



Magic Software Partner Program

Improve competitiveness. Accelerate time-to-market. Boost profitability.

Partnering for success

Magic Software's Partner Program is designed to give our partners a comprehensive value proposition addressing a multitude of business opportunities. We want to help our end-customers enjoy the best solutions for their specific needs. So we're empowering our partners by providing a single resource that brings together Magic Software's products and solutions, technical support, consulting, and marketing and sales assistance.

Our global channel network includes independent software vendors and developers, system integrators, value added distributors and resellers, consultancy partners, as well as OEM partners. The Partner Program leverages the skills and experience of all our partners with the goal of improving competitiveness, accelerating time-to-market and boosting your profitability.



The Magic Software Partner Program features three membership levels:

Business

Gold

Platinum

Why become a Magic Software partner?

A partnership with Magic Software gives you access to a wealth of knowledge and experience gained over 20 years. Our commitment to your success is demonstrated through a value-added offering, competitive margins, sales and marketing support and dedicated channel specialists.

Why partner with us? Here are just a few good reasons:

Partner with an Industry Leader

Stay ahead of the competition and maximize your regional performance by partnering with a global leader in application development, deployment and integration. With leading industry analysts recognizing the strength of our technological approach, product roadmap, and corporate strategy, Magic Software has a solid reputation that you can now use for your success.

Leverage Magic Software Brand & Award-Winning Solutions

Magic Software provides a unique code-free approach to application development, deployment and integration. The result is fast, intuitive and cost-effective answers to all your customer's business needs. By aligning with our award-winning solutions, you differentiate yourself from your competitors. Magic Software's products add power and value to existing IT resources, enhance business agility, and give your customers the ability to focus on their core business priorities.

Step Forward with Confidence

Magic Software has thousands of customers with successful installations and hundreds of partners worldwide. And the list is growing. By accessing a global ecosystem of industry-leading software, services and partners, you get everything you need to successfully plan, sell and implement Magic Software's solutions in any business scenario.

Grow your Business - Maximize ROI

We promise to work with you on all aspects of your business to facilitate optimal growth. Leverage Magic Software's comprehensive range of training, marketing and sales tools and support to rapidly train and deploy the right resources for your specific target markets. We open every available avenue to help you boost profitability, accelerate time-to-market and achieve a rapid return on investment.

Magic Software partners enjoy the following benefits:

Training and Education

- Product and sales training
- Product and sales training webinars
- Periodic newsletter
- Periodic product road-map reviews

Joint Marketing Activities

- Partner solutions directory entry
- Channel partner reference and resource guide
- Web exposure via Magic Software website
- Access to Magic Software's partner portal
- Use of the Magic Software partner logo and branding

Joint Sales Activities

- Attractive discounts and competitive margins
- Joint customer visits / demonstrations

Support Benefits

- Online support access
- Access to online product documentation

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Gold and Platinum partners also enjoy the following benefits:

Training and Education

- Additional free admissions to enrollment courses
- Larger discounts on technical education
- Free in-depth sales mentoring
- Additional free solution architecture design

Joint Marketing Activities

- In-depth communication and marketing support
- Co-marketing funding (for Platinum only)
- Premium web exposure on Magic Software's website
- Greater partner solution catalog exposure
- Basic and Advanced lead referral

Joint Sales Activities

- Greater rebates as part of a revenue achievement incentive plan
- Face-to-face channel account manager meetings
- Magic Software Global Business Summit exhibiting & sponsorship opportunities (for Platinum only)
- Advanced and Premium technical and pre-sales support

Support Benefits

- Advanced and Premium online support access
- Technical and pre-sales support hotline
- Access to our technical wish-list and roadmap discussions

Magic Software's Partner Program communities

The Magic Software Partner Program includes the following partner communities:

System Integrators (SI's)

Magic Software provides System Integrators with the tools to deliver open architecture solutions that integrate platforms, data and applications. They provide services and domain expertise related to Magic Software's technology for mutual customers on a regional, national or global scale.

Independent Software Vendors (ISV's)

Magic Software's Independent Software Vendors provide packaged software applications that work with Magic Software's technology stack, either through Magic Software's development platform, or with Magic Software's SOA integration suite.

Value Added Resellers (VAR's)

Magic Software's Value Added Resellers are effectively an extension of Magic Software's sales force benefiting from dedicated support from Magic Software's sales account managers. They can deliver Magic Software products with other services and products to create value-added solutions to address specific IT needs.

Value Added Distributors (VAD's)

Magic Software's Value Added Distributors are authorized agents representing Magic Software. They sell and support the entire product portfolio and services of Magic Software to System Integrators, Independent Software Vendors, Value Added Resellers, and Original Equipment Manufacturers within specific territories. They can deliver Magic Software products with other services and products to create value-added solutions to address specific IT needs.

Consultancy Partners

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

Original Equipment Manufacturers (OEM's)

Magic Software's Original Equipment Manufacturers are software vendors that use embedded Magic Software technology to develop their own mission-critical business applications. By incorporating Magic Software technology, they can achieve greater market penetration and deliver more complete or differentiated products at lower cost and faster time-to-market.

How to join

Improve your competitiveness, accelerate time-to-market and boost your company's profitability by joining Magic Software's Partner Program.

For additional information, contact the channel partner specialist at the Magic Software office nearest you or visit our website at www.magicsoftware.com (Partners/Become a Partner).



Magic Software's Value Advantage

- Over 20 years experience in application platform, and business and process integration solutions
- Thousands of customers and successful installations worldwide
- Proven channel-partner success with global network of over 2500 ISV's, hundreds of system integrators, VADs/VARs, consulting and OEM partners
- Dedicated global support
- Award-winning technology
- Recognized by the leading industry analysts
- Focus on business-process optimization via code-free approach
- Global presence in over 50 countries

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a leading provider of application platform, and business and process integration solutions with over 20 years of experience. Our award-winning solutions give our partners and customers the power to leverage existing IT resources, enhance business agility, and focus on core business priorities.

Magic Software has thousands of successful customer installations worldwide and a global network of ISV's, system integrators, value added distributors and resellers, and consulting and OEM partners. Our technological approach, product roadmap and corporate strategy are recognized by the leading industry analysts. Magic Software has a presence in over 50 countries and partnerships with global IT leaders including SAP AG, Salesforce.com, IBM and Oracle.

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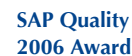
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