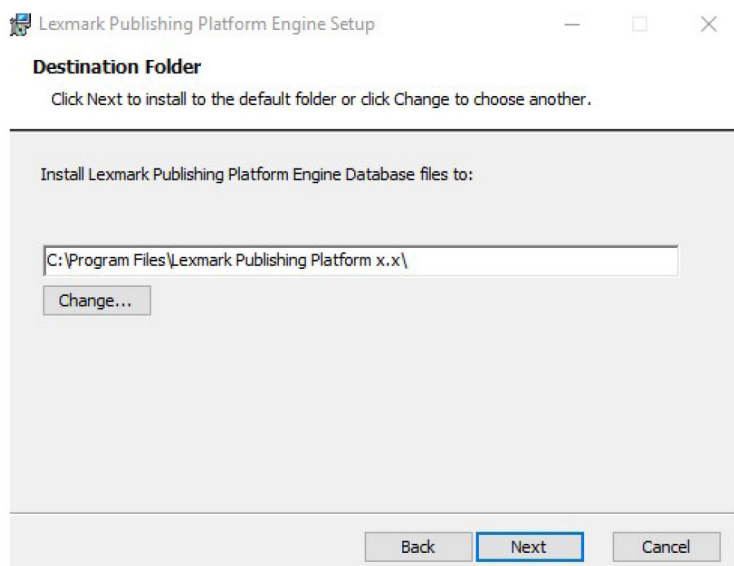
7 Select a database.

Note: By default, the existing **AVPUBLISH** database which is created during database installation is selected.



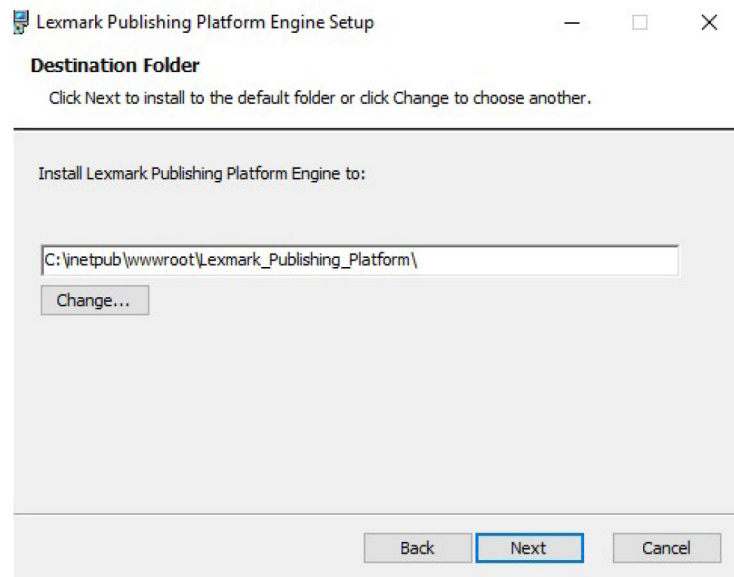
8 Browse to a folder where you want to save the database files.

Note: We recommend keeping the default directory.



9 Browse to a folder where you want to save the engine files.

Note: We recommend keeping the default directory.



10 Install the PPR engine.

Notes:

- From a web browser, type **http://<hostname>/LexmarkPublishing/promos.poc**, where **<hostname>** is the fully qualified domain name or IP address of the Publishing Platform Engine server.
- If the web browser shows the Publishing Platform for Retail version, then the installation is successful.
- A print driver must be installed on the machine to enable the engine to generate previews.

Publishing Platform Manager

Headquarter users primarily use Publishing Platform Manager (PPM) to perform various administrative and configuration tasks, such as batch creation, portfolio configuration, and central printing. PPM also installs the following customer products, which store users use to perform their tasks:

- **In-Aisle Publisher**—Create and print batches of signs and labels from the mobile devices.
- **Central Publisher**—Manage central printing and central automated publishing for printed and digital signs and labels.
- **Publishing Manager**—Manage and create batches, and distribute signs and labels to stores.
- **Platform Administrator**—Configure tasks such as portfolio configuration, edit form configuration, and application configuration settings.

This section shows how to install PPM.

Deployment readiness checklist

You can install PPM on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012

Before you begin, make sure that the following applications are installed on the server:

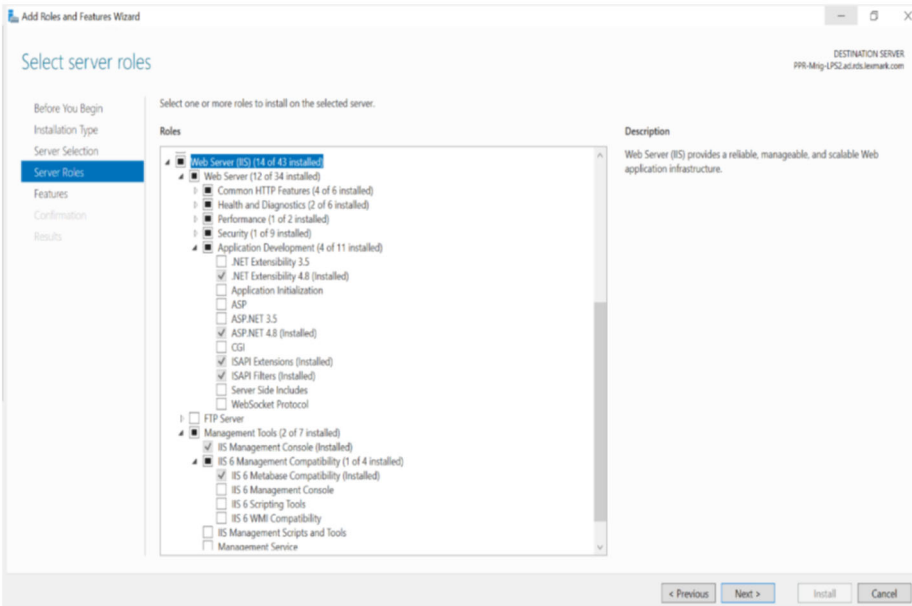
- Microsoft .NET Framework 4.8 or later
- Microsoft ODBC Driver 17 for SQL Server
- Microsoft Visual C++ 2017 Redistributable

Setting up IIS

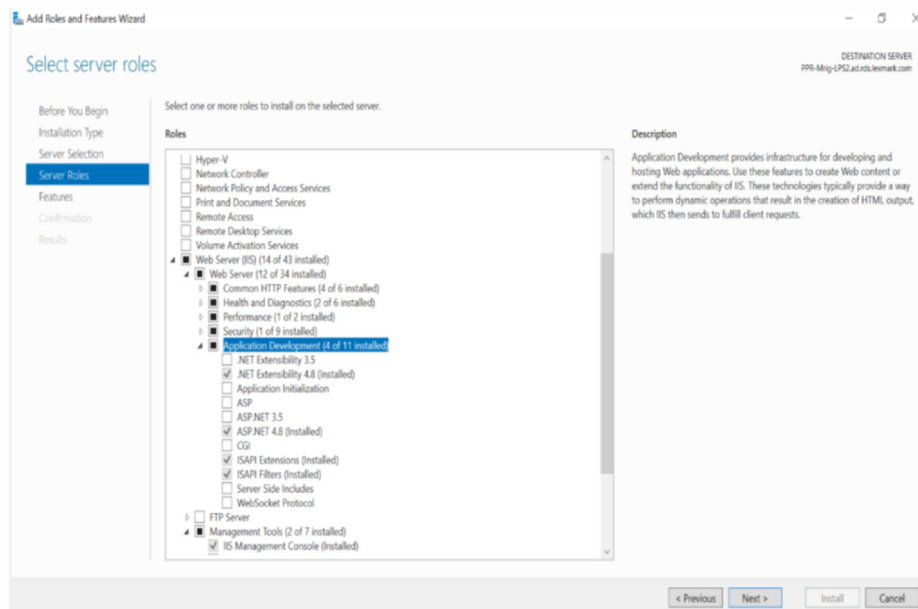
Make sure that the required server roles and features are installed or enabled.

- 1 From the Server Manager dashboard, click **Add roles and features**, and then click **Next**.
- 2 From the Installation Type section, select **Role-based or feature-based installation**, and then click **Next**.
- 3 Select a server, and then click **Next**.
- 4 From the Server Roles section, expand **Web Server (IIS)**.

5 From the Web Server section, do the following:

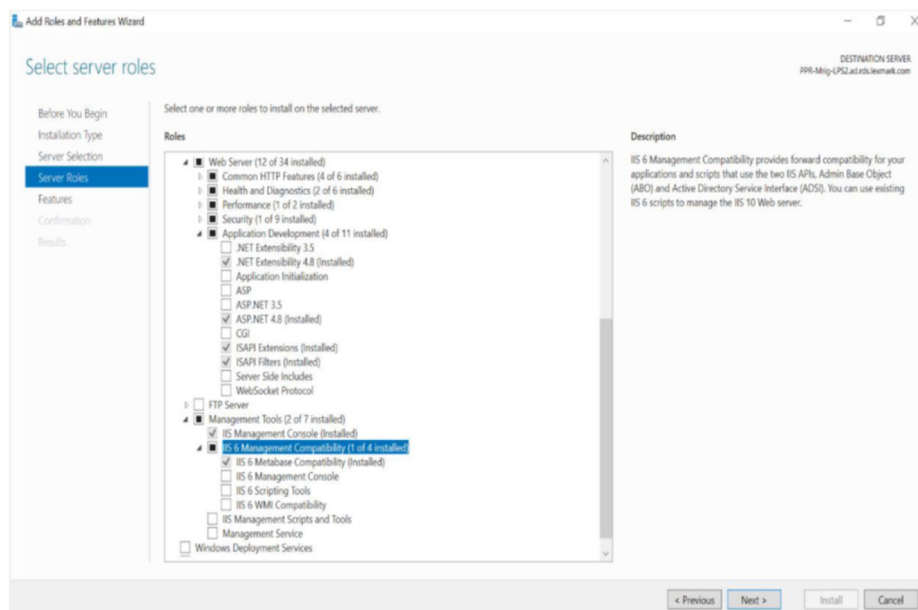


- a Expand **Common HTTP Features**, and then enable **Default Document**, **Directory Browsing**, **HTTP Errors**, and **Static Content**.
- b Expand **Health and Diagnostics**, and then enable **HTTP Logging** and **Request Monitor**.
- c Expand **Performance**, and then enable **Static Content Compression**.
- d Expand **Security**, and then enable **Request Filtering**.
- e Expand **Application Development**, and then enable the following options.
 - **.NET Extensibility 4.5**
 - **ASP.NET4.5**
 - **ISAPI Extensions**
 - **ISAPI Filters**

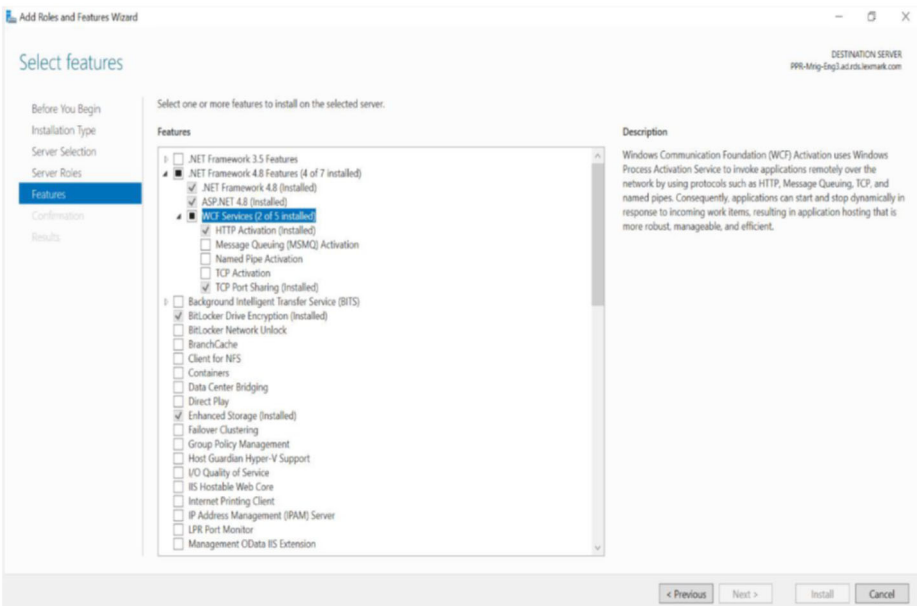


6 From the Management Tools section, do either of the following:

- Enable **IIS Management Console**.
- Expand **IIS 6 Management Compatibility**, and then enable **IIS 6 Metabase Compatibility**:



7 From the Features section, enable **.NET Framework 4.x**.



Note: The specific Microsoft .Net Framework 4.x version varies per machine. For this installation, users must install version 4.8 or later.

Installing Publishing Platform Manager

1 Obtain the PPM installer.

Note: We recommend installing the Publishing Platform Manager on the same server where the Publishing Platform Engine is installed.

2 Run the PPMInstall.exe file as an administrator.

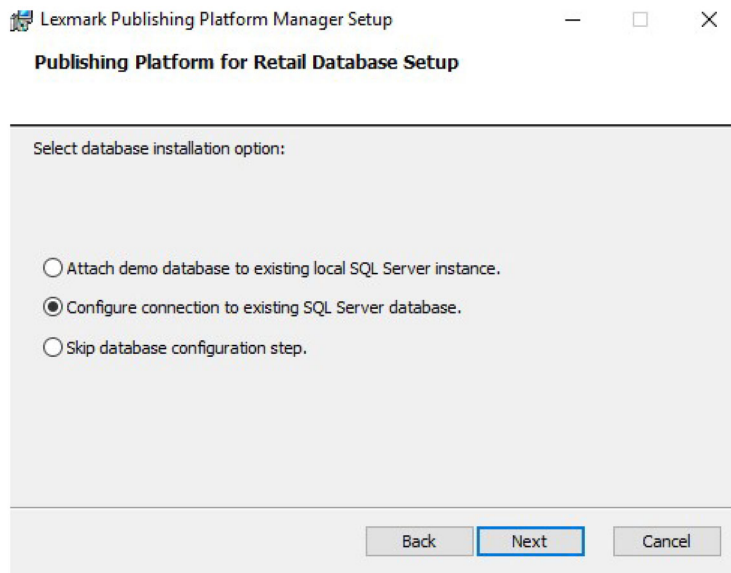
3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.

4 Provide the link to the Publishing Platform Engine installation.

Note: Type **http://<hostname>/LexmarkPublishing/promos.poc**, where **<hostname>** is the fully qualified domain name or IP address of the Publishing Platform Engine server.

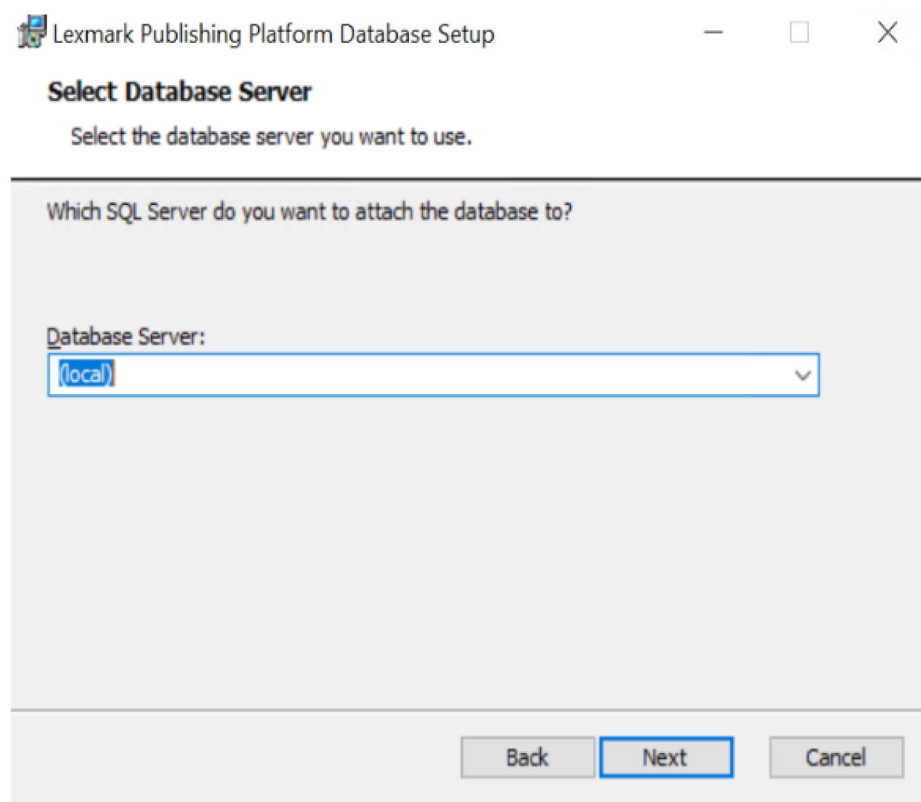
5 Select a Publishing Engine Database Setup option.

Note: We recommend selecting the **Configure connection to existing SQL Server database** option.



6 Provide the fully qualified domain name or IP address of the SQL database server.

Note: If the database is running on a non-default instance name and non-default port, then provide the instance name.

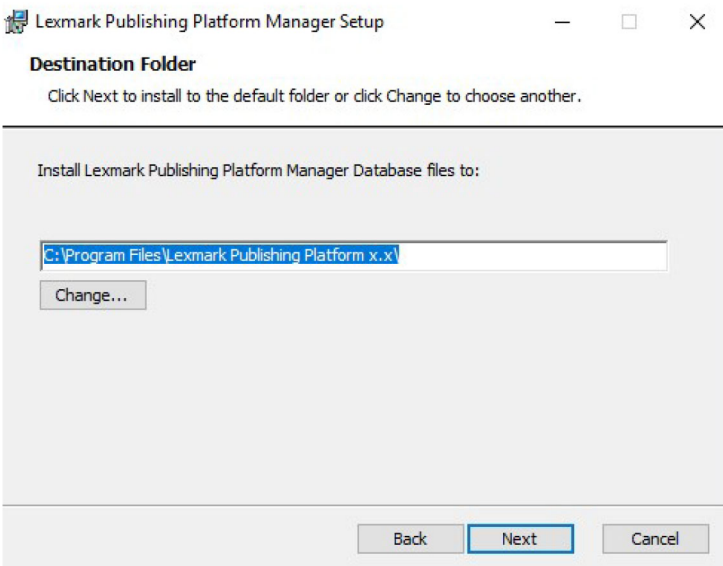


7 Provide the database server login ID and password.

8 Select a database.

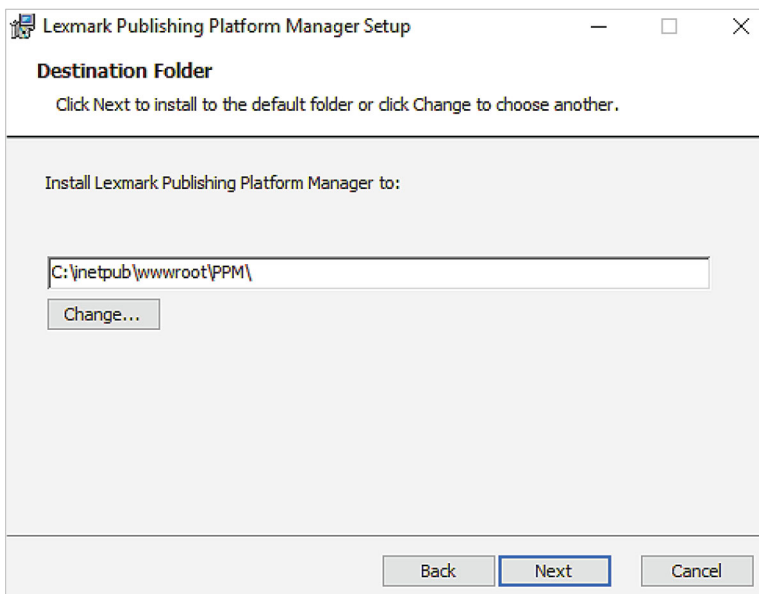
- 9 Browse to a folder where you want to save the database files.

Note: We recommend keeping the default directory.



- 10 Browse to a folder where you want to save the PPM files.

Note: We recommend keeping the default directory.



- 11 Install PPM.

Notes:

- From a web browser, type **http://<hostname>/ppm**, where **<hostname>** is the fully qualified domain name or IP address of the PPM server.
- If the web browser shows the Publishing Platform portal login screen, then the installation is successful.

Publishing Platform Web Services

Publishing Platform Web Services or Lexmark Publishing Services helps to render signs, batches, and labels by communicating with the PPR engine and database. It can also store and extract data from the PPR database.

This section illustrates how to install this component.

Deployment readiness checklist

You can install the Publishing Platform Web Services on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012

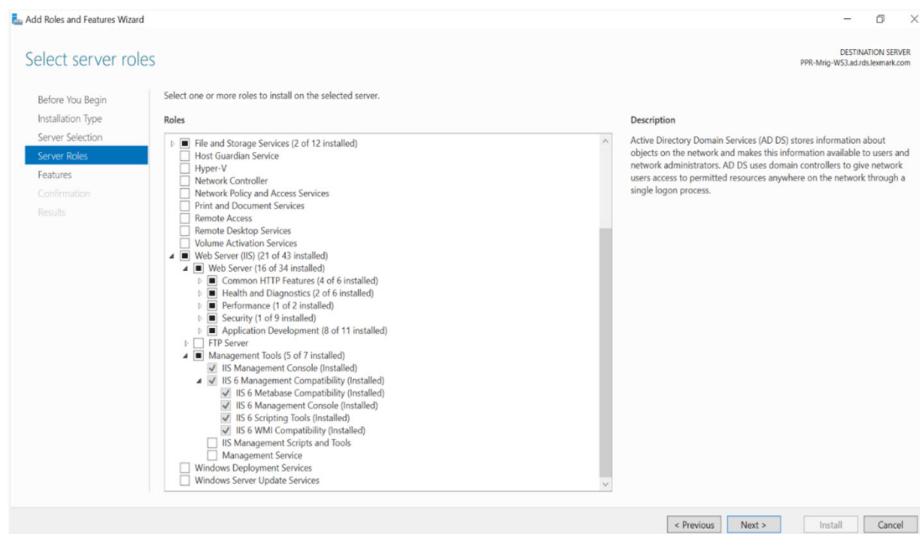
Before you begin, make sure that Microsoft .NET Framework (4.8 or later) is installed on the server.

Note: You must bind the site to all unassigned IP addresses in the site binding configuration.

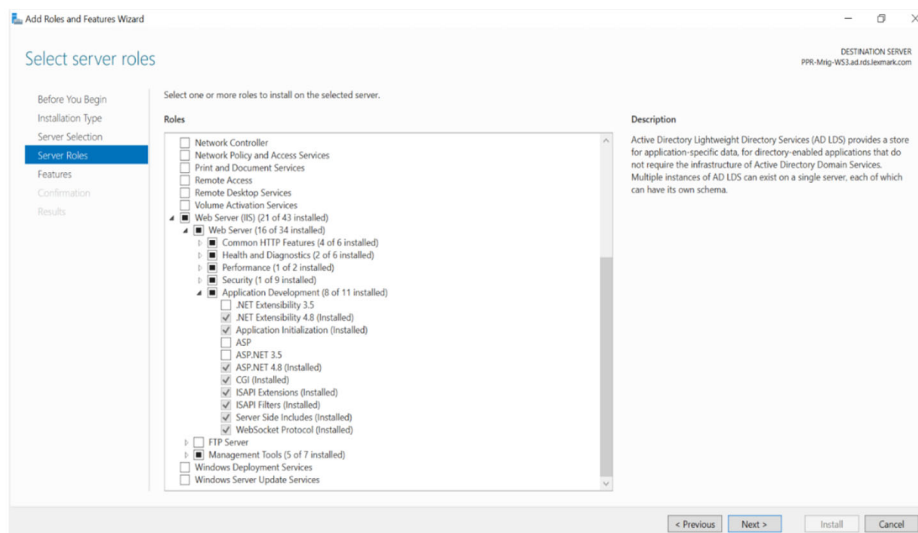
Setting up IIS

Make sure that the required server roles and features are installed or enabled.

- 1 From the Server Manager dashboard, click **Add roles and features**, and then click **Next**.
- 2 From the Installation Type section, select **Role-based or feature-based installation**, and then click **Next**.
- 3 Select a server, and then click **Next**.
- 4 From the Server Roles section, expand **Web Server (IIS)**.
- 5 From the Web Server section, do the following:

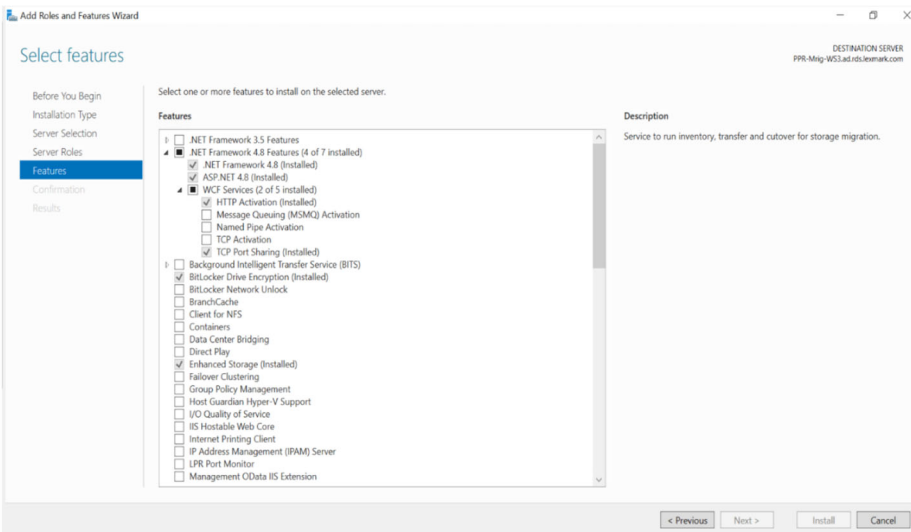


- a Expand **Common HTTP Features**, and then enable **Default Document**, **Directory Browsing**, **HTTP Errors**, and **Static Content**.
- b Expand **Health and Diagnostics**, and then enable **HTTP Logging** and **Request Monitor**.
- c Expand **Performance**, and then enable **Static Content Compression**.
- d Expand **Security**, and then enable **Request Filtering**.
- e Expand **Application Development**, and then enable the following options:
 - **.NET Extensibility 4.5**
 - **Application Initialization**
 - **ASP.NET 4.5**
 - **CGI**
 - **ISAPI Extensions**
 - **ISAPI Filters**
 - **Server Side Includes**
 - **WebSocket Protocol**



- 6 From the Management Tools section, do the following:
 - a Enable **IIS Management Console**.
 - b Expand **IIS 6 Management Compatibility**, and then enable all options.

7 From the Features section, enable **HTTP Activation** and **TCP Port Sharing**.



Installing Publishing Platform Web Services

1 Obtain the Publishing Platform Web Services installer.

Note: We recommend installing the Publishing Platform Web Services on the same server where the Publishing Platform Engine and Publishing Platform Manager are installed.

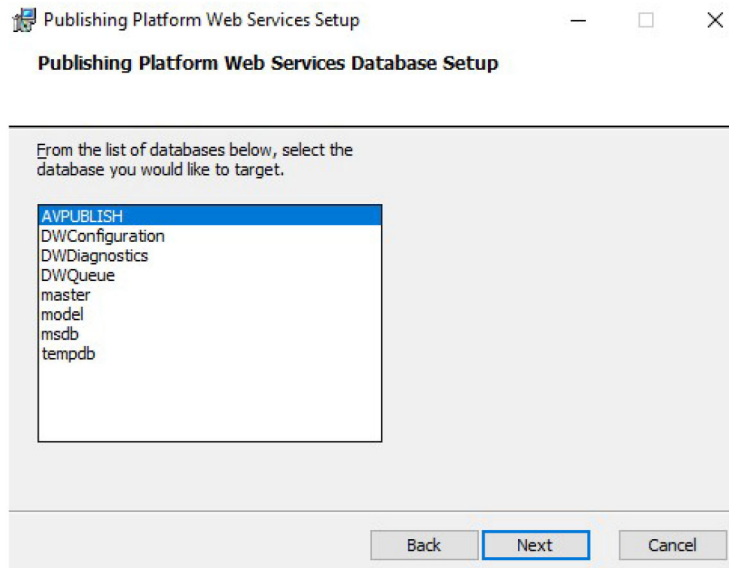
2 Run the LexmarkPublishingServices.exe file as an administrator.

3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.

4 Provide the fully qualified domain name or IP address of the web services server.

5 Provide the database server name with the instance.

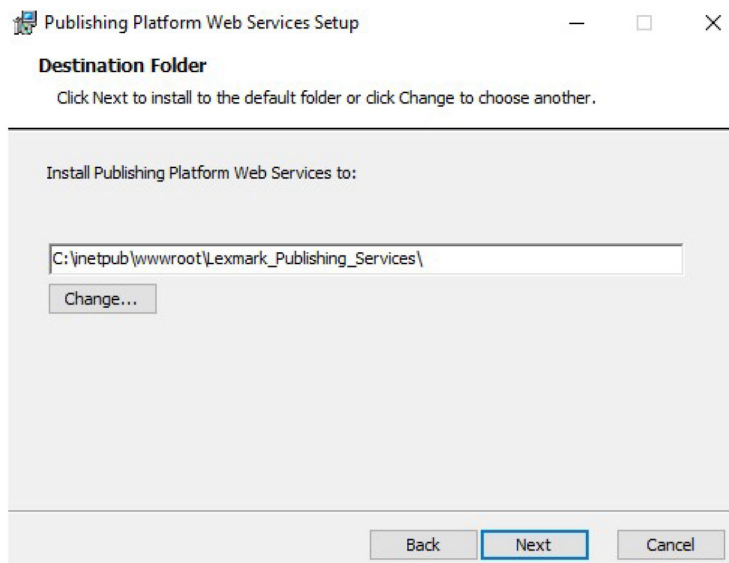
6 Provide the database server login ID and password.

7 Select a database.**8** Provide the link to the Publishing Platform Engine installation.

Note: Type **http://<hostname>/lexmarkpublishing/promos.poc**, where **<hostname>** is the fully qualified domain name or IP address of the engine server.

9 Browse to a folder where you want to save the web services files.

Note: We recommend keeping the default directory.

**10** If you use a Redis load-balancing setup, then enable **Use Redis**.

Notes:

- Make sure that the Publishing Platform Web Service is installed successfully.
- From a web browser, type **http://<hostname>/LexmarkPublishingServices**, where **<hostname>** is the fully qualified domain name or IP address of the Publishing Platform Web Service server.
- If the web browser shows the WebServices portal login screen, then the installation is successful.

FAQ

1 How do I print many copies of a sign?

- a** Open the **App.Config** file located at C:\inetpub\wwwroot\Lexmark_Publishing_Services.
- b** Adjust the value of the timeout of the POC Engine call depending on the size of the sign copies.

2 How do I enable the SWAGGER document page?

- a** Open the **App.Config** file located at C:\inetpub\wwwroot\Lexmark_Publishing_Services.
- b** Set the value of the EnableSwaggerUI as **true**.

3 How do I change the database connection strings after installation?

Database connection strings are stored in encrypted form in the **Web.Config** file located at C:\inetpub\wwwroot\Lexmark_Publishing_Services

- a** Decrypt the connection strings, modify them if required, and then encrypt it back in the **Web.Config** file.
- b** Type the following commands respectively to decrypt and encrypt the connection strings:
 - **C:\Windows\Microsoft.NET\Framework\v4.0.30319\aspnet_regiis.exe -pd "connectionStrings" -app "/LexmarkPublishingServices"**
 - **C:\Windows\Microsoft.NET\Framework\v4.0.30319\aspnet_regiis.exe -pe "connectionStrings" -app "/LexmarkPublishingServices"**

Publishing Solutions

Lexmark Publishing Solutions has two components: Signage Administrator and In-Store Publisher. Signage Administrator helps to configure the In-Store Publisher and assists in Template Migration. In-Store Publisher helps to create signs, batches, and labels, using the item data and templates. This section shows how to install Lexmark Publishing Solutions.

Deployment readiness checklist

You can install In-store Publisher on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012

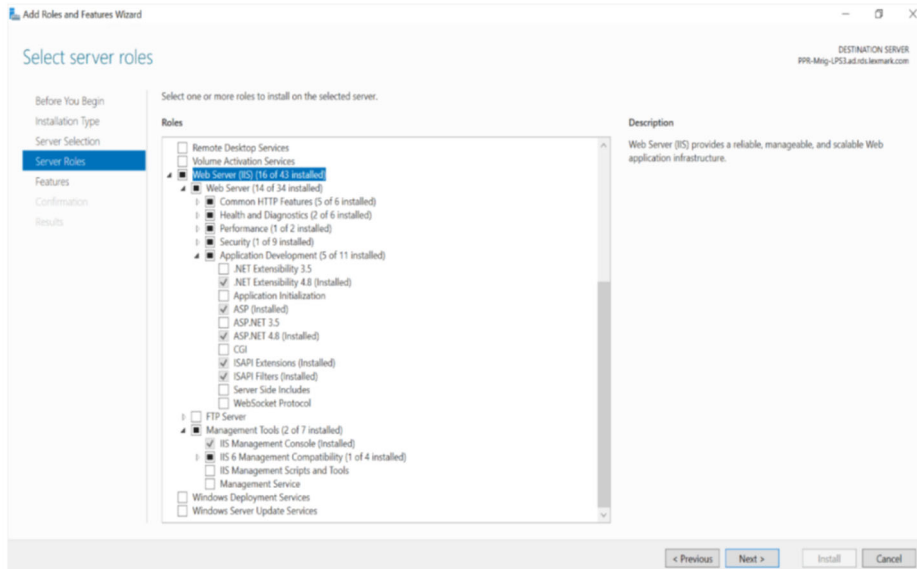
Before you begin, make sure that **Microsoft .NET Framework** (4.5 or later) is installed on the server.

Setting up IIS

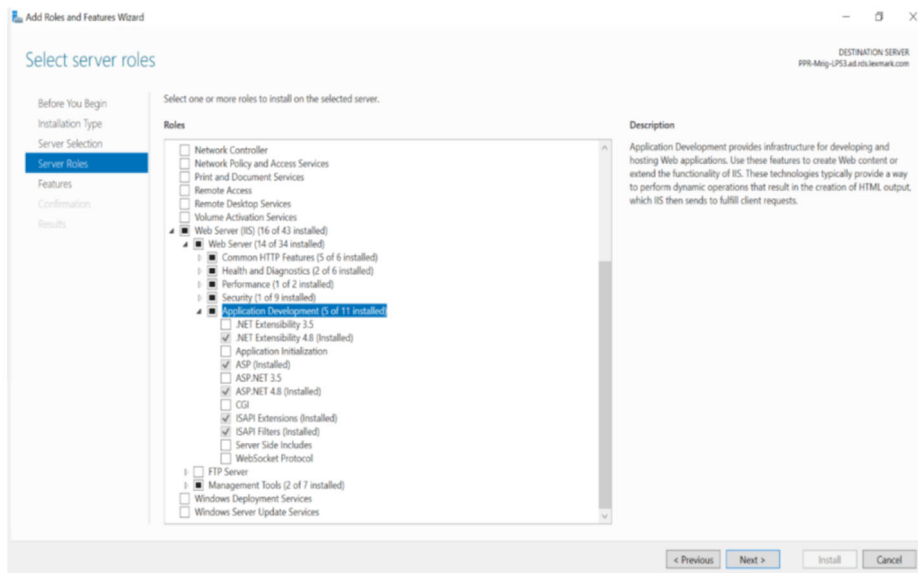
Make sure that the required server roles and features are installed or enabled.

- 1 From the Server Manager dashboard, click **Add roles and features**, and then click **Next**.
- 2 From the Installation Type section, select **Role-based or feature-based installation**, and then click **Next**.
- 3 Select a server, and then click **Next**.
- 4 From the Server Roles section, expand **Web Server (IIS)**.

5 From the Web Server section, do the following:

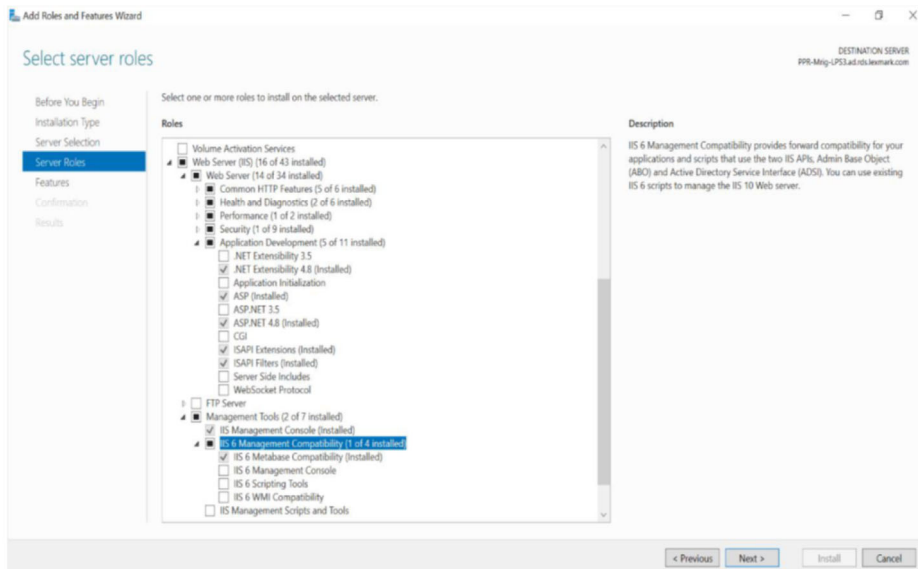


- a Expand **Common HTTP Features**, and then enable **Default Document**, **Directory Browsing**, **HTTP Errors**, and **Static Content**.
- b Expand **Health and Diagnostics**, and then enable **HTTP Logging** and **Request Monitor**.
- c Expand **Performance**, and then enable **Static Content Compression**.
- d Expand **Security**, and then enable **Request Filtering**.
- e Expand **Application Development**, and then enable the following options:
 - **.NET Extensibility 4.5**
 - **ASP**
 - **ASP.NET 4.5**
 - **ISAPI Extensions**
 - **ISAPI Filters**

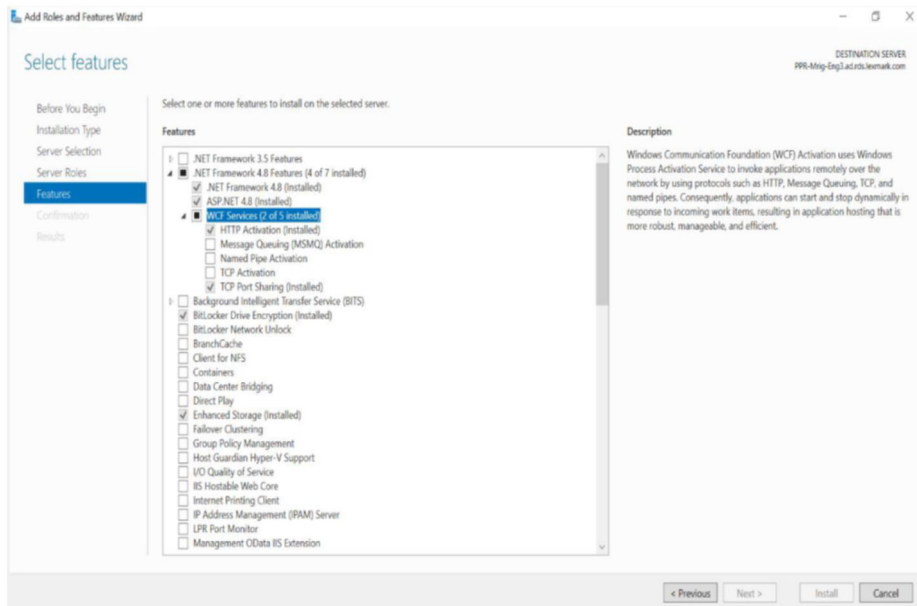


6 From the Management Tools section, do either of the following:

- Enable **IIS Management Console**.
- Expand **IIS 6 Management Compatibility**, and then enable **IIS 6 Metabase Compatibility**.



7 From the Features section, enable **.NET Framework 4.x**.



Note: The specific Microsoft .Net Framework 4.x version varies per machine. For this installation, users must install version 4.6 or later.

Installing Publishing Solutions

1 Obtain Publishing Solutions installer.

Note: We recommend installing the Publishing Solutions on the same server where the Publishing Platform Web Services is installed.

2 Run the LexmarkPublishingSolutionsInstaller.exe file as an administrator.

3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.

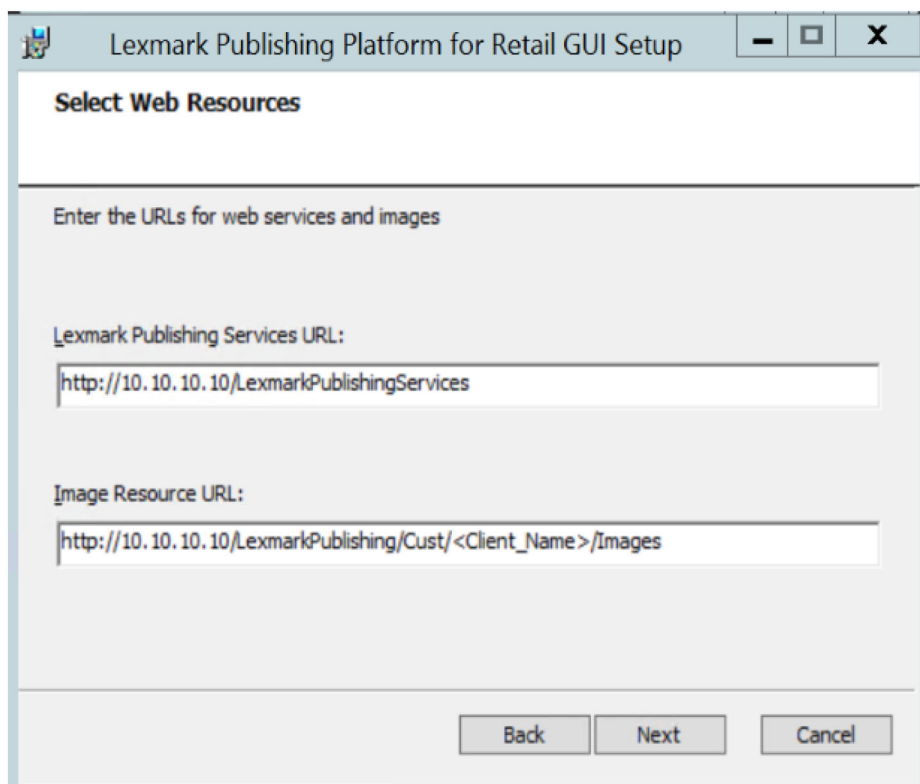
4 Provide the link to the Lexmark Publishing Services installation.

Note: Type **http://<hostname>/LexmarkPublishingServices**, where **<hostname>** is the fully qualified domain name or IP address of the engine server.

5 Provide the Image Resource URL.

Notes:

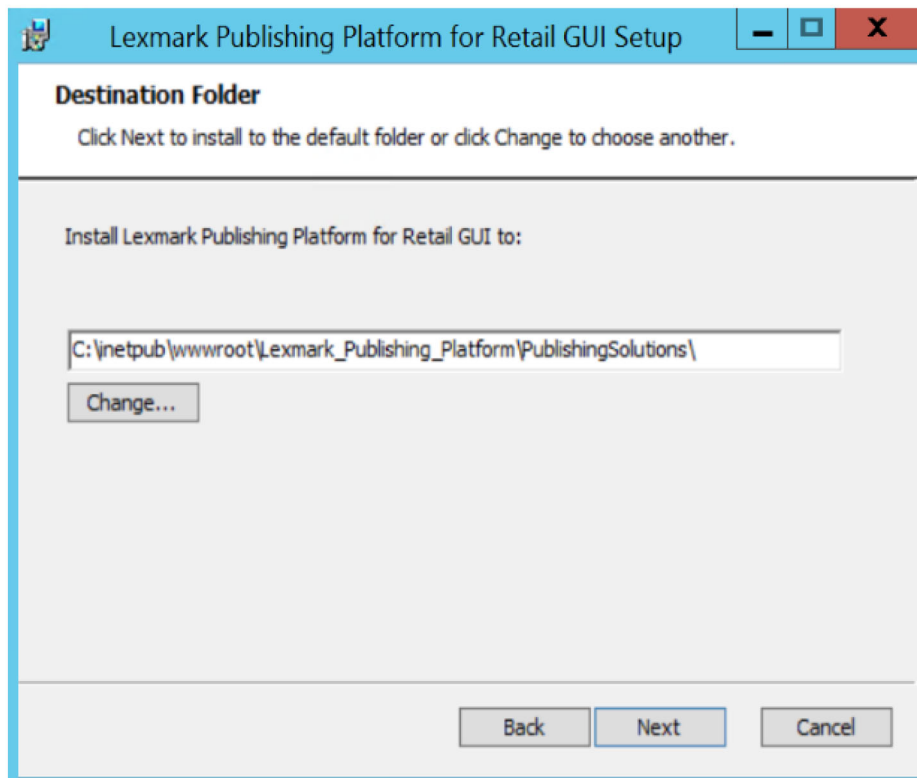
- For example, **http://<hostname>/LexmarkPublishing/Cust/{Client_Name}/Images**, where **<hostname>** is the fully qualified domain name or IP address of the Publishing Platform Web Services server.
- Images that are used in the Publishing Solutions are stored in the Image Resource server.



The screenshot shows a Windows-style dialog box titled "Lexmark Publishing Platform for Retail GUI Setup". The dialog has a standard title bar with minimize, maximize, and close buttons. The main content area is titled "Select Web Resources" and contains the instruction "Enter the URLs for web services and images". There are two text input fields: the first is labeled "Lexmark Publishing Services URL:" and contains the text "http://10.10.10.10/LexmarkPublishingServices"; the second is labeled "Image Resource URL:" and contains the text "http://10.10.10.10/LexmarkPublishing/Cust/<Client_Name>/Images". At the bottom of the dialog, there are three buttons: "Back", "Next", and "Cancel".

- 6 Browse to a folder where you want to save the PPR Publishing Solutions files.

Note: We recommend keeping the default directory.



7 Install Publishing Solutions.

Notes:

- Make sure that Publishing Solutions is installed successfully.
- From a web browser, type **http://<hostname>/LexmarkPublishingSolutions**, where **<hostname>** is the fully qualified domain name or IP address of the PPR Publishing Solutions server.
- If the web browser shows the Publishing Solutions login screen, then the installation is successful.

Template Designer

The Template Designer is a desktop application that lets you create templates for your store labels and signages.

The following section shows how to install this component.

Deployment readiness checklist

You can install the Template Designer on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012
- Windows 11 (64 bit)
- Windows 10 (64 bit)
- Windows 8.1 (64 bit)

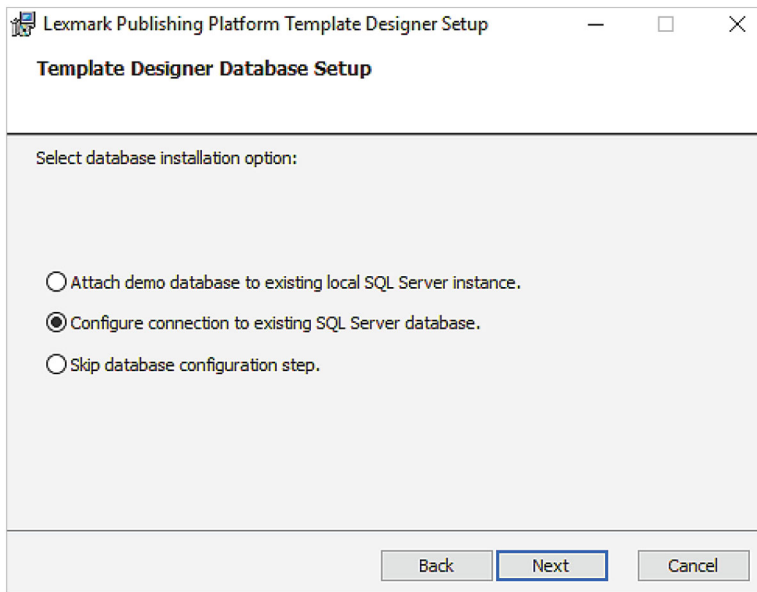
Before you begin, make sure that the following applications are installed on the server:

- Microsoft .NET Framework 4.5 or later
- Microsoft ODBC Driver 17 for SQL Server
- Microsoft Visual C++ 2017 Redistributable
- Microsoft ODBC Driver for template
- Database, such as Microsoft SQL, ORACLE, IBM DB2, MySQL, Maria DB, or Microsoft Access (64 bit).

Installing the Template Designer

- 1 Obtain the Template Designer installer.
- 2 Run the TemplateDesignerInstall.exe file as an administrator.
- 3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.
- 4 Select a Template Designer Database Setup option.

Note: We recommend selecting the **Configure connection to existing SQL Server database** option.



5 Provide the fully qualified domain name (FQDN) or IP address of the SQL database server.

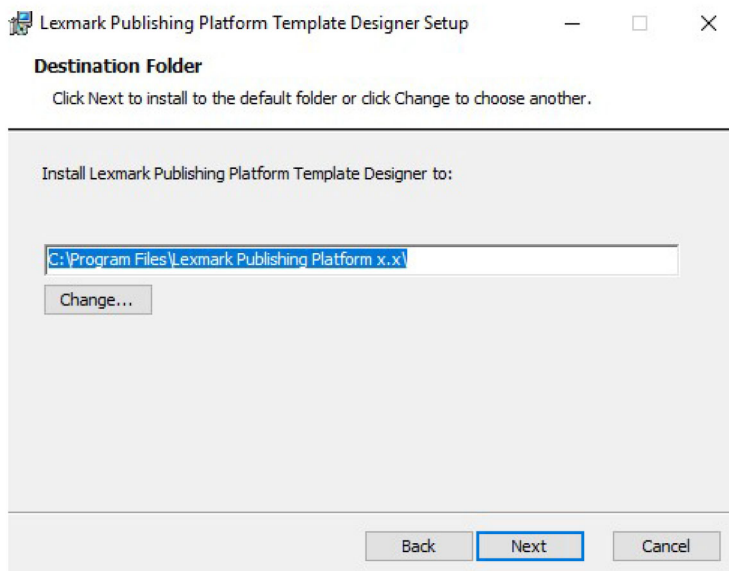
Note: If the database is running on a non-default instance name and non-default port, then provide the instance name.

6 Provide the database server login ID and password.

7 Select a database.

8 Browse to a folder where you want to save the template designer files.

Note: We recommend keeping the default directory.



9 Install the Template Designer.

Notes:

- The Export Utility component is installed along with the Template Designer.
- To install Export Utility on a separate computer, see [“Installing the Export Utility” on page 39](#).

Export Utility

Export Utility helps to transfer the designed templates from development to production environments.

The following section shows how to install this component.

Deployment readiness checklist

You can install Export Utility on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012
- Windows 11 (64 bit)
- Windows 10 (64 bit)
- Windows 8.1 (64 bit)

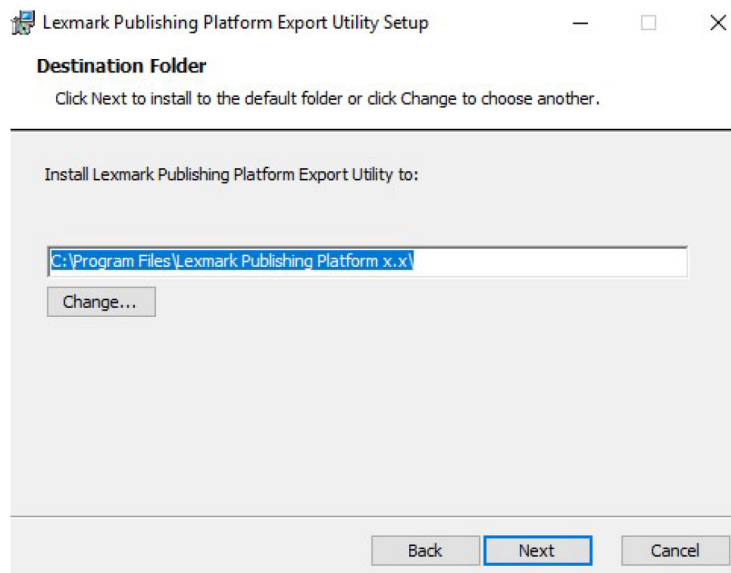
Before you begin, make sure that the following applications are installed on the server:

- Microsoft .NET Framework 4.5 or later
- Microsoft Visual C++ 2017 Redistributable
- Microsoft ODBC Driver 17 for SQL Server

Installing the Export Utility

- 1 Obtain the Export Utility installer.
- 2 Run the ExportUtilityInstall.exe file as an administrator.
- 3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.
- 4 Browse to a folder where you want to save the Export Utility files.

Note: We recommend keeping the default directory.



Note: Make sure that the component is installed successfully.

Template Migration Utility

Template Migration Utility helps to migrate the designed templates from one database to another.

- 1 Exports the template from source database in a PTF file.
- 2 Imports the PTF file in a target database.

The following section shows how to install this component.

Deployment readiness checklist

You can install Template Migration Utility on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows 11 (64 bit)
- Windows 10 (64 bit)

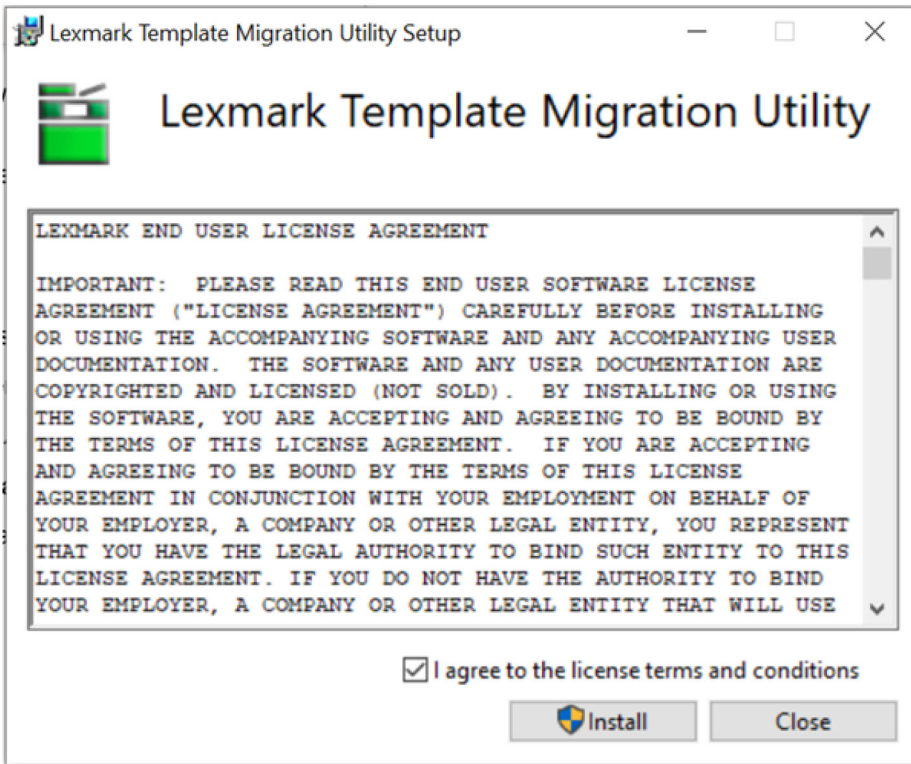
Before you begin, make sure that the following applications are installed on the server:

- Microsoft .NET Framework 4.5 or later
- Microsoft ODBC Driver 17 for SQL Server
- Microsoft Visual C++ 2017 Redistributable
- Microsoft ODBC Driver for template database, such as Microsoft SQL, Oracle, IBM Db2, MySQL, MariaDB, or Microsoft Access (64 bit)

Installing the Template Migration Utility

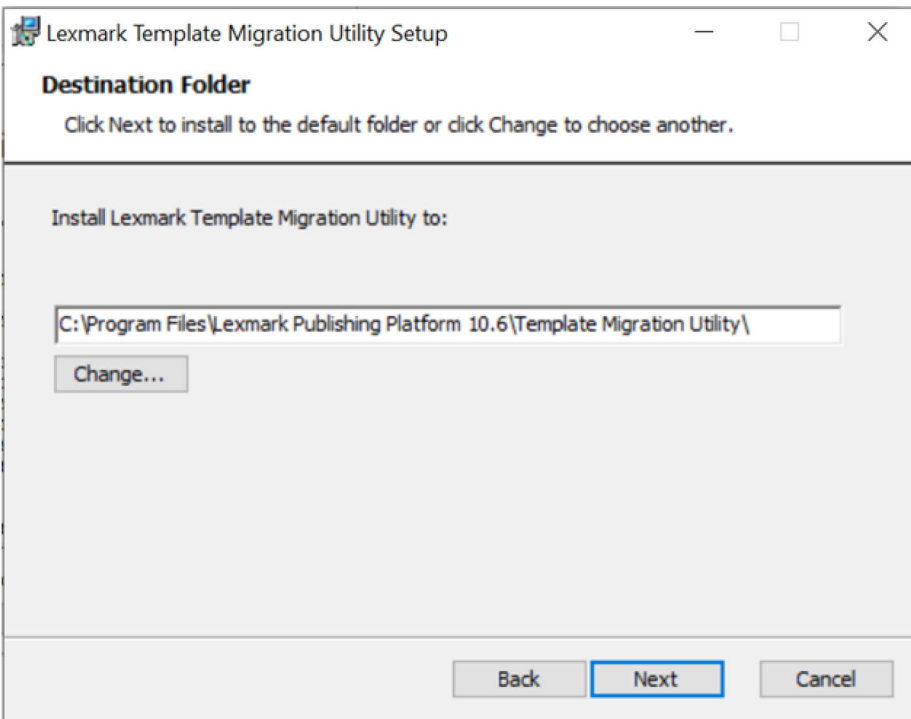
- 1 Obtain the Template Migration Utility installer.
- 2 Run the TemplateMigrationUtilityInstaller.exe file as an administrator.

- 3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.



- 4 Browse to a folder where you want to save the Template Migration Utility files.

Note: We recommend keeping the default directory.



Note: Make sure that the component is installed successfully.

Print Control Service

The In-Store Publisher and Publishing Manager uses Print Control Service to print signages and labels on local printers. You must install Print Control Service on the computer from which you want to print locally through In-Store Publisher.

Publishing Authenticator

Lexmark Publishing Authenticator is a component used for the Single Sign-On (SSO) environment. It uses the Open ID Connect (OIDC) and Open Authorization (OAuth) protocols. User must install and configure this installer to enable SSO for Publishing Platform Manager and Publishing Solutions portals.

Note: This product is optional and may be installed later in the environment.

Deployment readiness checklist

You can install Publishing Authenticator on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012

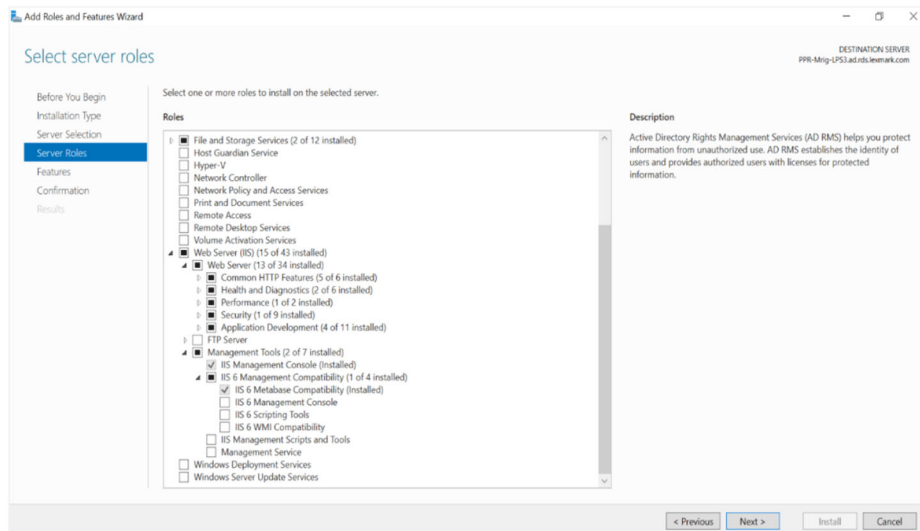
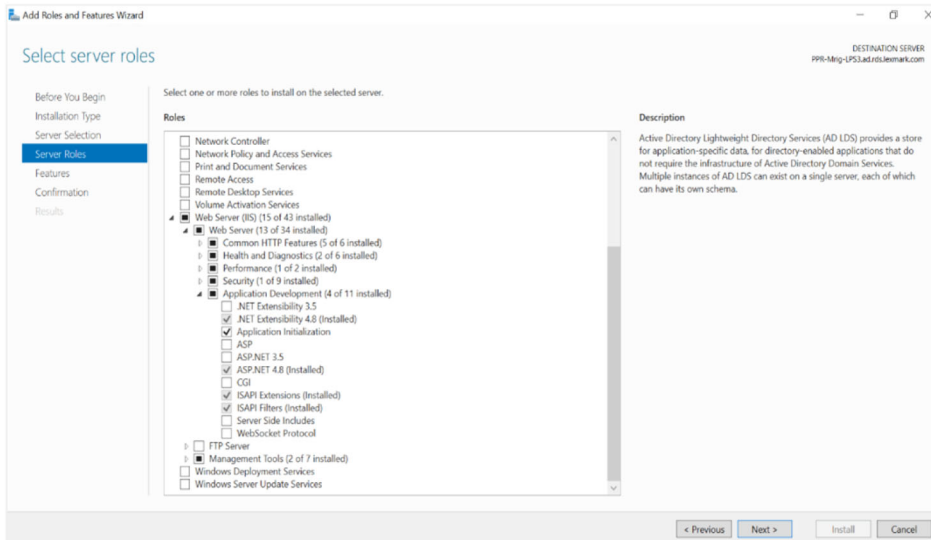
Before you begin, make sure that the following applications are installed on the server:

- Microsoft ODBC Driver 17 for SQL Server
- Microsoft .NET 8.0 Runtime Hosting Bundle
- Microsoft Visual C++ 2017 Redistributable

Setting up IIS

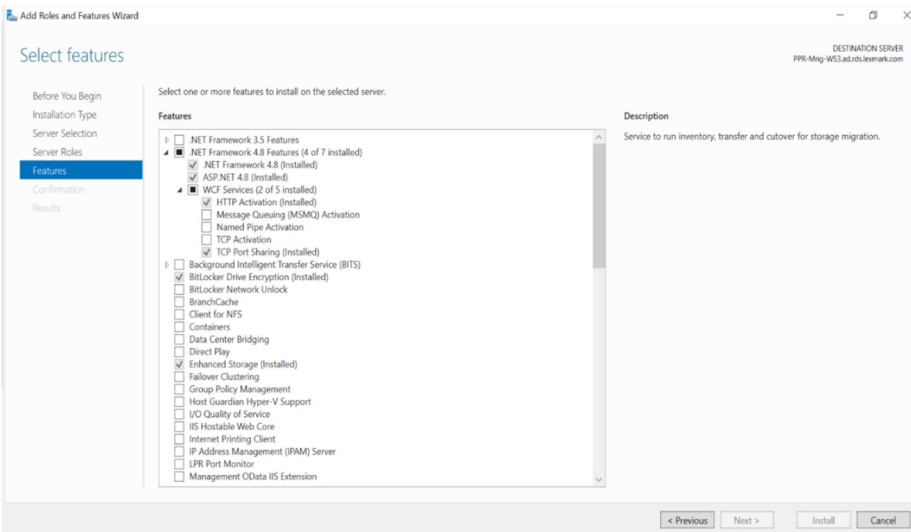
Make sure that the required server roles and features are installed or enabled.

- 1 From the Server Manager dashboard, click **Add roles and features**, and then click **Next**.
- 2 From the Installation Type section, select **Role-based or feature-based installation**, and then click **Next**.
- 3 Select a server, and then click **Next**.
- 4 From the Server Roles section, expand **Web Server (IIS)**.
- 5 From the Web Server section, do the following:
 - a Expand **Common HTTP Features**, and then enable **Default Document**, **Directory Browsing**, **HTTP Errors**, and **Static Content**.
 - b Expand **Health and Diagnostics**, and then enable **HTTP Logging** and **Request Monitor**.
 - c Expand **Performance**, and then enable **Static Content Compression**.
 - d Expand **Security**, and then enable **Request Filtering**.
 - e Expand **Application Development**, and then enable the following options.
 - **.NET Extensibility 4.5**
 - **Application Initialization**
 - **ASP.NET4.5**
 - **ISAPI Extensions**
 - **ISAPI Filters**



- 6** From the Management Tools section, do the following:
- a** Enable **IIS Management Console**.
 - b** Expand **IIS 6 Management Compatibility**, and then enable **IIS 6 Metabase Compatibility** options.

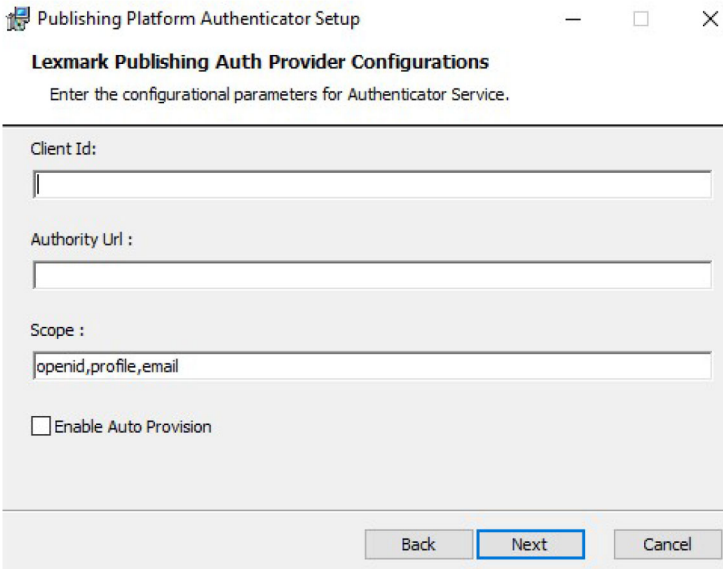
7 From the Features section, enable **HTTP Activation** and **TCP Port Sharing**.



Installing Publishing Authenticator

- 1 Obtain the **Publishing Authenticator** installer.
- 2 Run the **LexmarkPublishingAuthenticator.exe** file as an administrator.
- 3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.
- 4 Click **Next**.
- 5 Provide the fully qualified domain name (FQDN) or IP address of the SQL database server.
Note: If the database is running on a non-default instance name and non-default port, then provide the instance name.
- 6 Provide the database server login ID and password.
- 7 Select a database.

8 In the Lexmark **Publishing Auth Provider Configuration** page, type the client ID and authority URL.

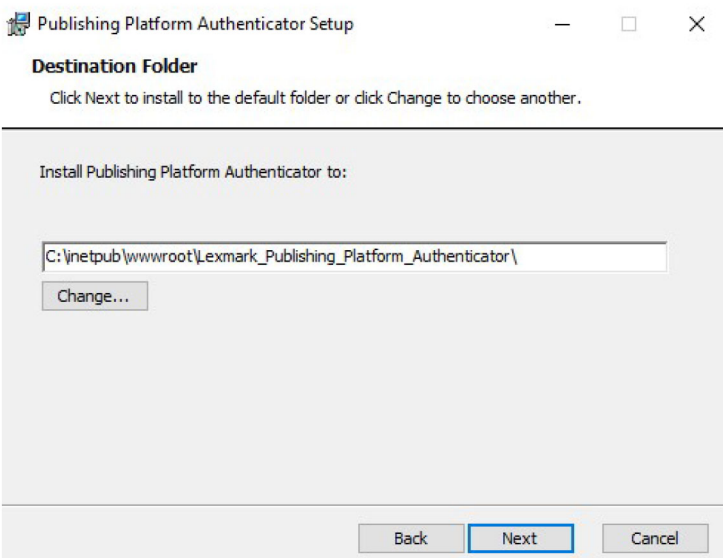


The screenshot shows a window titled "Publishing Platform Authenticator Setup" with the subtitle "Lexmark Publishing Auth Provider Configurations". Below the subtitle is the instruction "Enter the configurational parameters for Authenticator Service." The form contains three text input fields: "Client Id:" (empty), "Authority Url:" (empty), and "Scope:" (containing "openid,profile,email"). There is also a checkbox labeled "Enable Auto Provision" which is unchecked. At the bottom of the window are three buttons: "Back", "Next" (highlighted with a blue border), and "Cancel".

Notes:

- Client Id and Authority Url are required fields.
- If you want to change the default scope value, then type it in the Scope field in comma-separated values.
- If necessary, select the **Enable Auto Provision** check box.
- For more details, refer to the *PPR SSO Integration with Azure AD* document.

9 Browse to a folder where you want to save the Publishing Authenticator files.



The screenshot shows a window titled "Publishing Platform Authenticator Setup" with the subtitle "Destination Folder". Below the subtitle is the instruction "Click Next to install to the default folder or click Change to choose another." The form contains a text input field with the path "C:\inetpub\wwwroot\Lexmark_Publishing_Platform_Authenticator\" and a "Change..." button below it. At the bottom of the window are three buttons: "Back", "Next" (highlighted with a blue border), and "Cancel".

Note: We recommend keeping the default directory.

10 Install Publishing Authenticator.

FAQ

How do I change the database connection strings after installation?

The Database connection strings are stored in the encrypted form in the **appsetting.json** file, located at C:\inetpub\wwwroot\Lexmark_Publishing_Platform_Authenticator inside the ConnectionStrings:DataConnection key. Do the following to encrypt a connection string:

- 1** Go to C:\inetpub\wwwroot\Lexmark_Publishing_Platform_Authenticator\ProtectConfigData.
- 2** At the command prompt, type **ProtectConfigData <ServerName> <DatabaseName> <UserID> <Password>**.
- 3** Run the **ProtectConfigData.exe** file.
- 4** Replace the existing encrypted connection string inside the **appsetting.json** file with the newly encrypted connection string from the command prompt.

Digital Media Export

Digital Media Export is a component that helps you generate signages in a digital-media-supported format. The component then publishes the signages to any digital screen or social media platform. You can use Digital Media Export with any connector specific to a media platform such as digital displays, electronic shelf labels (ESLs), or social media sites.

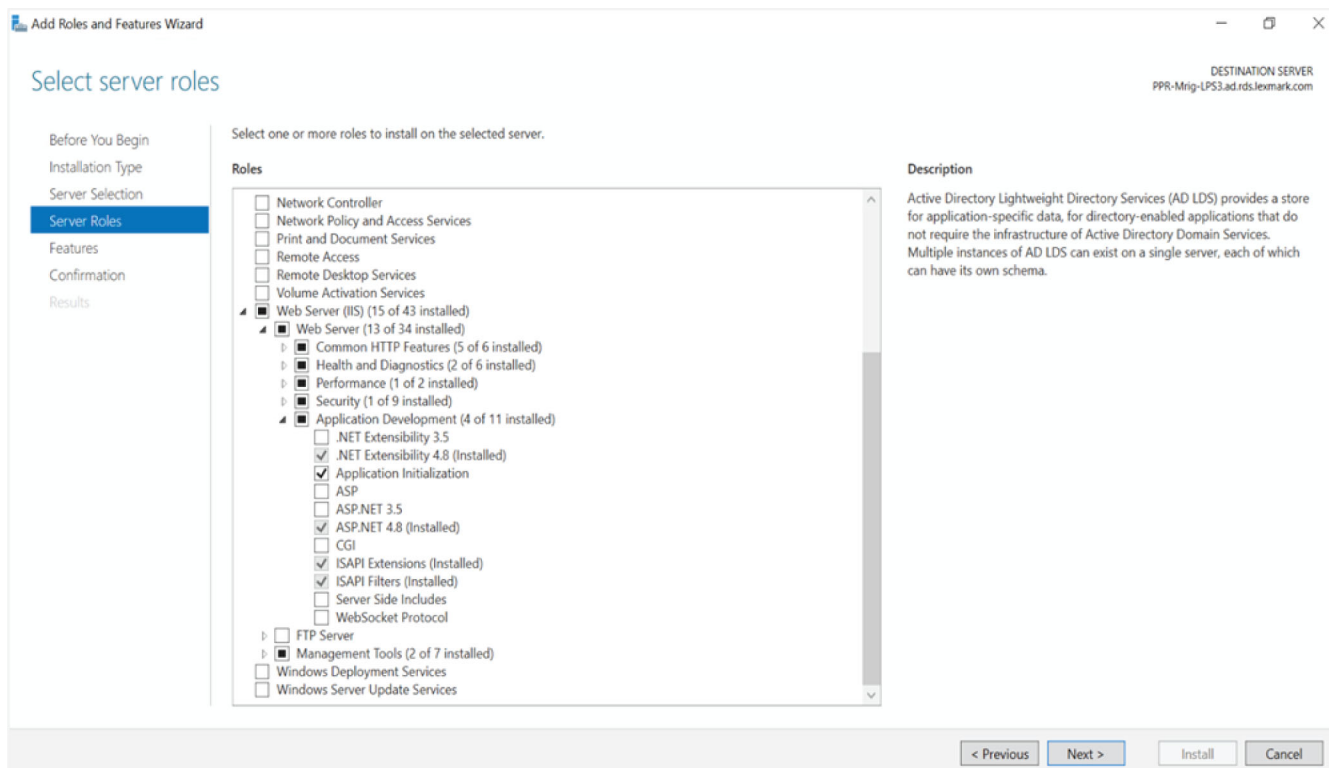
Deployment readiness checklist

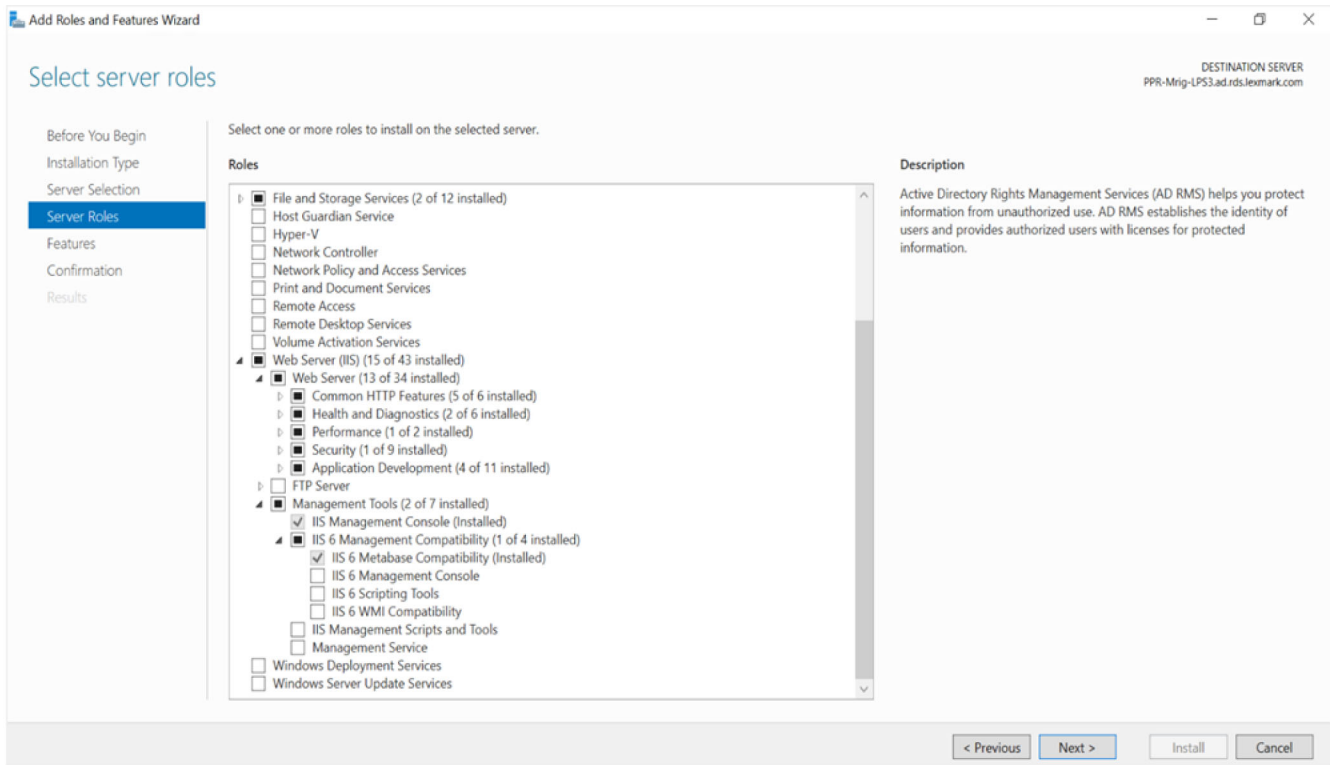
You can install **Digital Media Export** on a supported Microsoft SQL Server that runs on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012

Before you begin, make sure that the following applications are installed on the server:

- Microsoft Open Database Connectivity (ODBC) Driver 17 for SQL Server
- Microsoft .NET 8.0 Runtime Hosting Bundle
- Microsoft Visual C++ 2017 Redistributable





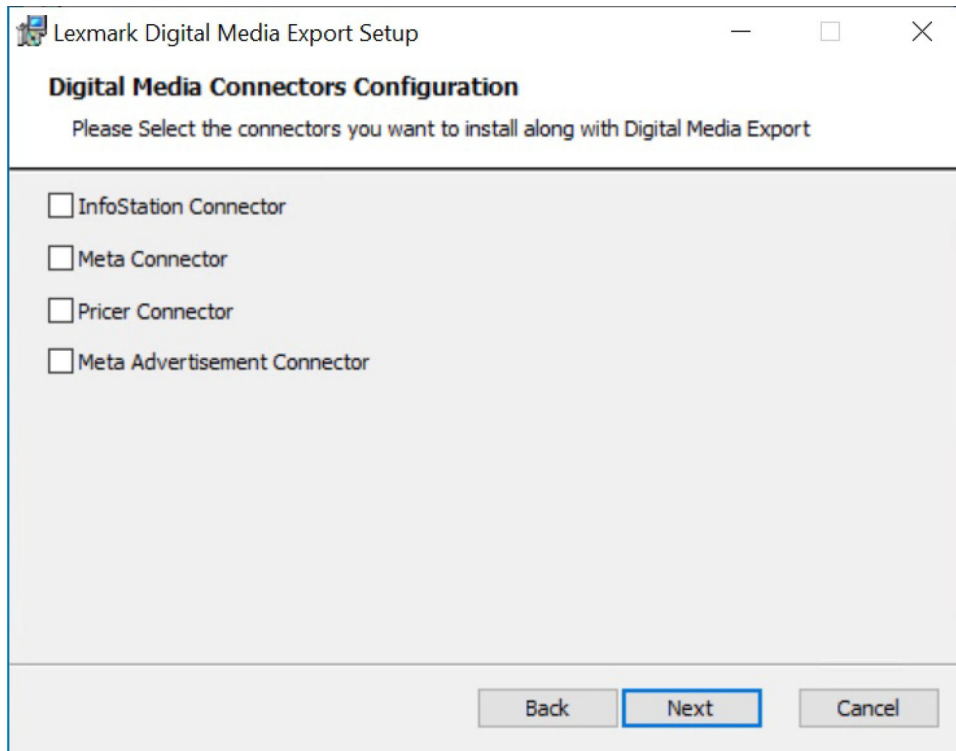
Installing Digital Media Export

- 1 Obtain the **Digital Media Export** installer.
- 2 Run the **DigitalMediaExportInstaller.exe** file as an administrator.
- 3 Read and accept the *End-User License Agreement (EULA)*, and then click **Install**.
- 4 Click **Next** when the **Lexmark Digital Media Export** setup window appears.
- 5 Provide the fully qualified domain name (FQDN) or IP address of the SQL database server.

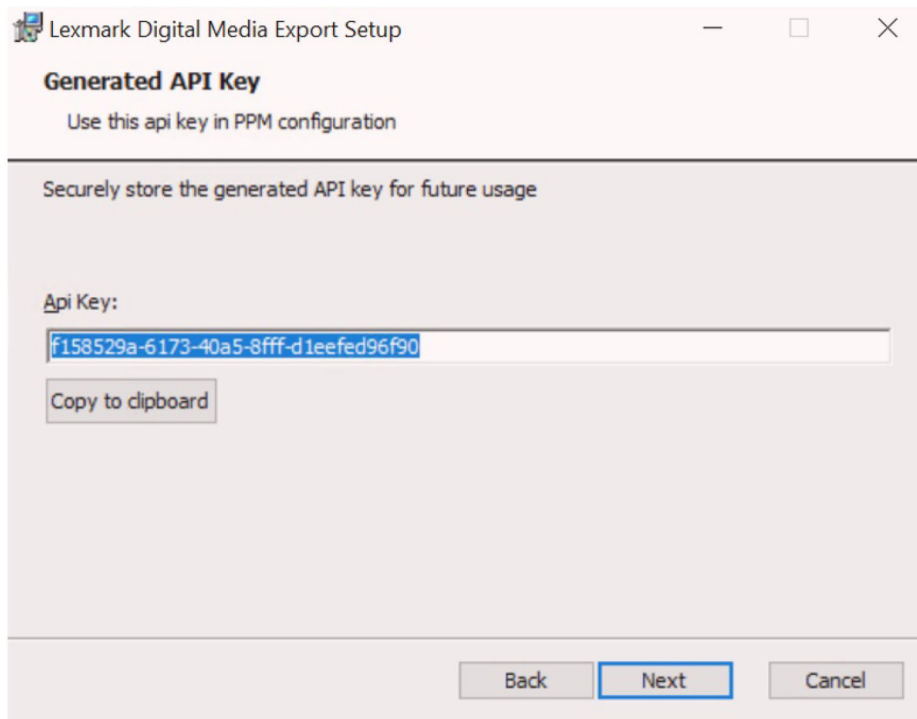
Note: If the database is running on a non-default instance name and non-default port, then provide the instance name.

- 6 Type the database server login ID and password.
- 7 Select a database.

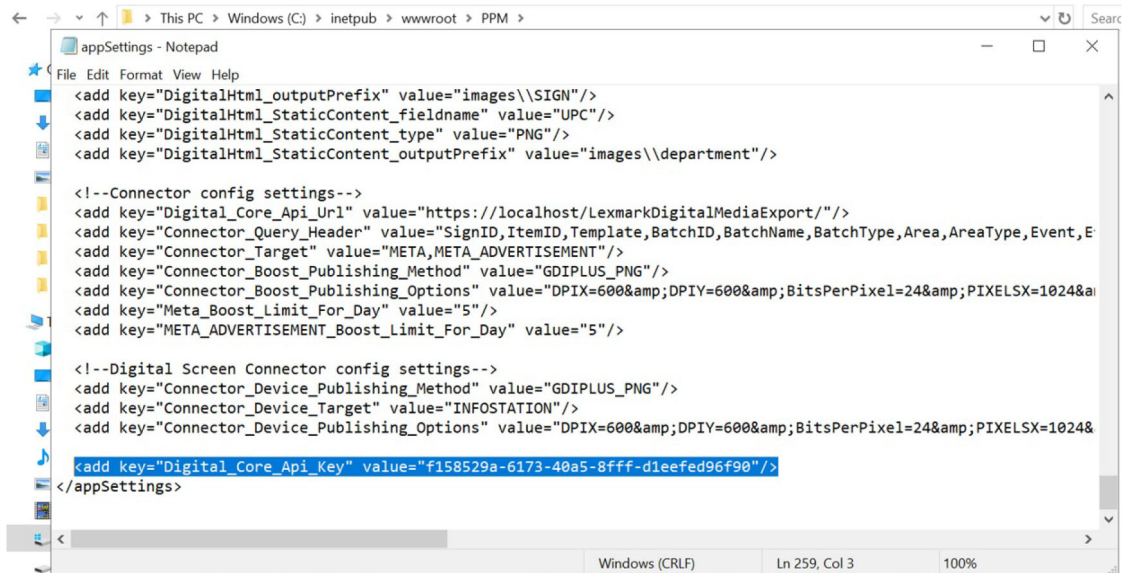
8 Select the connectors that you want to install along with the **Digital Media Export** installer.



9 Copy the newly generated API key by clicking the **Copy to clipboard** button.



10 Use this API key in the PPM configuration.



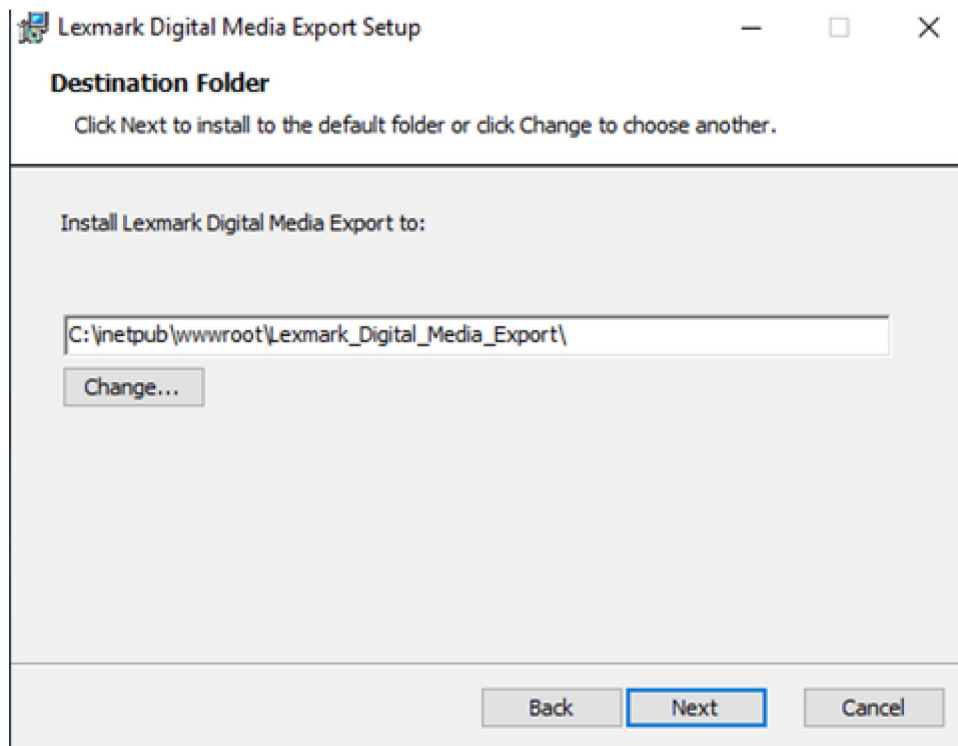
```
<add key="DigitalHtml_outputPrefix" value="images\SIGN"/>
<add key="DigitalHtml_StaticContent_fieldname" value="UPC"/>
<add key="DigitalHtml_StaticContent_type" value="PNG"/>
<add key="DigitalHtml_StaticContent_outputPrefix" value="images\department"/>

<!--Connector config settings-->
<add key="Digital_Core_Api_Url" value="https://localhost/LexmarkDigitalMediaExport/" />
<add key="Connector_Query_Header" value="SignID,ItemID,Template,BatchID,BatchName,BatchType,Area,AreaType,Event,E
<add key="Connector_Target" value="META,META_ADVERTISEMENT"/>
<add key="Connector_Boost_Publishing_Method" value="GDIPLUS_PNG"/>
<add key="Connector_Boost_Publishing_Options" value="DPIX=600&amp;DPIY=600&amp;BitsPerPixel=24&amp;PIXELSX=1024&a
<add key="Meta_Boost_Limit_For_Day" value="5"/>
<add key="META_ADVERTISEMENT_Boost_Limit_For_Day" value="5"/>

<!--Digital Screen Connector config settings-->
<add key="Connector_Device_Publishing_Method" value="GDIPLUS_PNG"/>
<add key="Connector_Device_Target" value="INFOSTATION"/>
<add key="Connector_Device_Publishing_Options" value="DPIX=600&amp;DPIY=600&amp;BitsPerPixel=24&amp;PIXELSX=1024&

<add key="Digital_Core_Api_Key" value="f158529a-6173-40a5-8fff-d1eefed96f90"/>
</appSettings>
```

11 Browse to a folder where you want to save the Digital Media Export files.

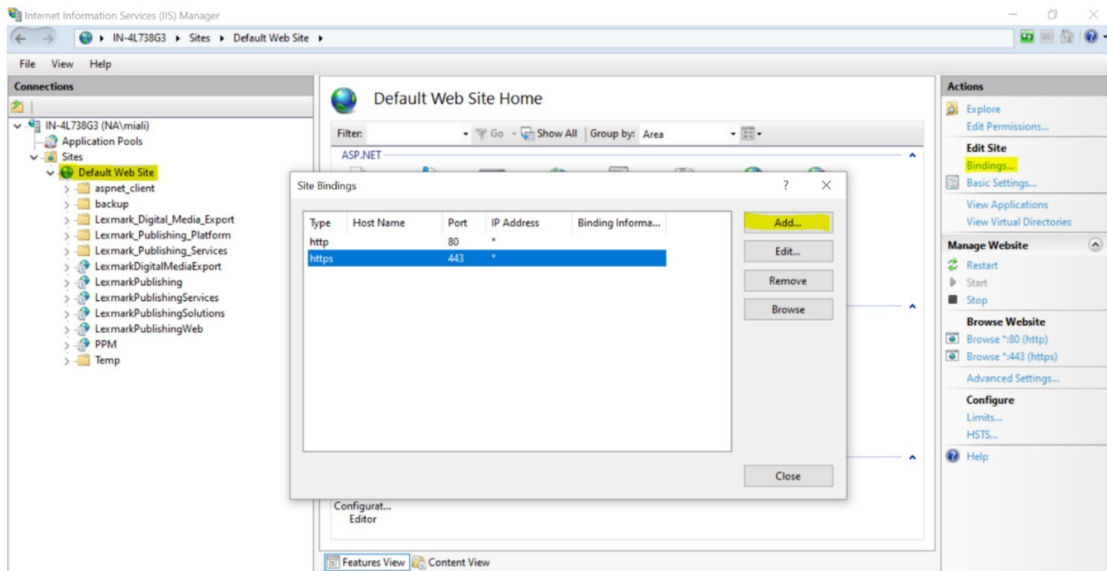


Note: We recommend keeping the default directory.

12 Click **Next**, and then click **Install**.

13 Go to the IIS Manager, select default web site, and the click **bindings**.

- 14 Once the site binding appears, add an https port using a valid SSL Certificate.



- 15 Once the port is added successfully, do an IISRESET using the command prompt.

```
Administrator: Command Prompt
Microsoft Windows [Version 10.0.19044.2846]
(c) Microsoft Corporation. All rights reserved.

C:\WINDOWS\system32>iisreset

Attempting stop...
Internet services successfully stopped
Attempting start...
Internet services successfully restarted

C:\WINDOWS\system32>
```

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Edition notice

February 2024

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