



## Company 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 **agile development** and **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)

## Building Business Productivity

- **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

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 **maximize productivity and reduce the complexity of application development and deployment.** 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 easily adapted to changing business models and needs.

### uniPaaS Business Productivity:

- 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 Application Integration

**iBOLT** is Magic Software's code-free business integration suite giving organizations the ability 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 three 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 AS/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 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. 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** - This alliance gives our 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** - Magic Software enables Salesforce.com customers to more fully adjust to and support the SaaS model through the integration of Salesforce.com with other on-premise business applications using the iBOLT business integration suite.

**IBM** and Magic Software have formed an advanced business alliance that allows customers to utilize new capabilities for the IBM i (AS/400) environment, natively, including Lotus Notes systems, DB2/400 oriented systems and legacy systems.

**Oracle** and Magic Software offer the uniPaaS application platform and iBOLT business integration suite 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 don’t 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 to improve enterprise productivity by providing technologies that increase business revenues, reduce operating costs and achieve faster time to market for enterprise products and services.

### Independent Software Vendors (ISVs)

Approximately 2,500 ISVs around the globe already use 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 together 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  
Administar 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  
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  
Online Trading Academy  
OTOR  
Paradise Cruise  
Parc des Expositions PARIS-NORD Villepinte  
Primagas  
Rosenbauer  
San Francisco Courts  
SAPA Building Systems  
Securitas  
Sharp System Products  
Sheba Medical Center  
SkyVision  
STS Group  
Sun Life Insurance  
Tami 4  
Titan Software Systems  
Title Solutions  
UNHCR  
United Nations  
Vadim Software  
Verlingue  
Victorinox  
Viparis  
Vodafone  
Volvo Brazil  
State of Washington Courts  
W3Com  
Western Dental  
Winslow Indian Health Service

# Do it Once. Do it Right.

## Magic Software's Worldwide Offices

### Corporate Headquarters

Magic Software Enterprises Ltd.  
Tel: +972 3 538 9292

### North and Latin America

Magic Software Enterprises Inc.  
Tel: +1 949 250 1718

### Japan

Magic Software Japan K.K.  
Tel: +81 3 5365 1600

### UK

Magic Software Enterprises UK  
Tel: +44 1344 667 000

### Germany

Magic Software Enterprises Germany  
Tel: +49 89 962 730

### Benelux

Magic Software Enterprises Netherlands  
Tel: +31 30 65 66 266

### France

Magic Software Enterprises France  
Tel: +33 1 49 10 58 58

### Hungary

Magic Software Enterprises (Onyx) Hungary Ltd.  
Tel: +36 1 216 9910

### Distribution

Magic Software Enterprises  
Tel: +972 3 538 9480

### Israel

Magic Software Enterprises Israel  
Tel: +972 3 538 9269

### India

Magic Software Enterprises India Pvt. Ltd.  
Tel: +91 9886 455 398

**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



Ready for  
**IBM SOA**  
Specialty



IBM Server  
Proven

Certified for  
**IBM Lotus**  
e-business software

**ORACLE** PARTNER

Do it Once. Do it Right.  
**MAGIC**  
SOFTWARE

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