

Turning Data into Information.

Add Business Intelligence to Your
Magic Software Applications

Independent Software Vendor



The ISV Challenge: Stay Competitive

As an Independent Software Vendor, growing your business is a challenge in today's economic climate. Your customers are constantly looking to work smarter, be more agile and more cost-efficient, and improve business operations. In addition, competition from industry giants is commoditizing your solution and driving costs down.

The challenge for ISVs is to stay competitive by offering customers unique business capabilities, more productivity and higher efficiency, and by remaining realistically priced. That's where Magic Software's choice of business intelligence offerings can help.

Why Business Intelligence?

Implementing business intelligence (BI) helps companies improve their handling of opportunities and threats, and overall decision making at both the management and operational levels. Today, BI functionality is the number one requirement for customers looking to make their businesses smarter, more agile and more efficient.

Worldwide BI Market Size – A Comparison

Worldwide BI market*: (21.7% YOY increase)	\$ 8.8 billion
Worldwide app development market: (4% YOY increase)	\$7.3 billion

*(including BI platforms, analytic applications and performance management software)

Magic Software currently offers ISVs a unique proposal to implement business intelligence in their solutions. Based upon MicroStrategy 9, Magic Software's integrated BI solution delivers high performance, sophisticated analytics, low cost of ownership, rapid report creation, and superior end-user self-service. Our enterprise-level BI solution is designed to give decision makers everything they need to improve IT efficiency and improve the business ROI value of their existing Magic Software-based business applications.

Enterprise Solutions with World Leading Business Intelligence

Magic Software's integrated BI solution provides ISVs with the ability to upgrade uniPaaS or iBOLT applications with ready-made, high-performance BI capabilities that will:

1. Enhance the solution range and depth of reporting capabilities – using MicroStrategy's advanced dashboarding, analytics and KPIs
2. Integrate BI capabilities into your iBOLT implementation or uniPaaS application
3. Save you, the ISV, the high cost of developing BI capabilities in-house

The Magic Software Integrated BI Solution

Magic Software's Integrated BI solution combines the best from the world of business intelligence with our world-leading data and application integration technology:

- iBOLT – Magic Software's code-free data integration tool provides 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 tool featuring unrivaled inter-component integration and reusability

How iBOLT and MicroStrategy Work with uniPaaS to Enable Better Decision Making:

- First, the iBOLT business integration suite integrates your uniPaaS application with the entire enterprise. This provides a single, consistent data warehouse source.
- Information is synchronized and business processes are automated, so that high-quality data is available at the right time and frequency.
- This information gathering process is constantly monitored and managed with fail-over and recovery processes to ensure that the information can be processed and presented in a variety of means.
- Based on this information, MicroStrategy 9 delivers the highest level of business analytics and performance for both your uniPaaS and other business applications at the lowest administration cost to your organization.

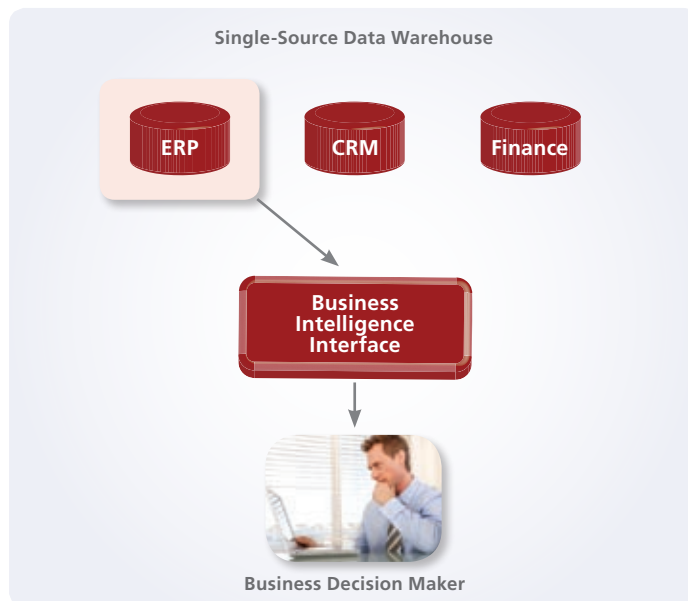
Magic Software's integrated BI solution provides organizations with greater insights to:

- 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

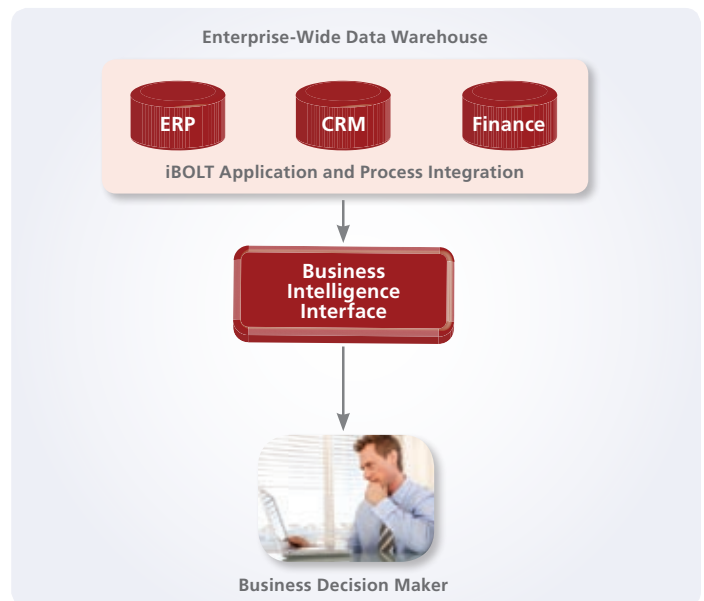
Business Advantages – Unrivaled ROI

Magic Software's integrated BI solution provides unrivaled value to our community of independent software vendors. It improves business performance by putting actionable information into the hands of every business person in the enterprise. Our technology offers an unprecedented range of capabilities within a single architecture to allow everyone to make better business decisions every day, and drive business performance goals.

Business Intelligence Process Before iBOLT Data Application Integration



Business Intelligence Process After iBOLT Data Application Integration



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 business intelligence faster, easier, and more user-friendly. That's why MicroStrategy 9 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 the 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?

Magic Software offers the most comprehensive and affordable single stack solution for industry-proven, code-free application development and integration. This:

- 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
- Works seamlessly with solutions from vendors such as Microsoft, Oracle, SAP, IBM, salesforce.com, and many more

About Magic Software Enterprises

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a global provider of cloud and on-premise application platforms, and business integration solutions. Magic Software has 14 offices worldwide and a presence in over 50 countries, as well as a global network of ISVs, 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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Do it Once. Do it Right.

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