



Industry Outlook | Logistics

iBOLT Accelerates Supply Chain Integration

Magic Software has delivered successful solutions to its partners and customers throughout the logistics industry. These include large and mid-size distributors, freight forwarders, shipping companies (air, sea and land), air cargo companies, airlines, fleet managers, package delivery companies and supply chain solutions providers.

Unique Business Benefits for Logistics and Distribution Customers

Customers in the logistics and distribution sector often cite these benefits of Magic Software's technology:

Open Standards

iBOLT helps you bridge standards by taking a technology neutral approach to integration. Rather than trying to force adoption of a single standard, iBOLT recognizes the rich variety of standards used in industry today. By supporting the widest possible array of standards, this helps to assure the future value of IT investments, leverages existing infrastructure investments and reduces the time required to implement workable solutions.

RFID Data Integration

With the increasing use of radio frequency identification devices and EPC, managing logistics is becoming both more powerful and more complicated. To quickly take advantage of the new power and flexibility provided by auto-ID technologies you need a flexible approach to integration such as our iBOLT Integration Suite that can rapidly wrap new business processes and data structures around existing ones.

Rapid EDI Implementation

Many of the current standards for business-to-business exchange of information are based on electronic data interchange (EDI). iBOLT is ideally suited to enabling you to become compliant with standards based on EDI.

Superior XML Handling

As more and more companies are moving to the use of XL in place of EDI, you need not worry with iBOLT. Our visual data mapping tools allow you to create quick relationships and transformations to and from XML, SQL etc.

Item Synchronization

Efficient item synchronization in the supply chain is heavily dependent upon tight integration of disparate business processes and IT systems. iBOLT brings together people, processes and systems to achieve highly synchronized item data that leads to significant ROI across the value chain.

Scalability

Our technology will keep up with even the most demanding performance requirements. iBOLT been utilized in single server settings with demands exceeding one million synchronous transactions per day and for more demanding workloads includes a robust load balancing technology for utilization of multiple servers simultaneously. Our largest logistics customer synchronizes server data in nearly 200 countries worldwide in part of what has been called the world's largest IBM DB2 database.

Excellent Support and Training

Magic Software offers full technical support, training and professional services options to ensure that your mission critical operations are always backed by a team of professionals ready to tackle support issues as needed. We offer a full compliment of training options including self-paced computer-based instruction and online seminars. Because our staff has experience integrating logistics oriented applications, our training is relevant to your needs.

Superior Reliability

With a robust transaction broker technology, you can be assured of a high degree of operational integrity when utilizing iBOLT and uniPaaS. iBOLT allows for complex business processes with multiple "rollback" levels. An upstream process can be reversed according to your policies whenever a downstream process upon which it depends has failed or experienced an exception condition that you define. Since you are in control of your business rules in an environment of utmost security, transactional integrity is optimized in support of your company mission.

Magic Software Applications and Technology in the Logistics and Distribution Sector



Magic Software's iBOLT business and process integration suite and uniPaaS application platform are used in the logistics and distribution sectors worldwide, including:

UPS Supply Chain Solutions. UPS, the company known for running 'the tightest ship in the shipping business' uses Magic Software for chain integration deployed at the global, national and departmental level. But the story of this \$30 billion package delivery giant is just the tip of the iceberg when it comes to the impact of our technology in the logistics industry.

Menzies World Cargo. Working together with our partner Menzies World Cargo, Magic Software has been pleased to bring the Hermes cargo handling system to market. This system is being implemented around the world from Shanghai to Reykjavik.

AIMS. Minerva Associates' AIMS is "Best of Breed" application software for WMS (warehouse management systems), TXP (transaction processing), and WIP (work-in-process) operations. Whether you need TXP to harness and control automated material handling equipment (carousels, conveyors, AS/RS, miniloader cranes, robotic palletizers, weigh scales, etc.), WIP for materials management in manufacturing, or WMS for complete wall-to-wall, receiving-to-shipping, automated management, tracking and control of inventory in the warehouse, an AIMS system can handle material management and automation needs in your operation.

DoveTrack. Dove Tree Canyon Software provides software for the material management software industry. Dove Tree Canyon's

specialty is high speed broken case order fulfillment utilizing carousels, pick to light, flow rack, and RF systems. In addition they provide software to 3PL warehouses, stockrooms, manufacturing floors, asset tracking, file folder tracking, and beyond. Dove Tree Canyon solutions are web enabled, thus providing connectivity and visibility over the Internet and corporate Intranets.

Shipment Commander and Warehouse Commander. Logistics Technologies provides supply chain management systems that address the needs of low volume shippers as well as those of fully automated, tightly integrated, multi-site distribution environments. They implement comprehensive and highly configurable transportation management solutions that give logistics professionals the functionality and flexibility to execute timely and cost effective shipping. The platform and database independent design made possible by uniPaaS enables Logistics Technologies clients to easily integrate with internal business systems and instantly distribute shipment information enterprise-wide.

Our customers in the logistics and distribution sector include: adidas-Canada, AFC Worldwide Express, Bex Couriers, Carey International, Tech Data, Advantage Rent-a-Car, Damco Sea & Air, Anglo Canadian Housewares, Gaisa Forwarding, Victorinox, Medway Port Authority, and Ultron Lift.

Our Magic Software Solutions Partners offering logistics solutions worldwide include: Logistics Technologies, Minerva Associates, and Infospicative.

About Magic Software Enterprises

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a global provider of application platforms, and business and process integration solutions. Magic Software has offices in 10 countries and a presence in over 50, as well as a global network of ISV's, system integrators, value-added distributors and resellers, consulting and OEM partners. The company's award-winning code-free solutions give partners and customers the power to leverage existing IT resources, enhance business agility and focus on core business priorities. Magic Software's technological approach, product roadmap and corporate strategy are recognized by leading industry analysts. Magic Software has partnerships with global IT leaders including SAP AG, Salesforce.com, IBM and Oracle.

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