

# Turning Data into Information.

Add Business Intelligence to your Magic Software Applications

Enterprise



## Enterprise Challenge: Turning Raw Data into Valuable Information

Better decision making is at the heart of improving business productivity, responding faster to business opportunities and generating more sales.

The challenge is to take the vast quantities of data in today's organizations and transform them into information that is both practical and useful to business.

More effective decision making comes from the ability to turn raw data into valuable information that you can then act upon. To achieve this, raw data needs to be extracted from the various applications within your enterprise, and then presented in a logical, structured business context. That is business intelligence (BI).

### Introducing Magic Software's Integrated BI Solution

Magic Software offers an integrated BI solution based on its iBOLT business integration suite and uniPaaS application platform in conjunction with MicroStrategy 9. This delivers code-free integration, enterprise-class business applications, sophisticated analytics, low cost of ownership, rapid report creation, and superior end-user self-service.

Our tools are designed to give every manager and business user everything they need to make their businesses smarter, more agile and more efficient.

### Combine a World Leader in BI with a World Leader in Application Development and Integration:

- iBOLT – Magic Software's award-winning, code-free data integration tool – providing fast and cost-effective integration of enterprise application data.
- uniPaaS – Magic Software's application platform accelerates development of new applications and simplifies user interfaces with existing software.
- MicroStrategy 9 – World-leading BI platform featuring unrivaled business analytics and BI performance at the lowest administration cost.

### Why Do Enterprises Need Simpler Applications, Better Integration and BI?

Better decision making in today's business environment is a must-have. Business intelligence is at the heart of producing a smarter, more agile and more cost-efficient business – but data analysis is just the tip of the iceberg. You first need to simplify the use of multiple complex interfaces and make certain your enterprise data is fully integrated with the various other applications in the enterprise. Only then is effective and accurate analysis possible. Furthermore, business process integration tools provide a way for you to act on the business insights afforded by a BI solution.

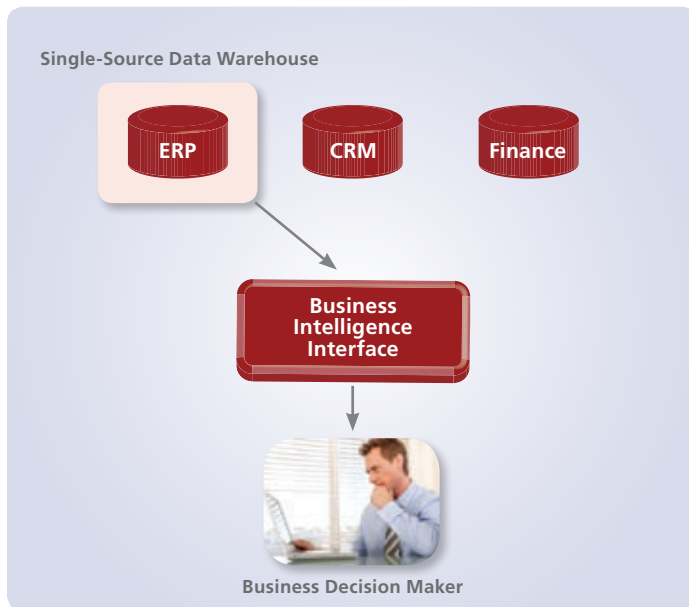
BI solutions need to be fed from a single source of data – or data warehouse. The problem is that most companies today have multiple data sources – each with its own unique view of a company's situation, whether it's from the standpoint of ERP, CRM, HR management, finance or others. What's needed is a fully integrated view of a company's data before BI tools are applied. That's where iBOLT can help.

### How Magic Software and MicroStrategy Enable Better Decision Making:

- First, the iBOLT business integration suite gathers your information by integrating your entire enterprise's application portfolio and providing a single, consistent enterprise-wide data warehouse source.
- Second, the uniPaaS application platform simplifies the creation of new business logic and the consolidation of multiple, confusing user interfaces from diverse applications and locations, into a single easy-to-use enterprise-wide application. Then, iBOLT synchronizes and automates your business processes so that high-quality data is available at the right time and frequency.
- This data gathering process is constantly monitored and managed with fail-over and recovery processes to ensure that the information can be analyzed and presented in a variety of ways.
- Based on all this, the MicroStrategy BI tool delivers the highest level of business analytics and BI performance at the lowest administration cost to your organization.
- And for existing users of the uniPaaS application platform, MicroStrategy 9 is the fastest route to business intelligence right inside your Magic Software applications.



## Business Intelligence Process Before iBOLT Data Application Integration



## Business Intelligence Process After iBOLT Data Application Integration



## Business Advantages – Unrivalled ROI

Magic Software's integrated BI solution makes business intelligence faster, simpler and truer to real life than standalone BI solutions, providing unrivalled ROI and business value to the enterprise.

Magic Software's integrated BI solution improves business performance by putting actionable information into the hands of every manager and decision maker in the enterprise. Our technology offers an unprecedented range of monitoring, reporting, and analyzing capabilities within a single product suite to allow everyone to make better business decisions every day, and drive business performance goals.

### Magic Software's integrated BI solution provides organizations with greater insights to:

- Enhance cost-efficiency and productivity
- Build stronger customer relationships
- Optimize revenue-generating strategies
- Monitor trends and discover anomalies
- Forecast business opportunities
- Avoid potential threats before they occur

## Already Have a Magic Software Application? Add-On World-Leading BI

Magic Software's BI platform provides enterprises with the ability to upgrade Magic Software applications with a ready-made, high-performance BI tool that will:

1. Enhance the range and depth of reporting capabilities – using MicroStrategy's advanced dash-boarding, analytics and KPIs.
2. Save the high cost of outsourcing alternative BI capabilities or building them in-house.

Based upon MicroStrategy 9, Magic Software's BI platform delivers high performance, sophisticated analytics, low cost of ownership, rapid report creation, and superior end-user self-service.

Our enterprise-level BI tool can improve the business ROI value of existing Magic Software-based business applications by advancing from legacy reporting capabilities to the very latest BI functionality.

## Why MicroStrategy?

MicroStrategy is a global leader in business intelligence with more than one million people every day using the software for unlimited data analysis, reports and dashboards, mobile intelligence, data mining, forecasting, operations management, and executive decision making.

MicroStrategy 9, the latest software release from MicroStrategy makes businesses faster, easier, and more user-friendly. That's why MicroStrategy is positioned in the Leaders Quadrant of Gartner's 2010 Magic Quadrant for Business Intelligence Platforms report.

Specific enhancements in the newest release yield significant benefits to customers, including:

- Cost-Efficiency – requires least number of administrators of any BI solution currently available
- Higher Performance – work faster and more efficiently
- Faster Deployment of New BI Applications – launch BI applications quickly
- Next Generation Dashboard Applications – more data per dashboard plus faster, larger scale dashboard distribution
- Easier Administration – deliver more BI with less effort

## Why Magic Software?

- Works seamlessly with solutions from vendors such as Microsoft, Oracle, SAP, IBM and salesforce.com.
- Accelerates development of new business application logic
- Consolidates user interfaces across multiple applications and locations
- Simplifies the design and integration process by separating business logic from integration technology
- Allows changes to prototype business models without affecting actual business or technical layers
- Features user-friendly, code-free tools such as wizards, drag-and-drop options and tables
- Creates straightforward connections with enterprise applications deployed on any hardware, operating system, or database
- Allows you to implement your business rules across multiple applications, platforms and databases through business process orchestration

## About Magic Software Enterprises

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a global provider of cloud and on-premise application platform solutions, and business and process integration solutions. 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, salesforce.com, IBM and Oracle.

For more information, visit [www.magicsoftware.com](http://www.magicsoftware.com).

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