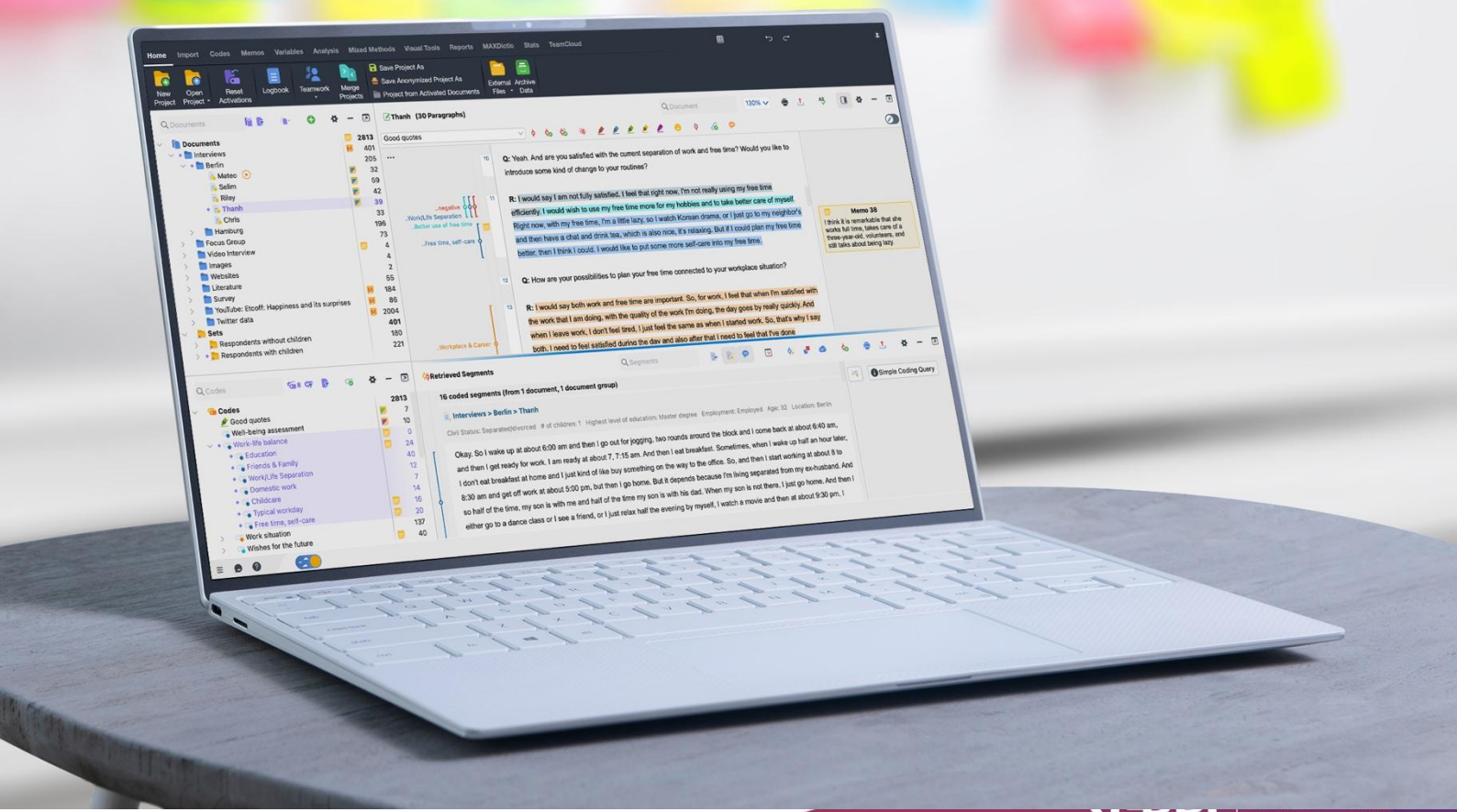
MAXQDA

Installation and Activation Guide

Single User License for Windows und macOS



Installation

Your MAXQDA license is provided as a universal serial number that allows installation on Windows and/or macOS systems.

MAXQDA is an on-premises software which must be installed on a computer or mac.

Download MAXQDA

Download MAXQDA: https://www.maxqda.com/download-now

Installation under Windows

Download MAXQDA from the link and save it to your desktop. Double-click on the file "MAXQDA_Setup.msi" to start the installation and follow the steps that appear on your screen.

Installation under macOS

Download the setup file "MAXQDA.dmg". Open the "Downloads" folder and double-click on the file. Drag the MAXQDA symbol onto the „Applications" folder. You will find MAXQDA in "Applications" in your Finder. Open the program with a double-click on the MAXQDA symbol.

Enter your Mac user info to complete the installation. Please note: The user must have the status "Allow user to administer this computer".

Click **Accept** to confirm that you accept the license conditions.

Activation

Before starting MAXQDA, activate your license using the serial number provided. This process requires an internet connection.

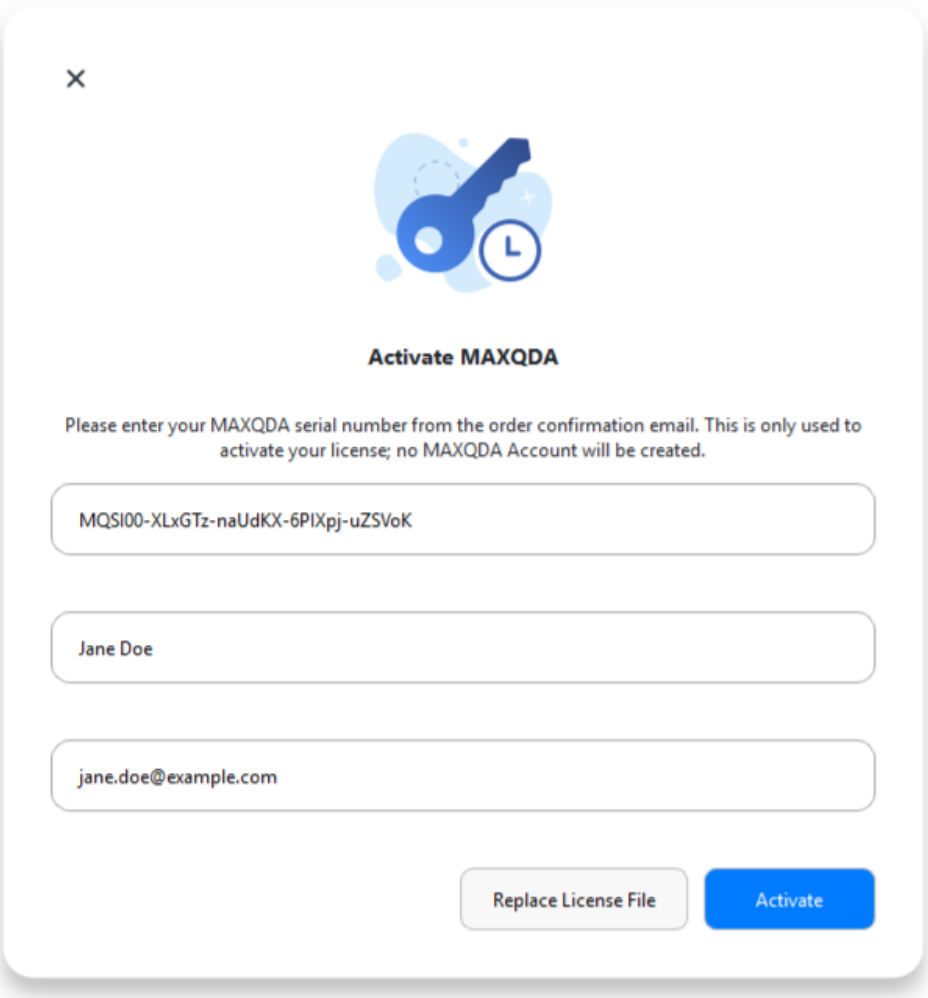
When starting MAXQDA a dialog will appear. Please select **Activate MAXQDA**.



Note

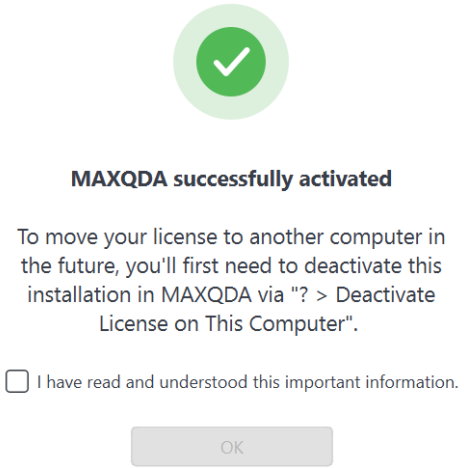
- To avoid typos, copy and paste the serial number.
- The serial number is your proof of purchase. Keep it in a safe place for future reference.

Then enter your serial number, your name, and your e-mail address. When all fields are filled in click **Activate**.



The email address is only used to assign the license to a user. No account will be created.

You then agree that you must deactivate the license on your computer before you can continue using the license on a new computer.



The activation is complete. You have successfully activated MAXQDA!

Offline Activation

If you do not have an internet connection, you can trigger an offline activation by clicking the **Offline Activation (Support)** button after the online activation has failed. MAXQDA then offers you the option to save the license file "MAXQDA.vlic", which you can send to our support team for activation.

Information on the project file and backups

MAXQDA Project File

MAXQDA stores your work in so-called project files, including all documents, transcripts, codes and memos. Larger files such as media and PDF files are stored in an external folder if necessary. All files are stored locally on your device and are not linked to your MAXQDA account.

MAXQDA project files have the extension **.mqda**. If file extensions are hidden in your operating system, you can recognize the files by the MAXQDA symbol and the file type "MAXQDA Project".

Project files are saved by default in the following folder:

Windows: C:\Users\USERNAME\Documents\MAXQDA

MacOS: /Users/USERNAME/Documents/MAXQDA/MAXQDA

You can transfer your MAXQDA project files to an external storage device using Windows Explorer or Mac Finder. Alternatively, open the corresponding file in MAXQDA and select **Start > Save Project As** in the menu band. Then specify a location and file name and confirm with **OK**.

Automatic backups

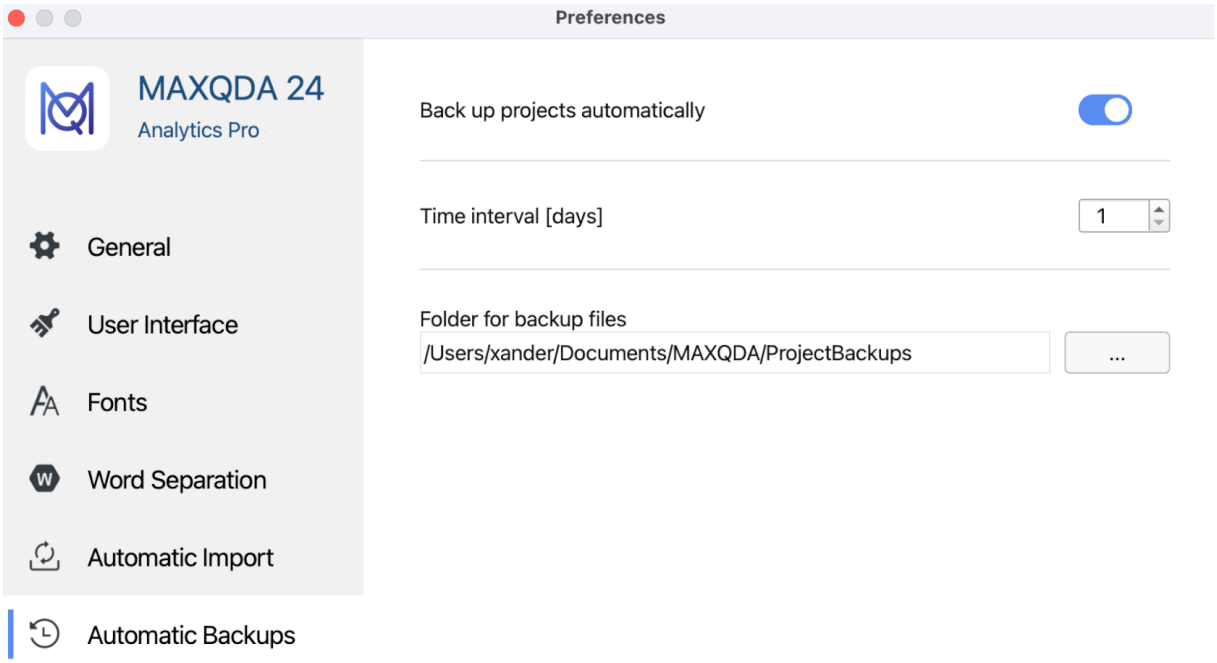
MAXQDA allows you to backup projects automatically. If you open a project that has not been backed up by MAXQDA for more than a day, MAXQDA will save a copy in a selected folder.

Windows: C:\Users\USERNAME\Dokumente\MAXQDA\Backup

MacOS: /Users/USERNAME/Dokumente/MAXQDA/Backup

MAXQDA automatically provides the backup file with a date and time stamp. You will recognize the backup files by the extension .mqbac.

Both the time interval after which a project should be automatically saved and the directory for backup copies can be specified in the MAXQDA preferences. Open these preference by clicking the settings symbol in the lower left corner of the MAXQDA interface. There, you can also disable the function entirely.



Note

The automatic backup represents a good safety net but does not replace the regular backup of your important project files on the Internet or on an external data carrier, such as a hard disk!

Please save your project file regularly on an external storage medium!

You can find more information about data backup in our Support Portal.

AI functions

MAXQDA offers options for both AI-supported qualitative data analysis (AI Assist) and an automatic transcription service with AI technology (MAXQDA Transcription).

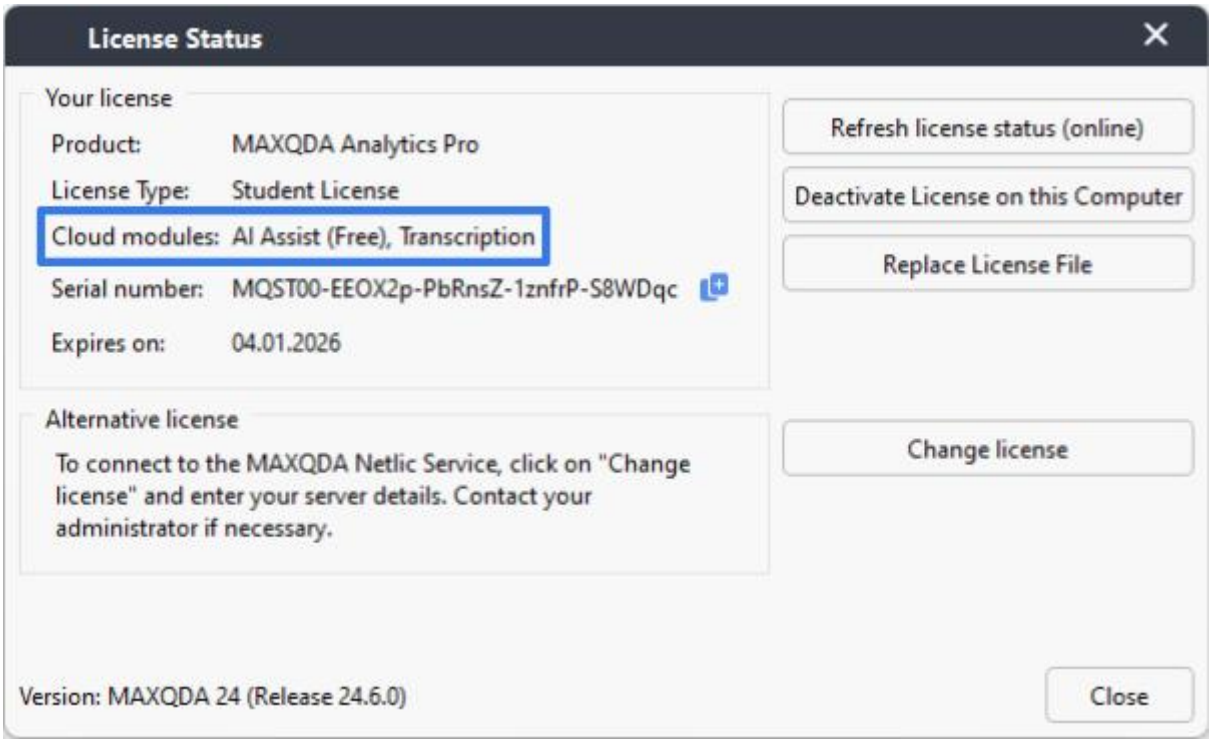
Both features are ***not activated by default*** and must be added to the license by the licensee as an add-on.

Prerequisites for use:

- AI Assist and/or MAXQDA Transcription are activated for your licence
- The users have a MAXQDA account
- MAXQDA Transcription only: The MAXQDA accounts of the users have available transcription budget

Which AI features are activated for my license?

To see which AI functions are activated for your license, please open the license status window. You can access the window by clicking on the ⓘ icon. This is displayed both at the top left of the MAXQDA start screen and at the bottom left of the open program window.



Add AI Assist & MAXQDA Transcription to your Single User licenses

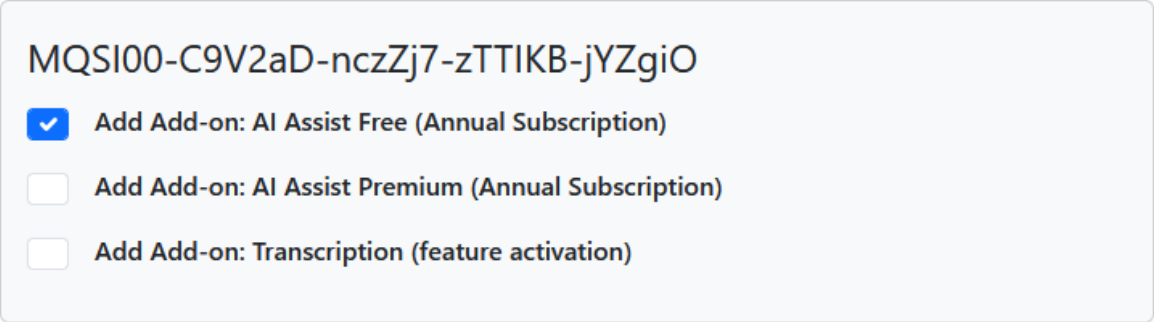
Depending on whether AI Assist and/or MAXQDA Transcription were added at the time of purchase, the corresponding AI functions are already activated for your licence or must first be added to your licence via our subscription manager.

Note

Access to the e-mail address of the billing contact is required to register and log in to the subscription manager. After successful login, the e-mail address for the login can be changed in the settings.

1. Register for the subscription manager: Register
2. Log in to the subscription manager: Login
3. If you have multiple subscriptions, select the desired subscription via **View**.
4. If you want to add the AI function for your licence in the current cycle of the subscription, click on **Changes current cycle**.

   To Add the AI function for your licence to the next cycle, click on **Changes next cycle**.
5. Add the desired AI function to your licence.



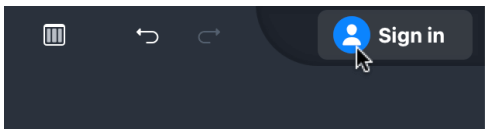
6. Click on **Change contract now** or **Change contract for next cycle** to apply the change.
7. Restart MAXQDA with an active internet connection.

You can now create a MAXQDA account and log in to your account in MAXQDA.

MAXQDA Account

Each user needs a personal MAXQDA Account to connect to the AI Assist and Transcription services. If you do not yet have a MAXQDA account, you can set up an account on the following page: Create MAXQDA account. You will then receive a confirmation email. Registration is completed by clicking on the confirmation button in the email.

You can then log in to your account in the top right corner of the MAXQDA interface.



Note

Each user must create their own personal account. The creation of generic accounts and the use of an account by more than one person is not permitted.

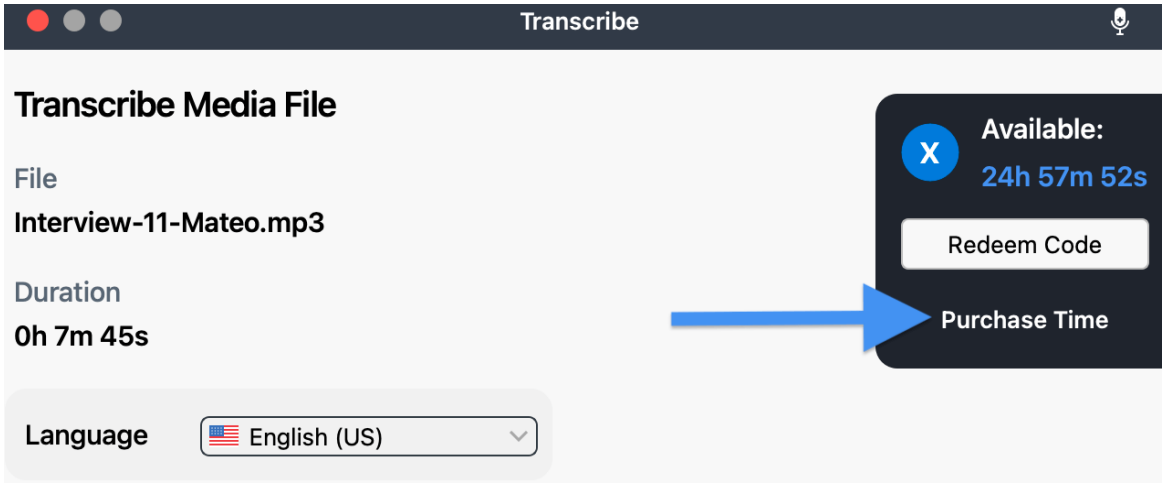
Transcription budget

To carry out a transcription job, you must have a sufficient time quota for transcription. The transcription time quota/budget is the total playback time that users can transcribe. The duration is calculated to the second.

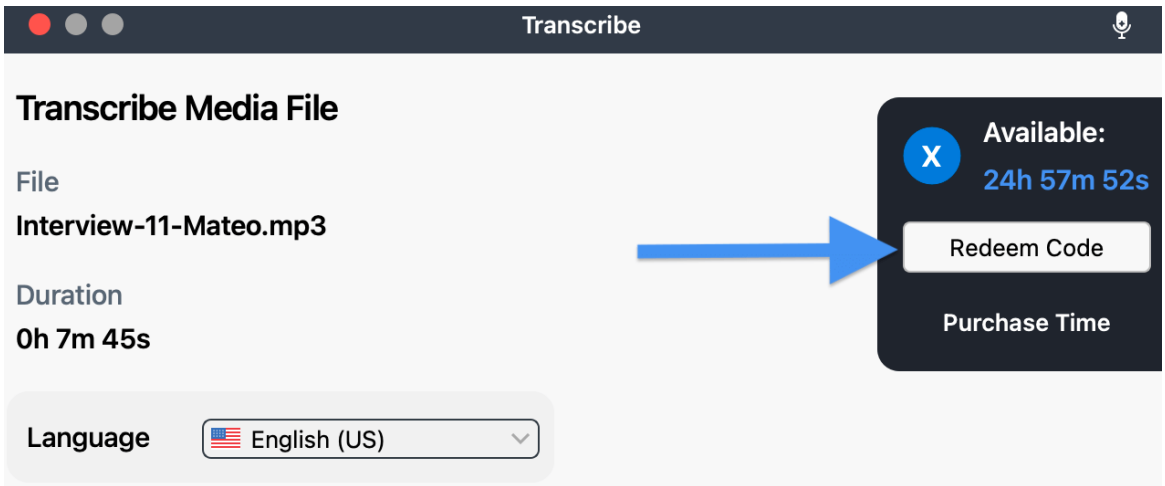
For example, if you have bought a 2-hour package and your recording is 35 minutes and 30 seconds long, once the transcription is complete, your remaining time budget will be 1h, 24min, and 30s.

You can purchase transcription budget in our online shop and then redeem it in MAXQDA.

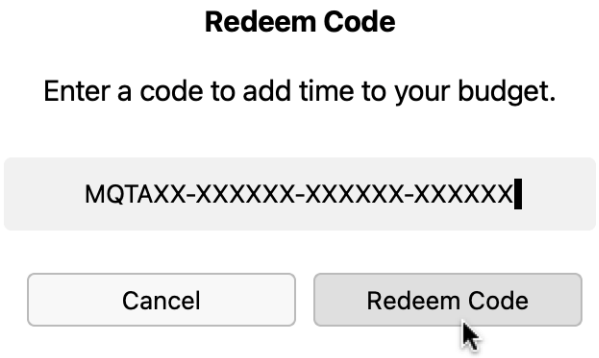
1. Click **Purchase Time** in the transcription dialog.



2. MAXQDA will redirect you to our online shop, where you can select the time package that best suits your needs..
3. Click **Add to cart** and complete the purchase by following the on-screen instructions.
4. Once you click **Buy now**, an overview of your complete order will appear. Your transcription code (format: MQTA05-XXXXXX-XXXXXX-XXXXXX / MQTA10-XXXXXX-XXXXXX-XXXXXX) is available there. Additionally, you receive it by email (sender: no-reply@cleverbridge.com).
5. Open the transcription dialogue in MAXQDA and click **Redeem code**.



6. Enter your code in the dialog that appears. At this point, your transcription time quota will be updated.



7. Click **Redeem Code** to finalize your transaction and use your new time quota.

How can I extend my license?

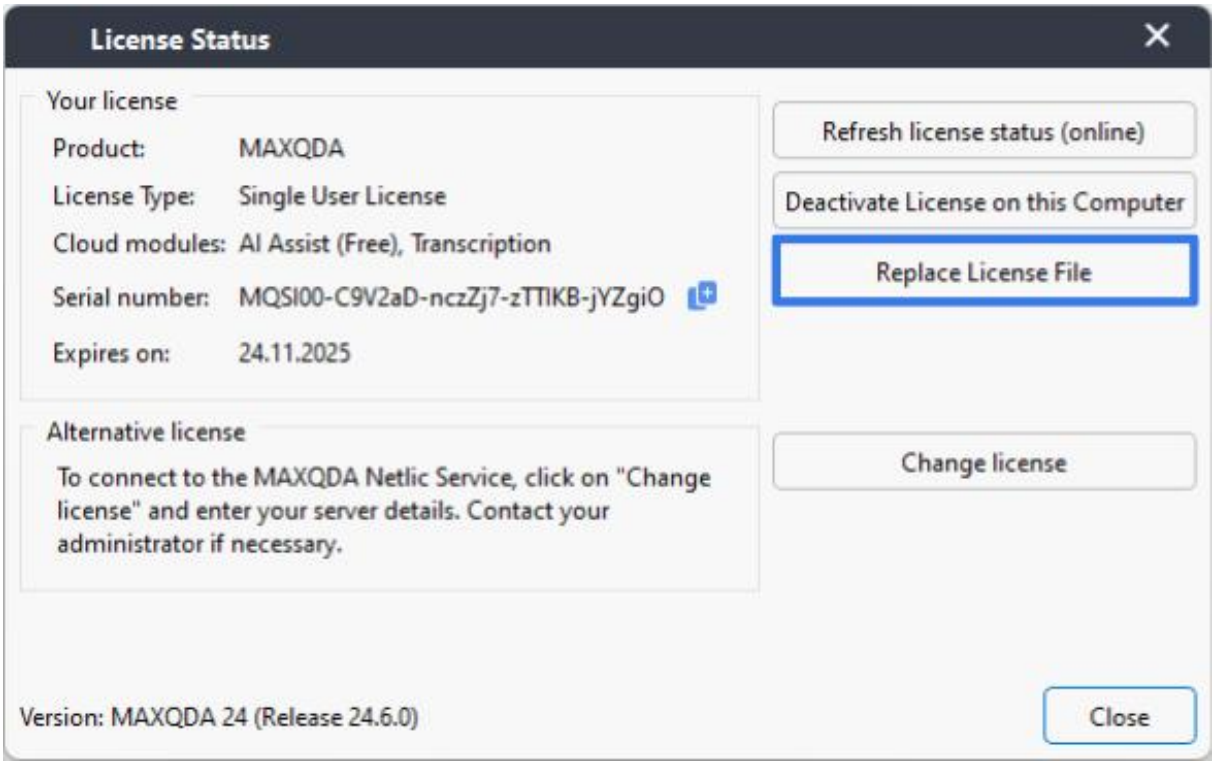
Online extension

Our annual subscriptions are automatically renewed, along with the licenses they contain. The renewal is automatically applied when MAXQDA is started, and you will be informed of the renewal by a message in MAXQDA.

You find the expiration date of the license in the license status popup.

Offline extension

If you do not have an internet connection, please send our support team the MAXQDA support file "MAXQDA_Support.zip". The file contains a copy of your activated license file. Our support team will update the license file and then send it back to you. To import the file, click on the ⓘ icon in MAXQDA and then on **Replace License File**.



You can find the support file in Windows Explorer or Apple Finder in the following folder:

Windows: C:\Users\USERNAME\Documents\MAXQDA\MAXQDA_Support

MacOS: /Users/USERNAME/Documents/MAXQDA/MAXQDA/MAXQDA_Support

Note

MAXQDA licenses with a term of 3 or 5 years are not automatically extended and cannot be renewed. Therefore, please purchase a new license in our online shop in good time before the license expires.

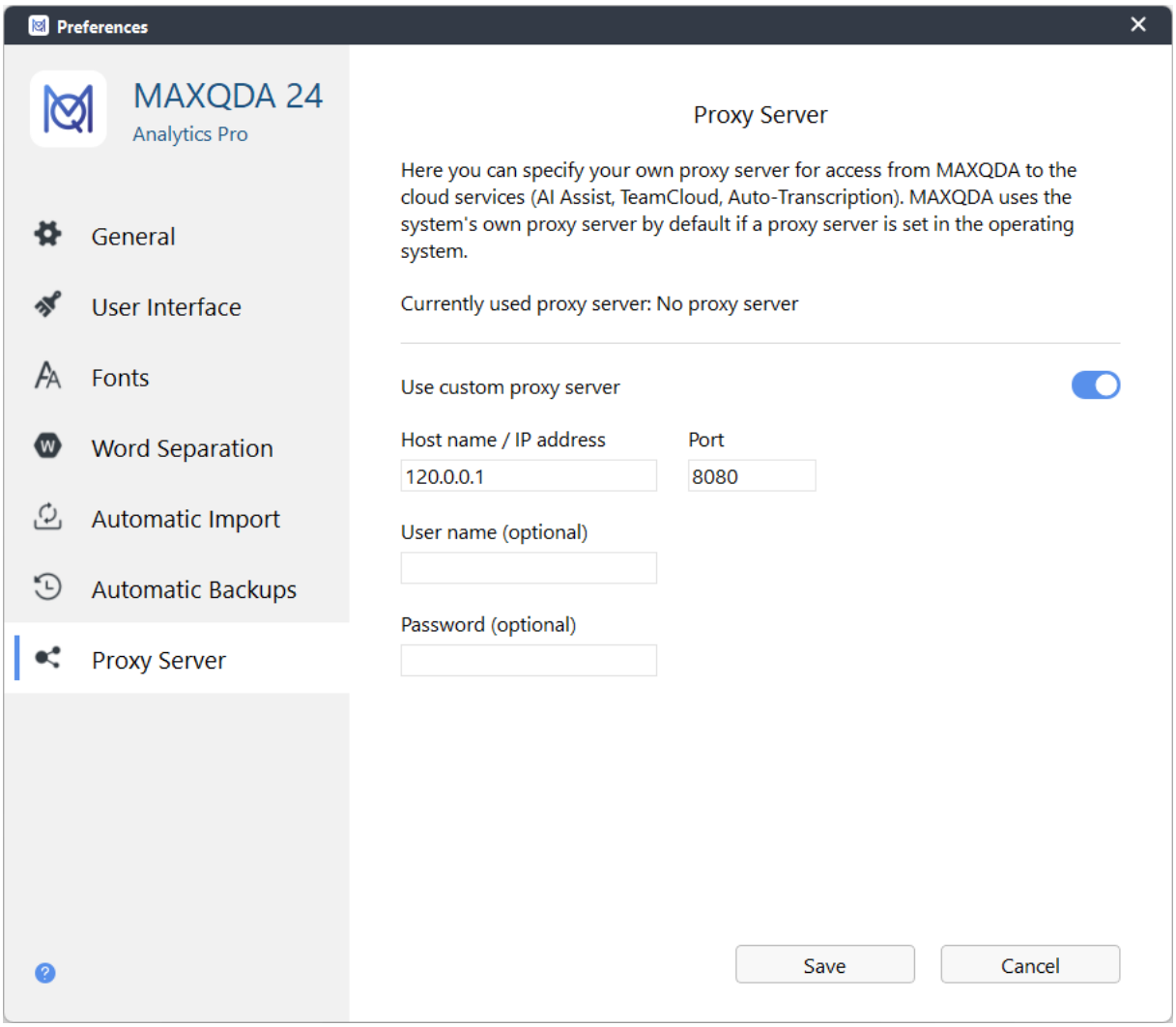
Proxy Server

MAXQDA offers support for proxy servers. This allows you to activate and deactivate your license and use our AI add-ons, AI Assist and Transcription, even when using a proxy server.

MAXQDA automatically detects the proxy server set in the operating system and uses it automatically. If automatic detection is not possible, or you want to set the proxy server yourself, you can do so in the MAXQDA settings.

You can open the MAXQDA settings via the ⚙ settings icon at the bottom left of the MAXQDA program window.

Click the **Use custom proxy server** button to display the settings and enter your proxy server details.



Click **Save** and restart MAXQDA for the changes to take effect and for communication to take place via the proxy server.

Note

If you do not want to use a proxy server even though MAXQDA has automatically detected one, click on the button **Use custom proxy server** and leave the settings blank.

License Information & Service

Terms of use

The Single User License may be used by one person. You may install the license on two machines. Both installations may not be used simultaneously. Under no circumstances may they be used by different people.

Reinstall MAXQDA on the same computer

If a reinstallation becomes necessary (e.g. after a reinstallation of your operating system) just reactivate MAXQDA using your serial number. MAXQDA automatically recognizes that it is on the same computer.

Transfer MAXQDA to a new computer

If you want to transfer MAXQDA to a different computer, you need to deactivate your current MAXQDA installation. Once this is done, your serial number can be used for an activation of MAXQDA on your new computer.

You can use the Subscription Manager to deactivate individual licenses so that you can use them on a new device: How can I deactivate my single-user license in the subscription manager?

Updates

As a MAXQDA license holder, you can take advantage of regular free program updates. These can include upgrades to existing functions as well as entirely new functions. MAXQDA informs you automatically when an update is available. You can also search for updates manually in the ⓘ menu.

Working with MAXQDA

We offer a wide range of possibilities to get to know MAXQDA: Webinars, Online Tutorials, Video Tutorials, Workshops, and the detailed user manual. All tools can be found on our website.

MAXQDA Academy: https://www.maxqda.com/maxqda-training

MAXQDA Manual: www.maxqda.com/help/welcome

Support

Our "Frequently Asked Questions (FAQ)" offer assistance on all questions concerning MAXQDA. Should you have a question which is not answered there, our technical support will be glad to assist you. The support section can be found here: www.maxqda.com/onlinesupport and https://help.maxqda.com/en/support/solutions

We wish you all the best as you work with MAXQDA!

Your MAXQDA Team