

Cloud Computing
Application Platform
Code-free
Forward-looking
RIA
Smart
Multi-Device
Future-Proof
Open
Mobile
SaaS
.NET
Powerful

uniPaaS...the Smarter Way to Build and Deploy Business Applications

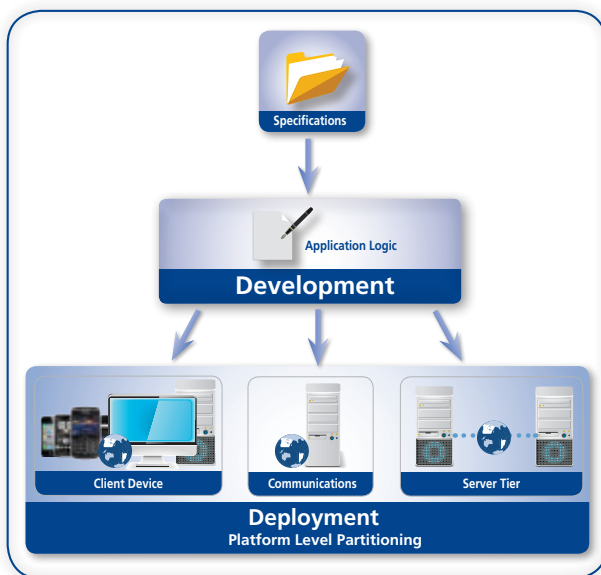


uniPaaS is a powerful and versatile application platform that simplifies and accelerates the process of building and deploying business applications

Platform-Independent Multi-Deployment

uniPaaS supports a wide range of deployment modes, providing a simple and gradual migration path from client/server applications to rich Internet (RIA), mobile, and cloud-enabled applications and software-as-a-service (SaaS). It also provides native mobile clients to fully support the development and deployment of mobile applications.

Developers can use uniPaaS' highly productive metadata-driven development environment to enhance their software offerings with an engaging, standardized, and modern user interface. uniPaaS supports native deployment on various commonly-used server and client operating systems, while its .NET framework-based deployment engine enables simple and comprehensive .NET integration.



**Magic Software Application Platform –
Deployment Life Cycle**

Smart, Future-Proof Technology

uniPaaS implements highly-secure business-centric technology to deliver high-performance capabilities. It provides a single development paradigm and a ready-made business application engine to simplify the code-writing process. This ensures resource optimization and high productivity for fast and reliable turnaround.

The smart, future-proof technology of uniPaaS provides built-in scalability to accommodate business growth and respond effectively to changing business needs. Its unique metadata-driven approach enables seamless integration of any future technological advancement, while its powerful and intelligent automation turns the world of complex enterprise application development and deployment into a straightforward reality.

One Platform...One Paradigm

uniPaaS implements a single unified development paradigm that incorporates all aspects of your development and deployment process.

Applications powered by uniPaaS are independent of the operating system, database, and hardware platform, enabling deployment across changing and heterogeneous environments. No re-engineering of core architecture or heavy replication of logic, data, and processes is required.

Faster Deployment...Higher Profitability... Lower Cost

uniPaaS enables you to focus on the value of your business applications rather than on their underlying technological requirements. When the time comes to deploy, uniPaaS takes your business logic and automatically instructs the various technical components without requiring your intervention.

With uniPaaS, you can deliver the most profitable applications quicker than ever before, and at an unprecedented low cost of ownership.

uniPaaS Features

- Hybrid deployment – both on-premise and cloud-based
- Unitary client-side and server-side paradigm
- Automatic partitioning and automatic context management
- Seamless .NET integration
- Legacy logic utilization of Java, .Net, RPG, Cobol, and others
- High scalability
- Transparent and highly optimized client-server communication
- Event-driven architecture
- Cross-platform server deployment
- Database transparency
- Performance-aware development
- Compliance with enterprise-wide Service Oriented Architecture (SOA) strategies
- Multiple deployment from a single application source
- Purpose-built for complex enterprise applications
- Native mobile client for each device type
- Cloud-ready architecture
- Rule-based engine for accelerated computation
- Multilingual support
- Comprehensive enterprise-grade security
- Full real-time integration with back-end systems

Browser-Independent Rich Internet and Mobile Business Applications

Where other solutions try to bend the limitations of the browser environment, uniPaaS uses browser-free technology. This means no more worrying about browser fragility, security, preferences, and user settings, and no more worrying about which applications can and can't work with the browser.

uniPaaS' browser-free, business-centric, native .Net-based client is a 'fit client' that combines the computation power of a fat client with the affordability and portability of a thin client to give you the perfect fit for all your RIA and cloud-based application requirements.

Cost-Effective Migration to RIA

RIA provides richer user interface functionality, including desktop-style 'drag and drop' options and greater responsiveness. Customers can quickly access and run your cloud-enabled RIA, while multi-tier architecture enhances security, allowing you to hide sensitive elements of your application.

uniPaaS enables you to develop and deploy an entire business RIA application in a single effort using a single programming language. With a simpler pre-compiled and pre-configured coding process and fewer skills required, uniPaaS supports easy and cost-effective RIA customization. The uniPaaS evolutionary approach provides a smooth transition to RIA, resulting in reduced cost of deployment and faster time to market, enabling you to quickly take advantage of new business opportunities.

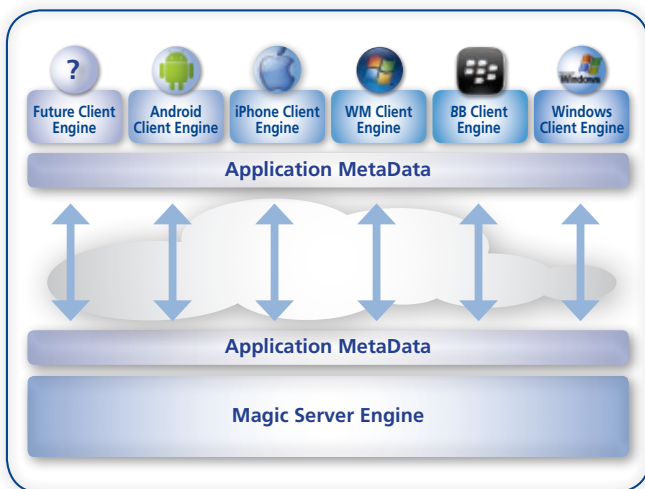
The Path to Genuine Enterprise Mobility

The uniPaaS metadata-driven engine and unique development paradigm provide the tools to build core business applications that are suited to the mobile environment - simple and lightweight, yet with the functionality required for performing essential business tasks on mobile devices.

uniPaaS applications can run natively on any smartphone by using a native client module to implement a single unified business logic repository that supports all mobile operating systems, including Apple iOS, Google Android, RIM BlackBerry, Windows Mobile, and any future mobile platform.

uniPaaS is specifically designed for enterprise applications, empowering enterprise mobile users to perform any business task in real-time. It can also work in tandem with Magic Software's iBOLT integration platform to provide a unified technology stack that enables secure access and full connectivity to multiple back-end systems, while retaining a unified user experience.

Through streamlined, intuitive development and deployment processes, uniPaaS provides device-independent, mission-critical mobility from a single development effort to generate fast time-to-market with minimum risk and maximum efficiency.



**Magic Software Mobile Offering –
Functional Architecture**

uniPaaS Business Benefits

- Superior application productivity
- Better performance
- Higher profitability and ROI
- Increased end-user satisfaction
- Low total cost of ownership
- Significantly faster time-to-market
- Greater flexibility and responsiveness
- Reduced development risks
- Resource optimization
- Reduced training costs
- Increased future growth opportunities
- Future-proof investment
- Extended market reach



Magic Software's Value Advantage

- Proven technology with 25 years of experience
- Thousands of customers and millions of installations worldwide
- Proven channel-partner success with a global network of over 2500 ISVs, system integrators, VADs/VARs, consulting and OEM partners
- Award-winning technology
- Recognized by the leading industry analysts
- Leading SAP-certified integration partner
- Optimized and certified Salesforce.com adaptor
- Certified Salesforce.com AppExchange partner

About Magic Software Enterprises

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a global provider of mobile and cloud-enabled application and business integration platforms. Magic Software has 14 offices worldwide and a presence in more than 50 countries, with a global network of ISVs, system integrators, value-added distributors and resellers, as well as 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, IBM, and Oracle.

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