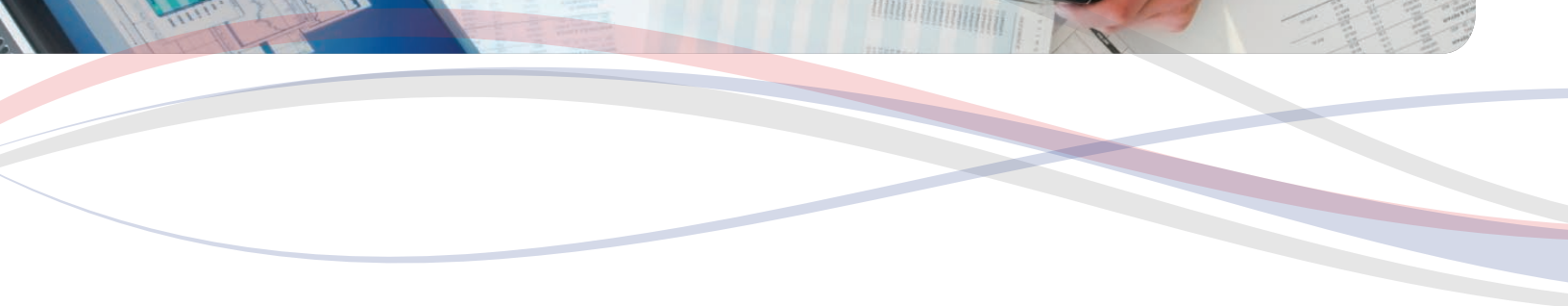


Turning Data into Information.

Add Business Intelligence to your Magic Software Applications

System Integrators



The SI Challenge: Cost vs. Customization

Enterprise customers today demand more. They want better and more customized IT solutions to fit their specific business needs. They also want to pay for exactly what they need and no more.

Better decision making in today's business environment is a must-have. For system integrators the challenge is to provide solutions that deliver customer value in a reliable way. This means providing added-value business intelligence solutions that work with minimal risk and ensure maximum success rates.

Introducing Magic Software's Integrated BI Solution

Based upon Magic Software's iBOLT business integration platform, uniPaaS application platform and MicroStrategy 9, Magic Software's integrated BI solution delivers code-free integration, simplified applications, sophisticated analytics, and rapid report creation.

For system integrators, this means a lower up-front investment to own and operate a fully integrated BI offering. For your customers, this translates into faster project implementation, low cost of ownership and maintenance, and superior end-user self-service.

Our enterprise-level integrated BI solution is designed to give enterprise business people and managers 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 integration platform 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 to existing software.
- MicroStrategy 9 – World-leading BI tool featuring unrivaled business analytics and BI performance at the lowest administration cost.

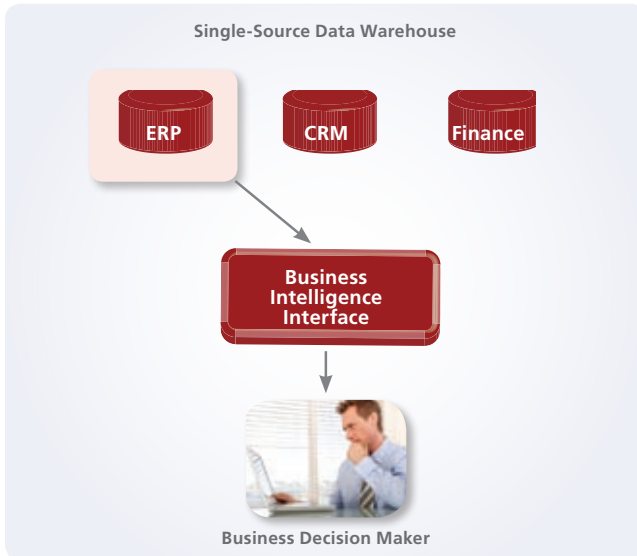
Why Do Your Business Intelligence Customers Need Better Applications and Integration?

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 business intelligence solution.

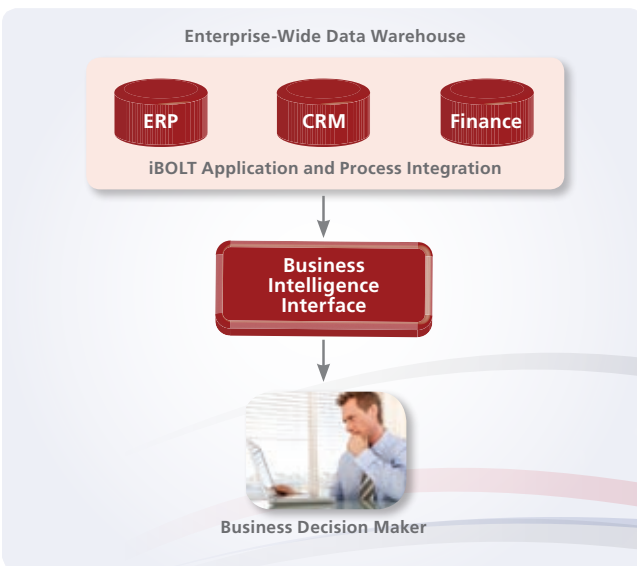
How Magic Software and MicroStrategy Enable Better Decision Making:

- First, the iBOLT business integration platform gathers information by integrating the entire enterprise's application portfolio and providing a single, consistent 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 digested and presented in a variety of ways.
- Based on all of this, the MicroStrategy BI tool delivers the highest-level of business analytics and performance at the lowest administration cost to the organization.

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 even faster and easier and provides unrivalled business ROI value to an enterprise.

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

Magic Software's Integrated BI Solution Provides System Integrators With:

- A fully integrated BI offering at a minimum upfront cost
- An edge over the competition – by providing your end-users with a range of solutions to meet specific customer needs
- Strengthened reputation - minimize project implementation risks and improve project success rate
- Superior end-user self-service and satisfaction



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 solution:

- 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 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.

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