



Magic Software Overview



“ Our project would not have been successful without the worldwide deployment and expertise of a vendor such as Magic Software.”

Manabu Usami, Director of CIS Division, Anritsu Co. Ltd.

Who We Are

Magic Software Enterprises (NASDAQ: MGIC) is a global provider of application platforms and business and process integration solutions. With over 25 years of experience, the company has thousands of customers and partners worldwide, and offices in 10 countries. The company also maintains partnerships with global IT leaders including SAP AG, Salesforce.com, IBM and Oracle.

Our Offering



uniPaaS - end-to-end application platform enabling organizations to efficiently build and deploy business applications. uniPaaS gives enterprises and ISVs the choice to run and maintain multiple business modes including Full Client, Rich Internet Applications (RIA), mobile and Software-as-a-Service (SaaS) from a single development effort.



iBOLT - business and process integration suite enabling organizations to synchronize data within diverse applications. iBOLT provides enhanced workflows, automates manual processes and provides a real-time view of business activity.

Quick Facts

- Application Platform and Business Integration Solutions Provider
- Proven Technology with 25 Years of Experience
- 10 Regional Offices and Presence in over 50 Countries
- Thousands of Customers, in every Industry Vertical
- Over 2,500 ISV and System Integrator Partners Worldwide
- Partner Alliances: SAP, Salesforce.com, IBM, Oracle
- Publicly traded (NASDAQ: MGIC)

Our Unique Value Proposition

- **Simplicity** - code free/ metadata approach
- **Business focus** - isolation of technological processes
- **Comprehensive** - fully developed technology stack
- **Scalable** - designed for customization & business change
- **Proven experience** - 25 years of global business in every industry vertical

Our Value to Customers

- **ROI** - Cost-effective development
- **Protect application investments from IT evolutions**
- **Lower TCO and business costs**
- **Reduce number of technologies** - one platform, one skill-set
- **Reduce time to fast changes**
- **Ahead of technology competition**

“ Magic Software is vital to our operations and has a value to FMRP of millions more than what we paid for it. We wouldn't even dream of going back to the way things were - no way.”

Jack Black, Information Systems Manager, FMRP

Leading the Evolution to RIA and SaaS with uniPaaS

For businesses to maintain their competitive lead they need a constant flow of new process innovations. Business change requires input from business leaders who understand how to leverage the IT tools within their organization to achieve higher revenues, reduced costs and faster time to market.

Along with this demand is the fact that software technologies have evolved and advanced. Leading analysts predict that 60% of all software development projects will involve Rich Internet Applications (RIA) within the coming three years.

uniPaaS represents a new breed of application platforms designed to reduce the complexities and expense of today's application development and deployment process. Featuring a ready-made business application engine, uniPaaS makes the code-writing process simpler to understand and requires fewer resources for successful deployment. uniPaaS applications typically have fewer coding mistakes, undergo more thorough prototyping, benefit from greater business side input and optimization, and can be effortlessly adapted to changing business models and needs.

uniPaaS Business Value:

- Lower entry-cost threshold to Full Client, RIA, Mobile and SaaS
- Higher IT project success rate
- More ability to meet budget and timeline requirements
- Fewer coding mistakes
- More cost-effective prototyping and QA
- Simply and quickly adapt to future business demands
- Deploy multiple business models (Full Client RIA, Mobile and SaaS) from a single codebase and development effort

Recognized by Leading Industry Analysts

Magic Software's technological approach, product roadmap and corporate strategy are recognized by leading industry analysts including Gartner and Forrester.

With its uniPaaS application platform, Magic Software is now recognized as one of the thirteen "Leading Comprehensive Application Infrastructure Vendors" and one of only two SEAP-only vendors in the newly emerging SEAP (SaaS Enabled Application Platform) market space.

Gartner Report - 'A Summary of Magic Quadrants for Application Infrastructure', March 2009.

"Consider Magic Software as a **strategic provider of application infrastructure when building customized software** that will be deployed on a moderate scale ... or when building software intended as a SaaS offering for midsize businesses."

Gartner Report - 'The Impact of SaaS on Application Servers and Platforms', July 2008.



“ With uniPaaS we were able to fulfill our ever-changing business requirements; increase our customer satisfaction and position ourselves as a true market leader. I do not believe there is any other technology that could have helped us achieve this in such a short period of time. ”

Dan Read, IT Director, CBS Outdoor



“ *Magic Software and the iBOLT business integration suite have been proven in multiple projects and installations over a number of years, worldwide.* ”

Clarence So, Chief Marketing Officer, Salesforce.com

Delivering Enterprise Application Integration with iBOLT

iBOLT is Magic Software's code-free business integration suite delivering enterprise application integration (EAI) and business process management (BPM). iBOLT allows organizations to effectively customize and streamline their business processes and then integrate them across diverse applications, platforms, and databases.

iBOLT is business focused - allowing users to rapidly create workflows using wizard and drag-and-drop options rather than working directly through hard code.

Using iBOLT, organizations of any size can quickly and cost-effectively integrate their business IT systems, enabling them to respond faster and more effectively to current and future business demands.

iBOLT has won multiple industry awards, including 3 SAP awards for leadership and innovation, and is recognized by many of the world's leading industry analysts. The iBOLT product range includes special editions designed to extend the capabilities of some of the most commonly used ERP and CRM systems including SAP, Salesforce.com, JDE Connect, IBM i (and OS/400 applications), Lotus Notes and HL7.

“ *Platforms like Magic iBOLT Suite represent the future of this market, in which powerful and dynamic representations of business process and policy drive applications, and developers don't have to know the underlying platform APIs to succeed.* ”

John R Rymer, The Forrester Wave™ Vendor Summary, Q3 2007

Working Together To Meet Unique Demands

Magic Software has developed long-term partnerships with some of the world's leading IT vendors including SAP, Salesforce.com, IBM and Oracle. With success in hundreds of sites worldwide, these partners rely on Magic Software when it comes to solving their customer's business integration needs.

SAP is a recognized leader of products and services in the field of ERP technology. Since 2005 this alliance gives Magic Software's partners and customers the ability to rapidly and effectively extend the capabilities of their SAP products by integrating these with other on-premise and on-demand solutions.

Salesforce.com is an innovative market leader and one of the fastest growing companies in the field of on-demand (SaaS) CRM. Magic Software enables their customers to more fully adjust to and support the SaaS model through the integration of Salesforce.com with other on-premise business applications using Magic Software's iBOLT business integration suite.

IBM and Magic Software have formed an advanced business alliance that brings the power of Magic Software's technology to the IBMi (AS/400) Notes and DB2/400 environments, natively. Working with IBM allows customers to utilize new capabilities for Lotus Notes systems, DB2/400 oriented systems and legacy systems.

Oracle and Magic Software have come together to form an alliance that offers Magic Software's application platform and business integration products to the JD Edwards community, including Oracle's JD Edwards EnterpriseOne on all platforms and Oracle's JD Edwards World natively on AS/400.

“ *I would highly recommend to anyone who is putting off integration because of perceived high costs to take a closer look at what Magic can achieve.* ”

Martin Pedersen, Head of Koncern IT, IT Department, Danish Ministry of the Economy

“ Magic’s team is comprised of great people, always listening and helpful.”

Guillaume Boucher, General Manager, W3Com

Professional Services

With Magic Software’s on-demand development and consulting team, businesses no longer have to compromise on quality and deadlines. Working together with our global partners, Magic Software provides additional services for its users including dedicated consulting, project management, technical support, application integration, development and training. Our professional staff can help you ensure the overall success of your IT projects, so you deliver on-budget, on-time and fully up to corporate standards and business requirements.

“ In the final analysis, it was Magic’s productivity, and platform and database independence that made us realize Magic was the best solution for our very personalized needs.”

Paul Leone, CIO, adidas Canada



We Work With

Enterprises

Magic Software works constantly to assist enterprises by providing technologies that increase business revenues, reduce operating costs and achieve faster time to market for their products and services.

Independent Software Vendors (ISVs)

Approximately 2,500 ISVs worldwide build business applications with Magic Software’s technology and deliver their solutions to businesses worldwide, in all industry verticals.

System Integrators (SIs)

Magic Software’s System Integrators provide services and domain expertise related to Magic Software’s technology for mutual customers.

Value Added Resellers (VARs)

Magic Software’s Value Added Resellers deliver Magic Software products with other services and products to create value-added solutions to address specific business technology needs.

Value Added Distributors (VADs)

Magic Software’s Value Added Distributors sell and support the entire product portfolio and services of Magic Software. They also deliver Magic Software products with other services and products to create value-added solutions to address specific IT needs.

Consulting Partners

Magic Software works with Consulting Partners to deliver consulting, implementation and integration services relating to the entire Magic Software product portfolio. They provide customers with leading domain, industry and technology expertise and are typically engaged in complex enterprise-wide deployments.

Original Equipment Manufacturers (OEMs)

Magic Software’s Original Equipment Manufacturers embed Magic Software technology into their own mission-critical business applications enabling them to achieve greater market penetration and deliver more complete or differentiated products more competitively.



Some of our customers:

Adecco Coordination Center
Adecco Nederland Beheer
Adecco Suisse
adidas Canada
Adminisatar Services Group
Advantage-Rent-a-Car
AeroScout
Allstate Life Insurance
Anglo Canadian Houswares
Anritsu Corporation
AVL
Bank Leumi
Bank of Cyprus
BNP Immobilier
Blat Lapidot
Boeing
Carey International
CBIA
CBS Outdoor
Charlotte County Courts
City of Phoenix Police Department
Clinical Financial Services
Club Mediterranee
Communauté urbaine de Dunkerque
Compass Group France
Creativ
CTBA
Datenlotsen
DekaBank Luxembourg
Deutsche Bank
DHL
Discovery
Dijon Céréales
Ekro
Electra
Electricité de Strasbourg
Entertainment Trading
Esmee Fairbairn Foundation
EUROCLEAR
Europ Assistance Netherlands
FactoryMaster
FlatRate
FMRP
Fortis Assurances
Franken Brunnen
Fujitsu-Ten
Genworth Financial
Georg Kohl
Guardian Life Insurance Company
Harel Insurance and Finance
Heller Bank
Honda Europe Power Equipment
Hungarian Police Force
IndustriOS Software
ING Commercial Finance
Intelys
Israeli Ministry of Environment and Supreme Court
ISS
Kopel-Re'em
LORD Corporation
Menora Mivtahim
Mitsubishi
Musashi Paint
Nestle Nespresso
New Era Solutions
New York State Public Defenders Association
Norfolk and Norwich University NHS Trust
OKOSH
OTOR
Paradise Cruise
Parc des Expositions PARIS-NORD Villepinte
Primagas
Rosenbauer
San Francisco Courts
SAPA Building Systems
Sharp System Products
Sheba Medical Center
SkyVision
STS Group
Sun Life Insurance
Tami 4
Titan Software Systems
Title Solutions, Inc.
UNHCR
United Nations
Vadim Software
Verlingue
Victorinox
Viparis
Vodafone
Volvo Brazil
State of Washington Courts
W3Com
Western Dental
Winslow Indian Health Service

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SAP Certified
Integration with SAP Applications



SAP Certified
Integration with SAP NetWeaver

SAP Innovation
2005 Award

SAP Quality
2006 Award

SAP Leadership in Innovation
2007 Global Award

salesforce.com
AppExchange Partner

CERTIFIED

Ready for
IBM SOA
Specialty

IBM
Business
Partner

Server Proven

Certified for
IBM Lotus
e-business software

ORACLE PARTNER

Do it Once. Do it Right.
MAGIC
SOFTWARE

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