



# OEM Preinstallation Kit Guide for Microsoft Office 2013

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## Abstract

This document supports the final release of the OEM Preinstallation Kit (OPK) for Microsoft® Office 2013. The content in this document covers information for licensed original equipment manufacturers (OEMs) about how to preload Microsoft Office 2013 on new computers for distribution to end users.

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# Introduction

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The OEM Preinstallation Kit (OPK) for Office 2013 is a set of tools, documentation, and product files that assists licensed original equipment manufacturers (OEMs) in preloading Office 2013 on new computers for distribution to end users. Preloading this productivity suite adds immediate value for your customers and also gives them the option to purchase Product Key Cards for Office 2013. Users are prompted to install Office 2013 on their computers.

[Go directly to the procedures in "Preloading Office 2013"](#)

## User Startup Experience

After you use the Office 2013 OPK to preload Office 2013 and install the out-of-box experience (OOBE) application on a computer, the user can access Office 2013 from either the Windows 7 **Start** menu or the Windows 8 **Start** screen by choosing Microsoft Office 2013. A dialog box is then displayed and the user can choose one of the following options:

- **Purchase** This option sends the user to an online retail site to purchase Office 2013, if the user is connected to the Internet, or displays information about how to purchase Office 2013, if the user is offline.
- **Activate** This option prompts the user to enter a valid Office 2013 product key or pin, and then leads the user through the installation of Office 2013, including the First Run Experience.
- **Try** This option sends the user online to try Office, if the user is connected to the Internet.

Users also see these options in a dialog box if they attempt to open an Office 2013 document without having the necessary Office product installed.

## OPK DVD Folders and Files

The OPK DVD contains three folders and two files in its root directory. This section describes each folder and file.

### Docs Folder

The Docs folder contains the following files:

- **Office 2013 OPK guide (this document)**. This guide describes how to use the OPK tools and available customization options. After reading the OPK guide, you will be able to:
  - Preload Office 2013

- Use OPK tools and utilities to create customized installation configurations
- **CoConfig.xml file.** This is an XML file that enables you to configure a custom preload location for Office 2013.

#### **OOBE Folder**

The out-of-box experience (OOBE) folder contains the Office 2013 installation file, oemooobe.msi. The oemooobe.msi file is not meant to be run by itself. Instead, run the oemsetup.*//-cc*.bat file.

#### **Office15 Folder**

The Office15 folder contains all Office 2013 products, and contains both worldwide and language-specific installation resources for all Office 2013 SKUs

If multiple languages are combined, a multilingual installation source is created, just as in retail versions of Office 2013.

The Office15 folder contains x86 and x64 folders that contain the installation files for 32-bit and 64-bit versions of Office 2013.

#### **The copytoserver.bat File**

The copytoserver.bat file copies the contents of the OPK DVD to a network installation point for later use. It copies the OOBE, and Office15 folders and scripts from the source to the location specified in the command-line parameter, overwriting any files that are already present.

The syntax for running the copytoserver.bat file is:

**copytoserver** <Destination>

where <Destination> is the location where the installation files are to be copied. This parameter is required to successfully complete the command.

For example, the command

**copytoserver \\server1\oem\opk**

copies the files on the OPK DVD to the installation location \\server1\oem\opk.

#### **The oemsetup.*//-cc*.bat File**

The oemsetup.*//-cc*.bat file (where *//* is the two-letter abbreviation for the language and *cc* is the two-letter abbreviation for the country or culture) preloads Office 2013 and installs the OOBE. Run the oemsetup.*//-cc*.bat file for each language to be preloaded.

The syntax for running the oemsetup.*//-cc*.bat file is:

**oemsetup.//cc** [Referral=<ReferralCode>] [x64]

Administrator permissions are required to run the oemsetup.//cc.bat. For parameter descriptions, see [Preloading Office 2013](#) later in this guide.

For example, the command:

**oemsetup.//cc referral=nnnnn**

With a referral code of *nnnnn*, preloads Office 2013 and installs the OOBE.

## Referral Codes

Some resellers are eligible to obtain OEM referral codes from Microsoft on user purchases of Office 2013. These codes enable computers to be associated with the OEM. The referral code is a five-digit decimal number from 00000 to 32760.

For more information about obtaining a referral code, contact your Microsoft account manager.

## Multiple Languages

You can preload multiple language versions of Office 2013—simply repeat the preloading process for each language. However, the user can install only one language version of Office 2013. By default, the language version of the OOBE application matches the Windows language settings and the Office 2013 language that is preloaded on the computer. If this match doesn't take place, the language dialog box will contain languages that are based on the Office 2013 preloaded languages.

## Architecture

The installation process for the OPK is the same for computers that run 32-bit operating systems or 64-bit operating systems. You can preload the 32-bit version of Office 2013 on computers that run either 32-bit or 64-bit operating systems. You can preload the 64-bit version of Office 2013 only on computers that run 64-bit operating systems.

**Important:** To prevent possible compatibility issues with add-ins or third-party applications, preload only the 32-bit version of the OPK on both 32-bit and 64-bit computers.

## System Requirements for Office 2013

Office 2013 was designed for use with the Windows® operating system, and requires one of the following versions of Windows:

- Windows® 7 RTM or a later version.
- Windows® 8 RTM or a later version.

The Setup program cannot install Office 2013 on a system that cannot support Office 2013.

We recommend that you install the latest updates and service packs available for each respective operating system before you install Office 2013.

## **Pinning OOBE to the Windows 7 Start Menu (Optional)**

To make it easier for users to locate and use Office 2013, you can optionally pin the OOBE application to the Windows **Start** menu. On the **Start** menu, pin a shortcut that points to MSOO.exe, which is located at %programfiles%\microsoft office\options14.

**Note:** Be aware that pinning this shortcut to the **Start** menu is optional and is not required to preinstall Office 2013. The shortcut will remain on the **Start** menu until the user unpins it or until OOBE is uninstalled.

For instructions about how to pin shortcuts to the **Start** menu for a particular version of Windows, see the appropriate Windows OEM Preinstallation Kit.

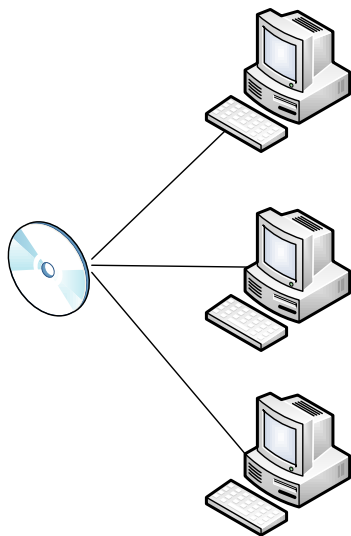
# Preloading Office 2013

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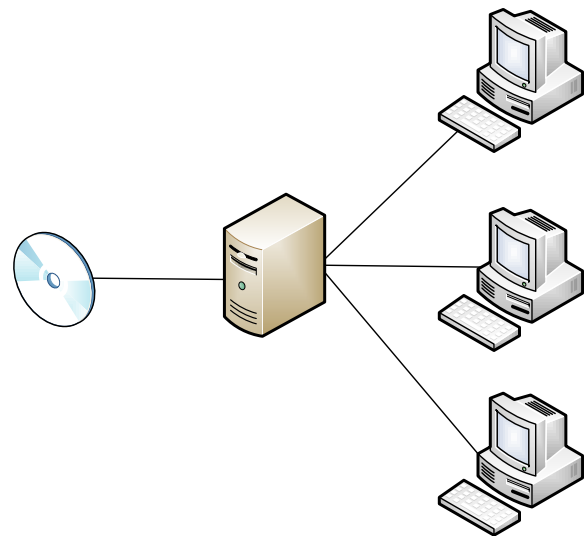
There are two methods for using the Office 2013 OPK to preload Office 2013:

- **Low-volume** Resellers who plan to preload Office 2013 on relatively few target computers can use this option. Using the low-volume option, you simply preload from the Office 2013 OPK DVD directly onto the target computer.
- **High-volume** Resellers who plan to preload on many target computers can use this option. Using the high-volume option, you create a network installation point on a server, make any necessary customizations, and preload from the network installation point onto the target computers.

The following figure illustrates both the low-volume (default) and high-volume (customized) installation methods.



Low-volume installation (default)



High-volume installation (customized)

Depending on how much you want to customize an installation of Office 2013, you can perform either a default installation or a customized installation. If you plan to use the default configuration and will not customize the installation at all, see [Low-volume Installation Process](#), which appears later in this guide. This is the easiest method of installation. If you plan to customize the installation, see [High-volume Installation Process](#), also later in this guide. Customizations can include such changes as adding an icon to the desktop or installing more than one language.

## Low-volume Installation Process

Follow these steps to install the OPK on individual target computers in a low-volume environment. This procedure lets you install the default configuration of the OPK from the DVD directly onto the target computer.

### To perform a low-volume (default) installation

1. Insert the DVD into the DVD drive on the target computer.
2. Run `oemsetup>//-cc.bat` on the computer to preload Office 2013:

**`oemsetup>//-cc`**

where `//-cc` is the two-letter abbreviation for the language and country or culture.

Administrator permissions are required to run the `oemsetup>//-cc.bat` file.

3. Verify the installation by ensuring that all files were copied to `[FOLDERID_ProgramData]\Microsoft\OEMOffice15` on the target computer. For example, `c:\ProgramData\Microsoft\OEMOffice15`.

## High-volume Installation Process

Follow these steps to install the OPK on target computers in a high-volume environment. This procedure lets you create a network installation point, optionally customize the configuration, and install the configuration from the network installation point to the target computers.

If you plan to customize the installation, keep the following in mind:

- To preload multiple languages, you simply preload each language individually by running the appropriate `oemsetup>//-cc.bat` file. Make sure that the languages you preload match the languages that were preloaded for the operating system. If no language matches those of the operating system, the user will be prompted to select a language.
- If you preload Office 2013 to a location other than the default location, you must perform these steps:
  1. Copy the OPK DVD folders and files to a hard drive or a network share to which you have **Write** permissions.
  2. In the `CoConfig.xml` file, specify the custom preload folder for Office 2013  
For example, `c:\preload`.
  3. In `oemsetup>//-cc.bat`, you must indicate that a custom preload location is being used, and then specify the location. Update the following lines as shown:



- a. set isCustomLocation =1.
- b. set directory=<custom preload folder specified in CoConfig.xml>\OEMOffice15\.

**Example:** c:\preload\OEMOffice15\  
 where c:\preload= <customer preload folder specified in CoConfig.xml>

- If you modify the CoConfig.xml file, make sure to save it to the [FOLDERID\_ProgramData]\Microsoft\OEMOffice15 folder. If this file is not found in that folder, the program will not run.
- Do not modify the root directory [FOLDERID\_ProgramData]\Microsoft\OEMOffice15. Modifying the root directory might cause errors during uninstallation.

### To perform a high-volume (customized) installation

1. Run the copytoserver.bat file to copy the contents of the OPK DVD to a network installation point:

**copytoserver** <Destination>

where <Destination> is the location where the installation files are to be copied. Make sure to specify the full UNC path. This parameter is required to successfully complete the command.

2. If you decide to preload multiple language versions of Office 2013, for each language, run the copytoserver.bat file to copy the contents of the appropriate OPK DVD to the same share on the network installation point:

**copytoserver** <Destination>

where <Destination> is the location where the installation files are to be copied. This parameter is required to successfully complete the command.

3. Run the oemsetup.//-cc.bat file on computers to preload Office 2013 for each language that you want to preload:

**oemsetup.//-cc.bat** [Referral=ReferralCode] [x64]

**Note:** // is the two-letter abbreviation for the language and cc is the two-letter abbreviation for the country or culture.

**Important:** You must specify the [Referral=ReferralCode] parameter when running the oemsetup.//-cc.bat file for the first language. It is not necessary to specify the parameter again for subsequent languages. If the parameter is specified again, it will be ignored.

Administrator permissions are required to run the oemsetup.//-cc.bat file.

The parameter descriptions for the oemsetup.*//cc*.bat file are shown in the following table.

Parameter	Description
Referral= <i>ReferralCode</i>	Stores the provided OEM referral code in the registry.
x64	Preloads the Office 2013 64-bit edition instead of the 32-bit version. <b>Caution:</b> Do not preload the 64-bit version unless that version is specifically required.

4. Verify the installation by ensuring that all of the files were copied to [FOLDERID\_ProgramData]\Microsoft\OEMOffice15 on the target computer. For example, c:\ProgramData\Microsoft\OEMOffice15, and that the OOBE shortcut is in the Windows 7 **Start** menu or the Windows 8 **Start** screen.
5. If you specified a referral code in step 5, verify that the referral code is correct in the registry at HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\OfficeSoftwareProtectionPlatform (Name=ReferralData, Type=REG\_DWORD, Data=<*Referral ID*>).

### Installation is now complete

The computer is now ready for distribution to the end user.

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#### Important:

For both the low-volume (default) installation and the high-volume (customized) installation, after the preload process is complete and the computer is destined for the end user:

- Do not run any Office 2013 applications.
- Do not run the OOBE.

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## Updating the Installation

When new versions of the OPK are available, follow this step to update a network installation point. This procedure does not overwrite any customizations you made previously.

**To update a network installation point with a new version of the OPK**

- Run the copytoserver.bat file to copy the contents of the OPK DVD to a network installation point:

**copytoserver** <Destination>

where <Destination> is the location where the installation files are to be copied. This parameter is required to successfully complete the command. Run the copytoserver.bat file for all languages that are on the network installation point.

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