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If apps need custom settings, consider deploying them on their own

We all love the fun of creating a clever installer which deploys an application, sets some registry keys, maybe deploys a license file and then puts the kettle on.

Whilst these are extremely satisfying (when they work), you've just made work for yourself when it comes to upgrading.

Consider deploying the basic application first and then add your custom settings as a separate application with the base installer as a requirement. This way, when you come to update your application, you only need to update the base installer. This is especially true when using Intune, as it keeps the Intunewin packaging easier.

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Standardise

Staff change jobs - it's part of life. Even if you find someone who's been at the same place of work for 20+ years, try asking them how an application was packaged and deployed 10 years ago. We forget things.

By standardising your application installs, you can quickly understand what's happening, where the logging is going, and share the information with others as required. Any new starters will find onboarding much easier as well.

How you standardise is up to you, PSADT, custom PowerShell scripts, custom MSI installers, MSIX - there are many options to pick from.