

# **MAGIC XPA**

**Magic xpa Application Platform provides a simple, code-free and cost-effective development and deployment environment that lets organizations and ISVs quickly create user-friendly, enterprise-grade, multi-channel mobile and desktop business app that employ the latest advanced functionalities and technologies.**

## **Simple, Highly Productive and Cost-Effective**

Magic xpa's metadata paradigm, visual studio environment, and robust application engine simplifies development and deployment of business applications, enabling enterprises to get multiple apps to market quickly, easily and with minimal resources.

## **Multi-Channel (Mobile and Desktop) Platform-Independent**

Magic xpa enables users to develop once and deploy their apps across the most popular operating systems and devices (smartphones, tablets, laptops, and desktops) with high performance and capabilities to use platform-specific advanced features.

Powerful and versatile, Magic xpa supports a wide range of development architectures including native clients for all leading mobile platforms (**iOS, Android, BlackBerry, Windows Mobile**), **Web/HTML5, Rich Internet Applications (RIA), cloud-enabled software-as-a-service (SaaS), and client/server**.

## **Intuitive, Attractive User Experiences**

Magic xpa includes numerous features to help users create attractive user-friendly apps that end users will want to use. Magic's native clients that enable intuitive navigation and use of embedded device capabilities (camera, GPS, gyroscope, etc.), support for advanced form animations and color options, native tab bars and navigation drawers, customized keyboards and an expanded set of native controls.

## **Offline Support**

Your users need to continue to work even if their network connection doesn't. Magic xpa provides comprehensive offline capabilities for disconnected operation, including local database storage and flexible sync and caching - so your apps will work anytime, online or off.

Magic xpa ensures business continuity by enabling files to be stored locally and automatically uploaded, downloaded and synced seamlessly (in any direction) when reception returns. Application resources (data, files, images) can also be cached locally and updated automatically when connected, so employees can always access the key information they need to be most effective.

## **Full .NET Compatibility**

Magic xpa's deployment engine is based on Microsoft .NET Framework, providing developers with access to a wide range of built-in, commercial and third-party .NET services, forms and controls. Use of .NET Windows Forms controls give apps a modern, friendly user experience that increases usability. While fully .NET compliant, Magic xpa continues to support native development on Solaris, AIX, Linux, and IBM i server platforms.

## Continuously Evolving, Future-Proof Technology

Magic has been enhancing features and helping our customers Outperform the Future for over 30 years and will continue doing so. We provide our long-time customers with simple migration paths to RIA and mobile, and provide an integration platform based on the same technology stack. By migrating your applications to the latest version, our customers can take advantage of new business opportunities quickly, easily and cost-effectively.

## A Full Solution

Magic customers benefit from Magic's rich 30-year experience in application development and integration.

You also benefit from our [End-to-End Enterprise Mobility Solution](#) and strong ecosystem including:

- Extensive professional service expertise and partner network
- Strong developer community including 3000+ ISVs
- Global 24/7 customer support organization
- Strategic alliances and partnerships with mobility and enterprise software vendors including Samsung, SAP, salesforce.com, Oracle JDE, Microsoft, IBM, and more
- [Magic xpa Application Platform Editions: Comparison Table](#)
- [Magic xpa Application Platform RIA Deployment Demo](#)

## Magic xpa Features

- **Multi-channel app development:** Develop once and deploy across all popular operating systems and devices (e.g. iOS, Android, BlackBerry, Windows Mobile, Desktop and Web)
- **Native mobile clients** for multi-platform, multi-device deployment
- **Integrated studio** with visual form editor for rapid prototyping and incremental development
- **Enterprise-grade** performance, security and scalability
- **Enhanced User Experience** features for creating attractive and intuitive interfaces
- **Full .NET** compatibility
- **Automatic partitioning** between server and client components
- Compliance with **Service Oriented Architecture** (SOA) strategies
- **Cloud-ready** architecture
- **Flexible pricing** models and deployment modes

Part of Magic's unified technology stack, enabling **certified real-time integration** with back-end systems

## **Magic xpa Business Benefits**

- **Superior developer productivity:** Pre-definition of every element in the application allows for constant reuse of the pre-defined elements, which leads to highly productive development cycles.
- **Low total cost of ownership (TCO):** One skill set and technology for all operating systems (mobile and desktop); minimum deployment and maintenance efforts
- **Fast time-to-market:** Automatically adapts applications to desired deployment mode (Mobile, Rich Internet Applications, Client/Server, HTML Web Applications)
- **High agility and responsiveness:** Updates and changes are done once and automatically propagated to any deployment mode.
- **High application usability and adoption:** Modern GUI creates attractive user experiences
- **Minimizes development risks**
- **Future-proof technology:** Increases future growth opportunities
- **Comprehensive support and ecosystem:** Worldwide technical, customer, and Professional Services support; strategic alliances; broad partner network, strong developer community; access to Magic R&D
- **Backed by 30 years of application development and integration experience**

## Comparing Magic xpa with other development platform



Don't Get Overwhelmed by the Chaos!

Multi-platform applications ERP  
Web/HTML5 App stores  
What should I do?  
Native Online/offline development  
CRM Javascript User experience Performance  
User Interface Tablets  
Hybrid Cloud-based applications Smartphones  
Legacy security  
Manufacturing Future proof

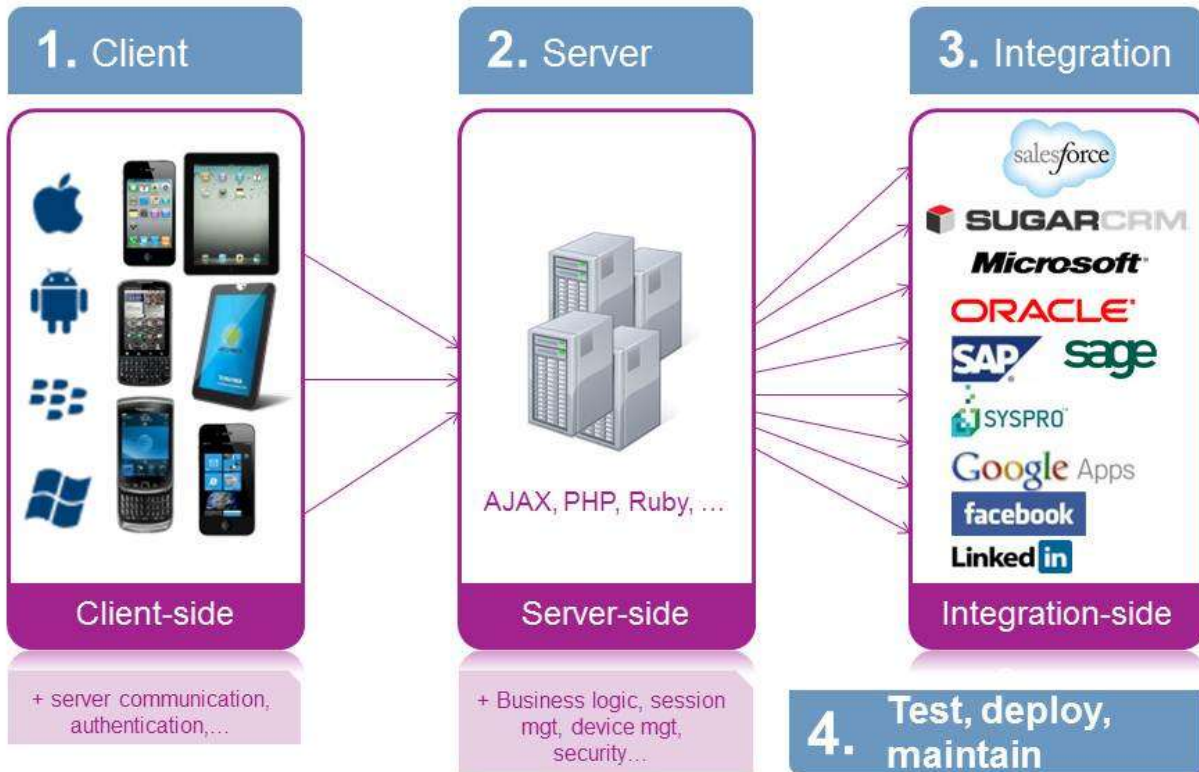


Today, you can hear many buzzwords around mobile enterprise application: technologies like HTML5, Javascript, native, hybrid, cloud but also mobile capabilities, user interface...there are many philosophical debates that makes decision-makers and IT managers a bit lost or at least very cautious in their strategy or later at the implementation phase.

The changing environment is mainly driven by 2 main trends: Consumerization of IT and OS fragmentation



## Native Development Process for Native Apps



I would like to give an example of developing a native application with a native development language.

A typical project would start with a client side development with one stream per targeted platform, then multiple server-side development streams using for example PHP, AJAX or Ruby.

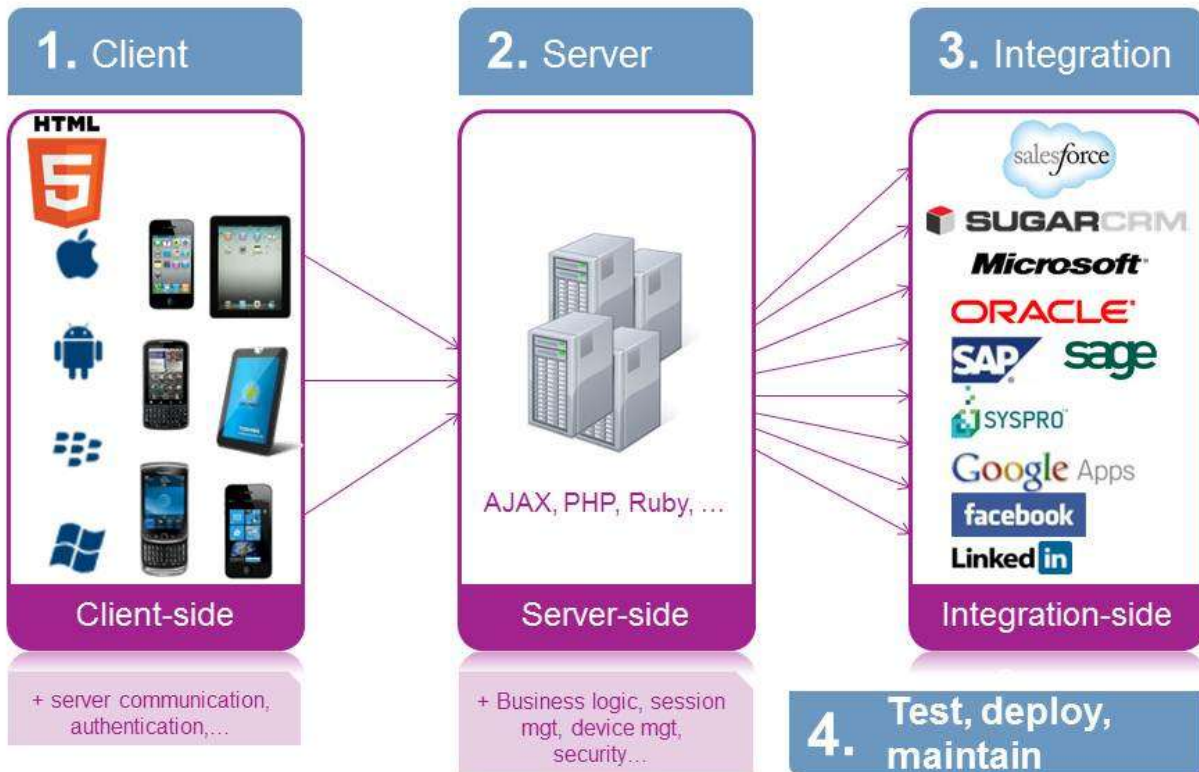
Then you would add as many integration development streams as required for point-to-point integration.

Obviously you would need to develop also the communication layers and test, deploy and maintain all these.

The whole process is quite heavy, risky in term of quality and not adapted to fast time-to-market environment.



## Web Development Process for Web/Hybrid

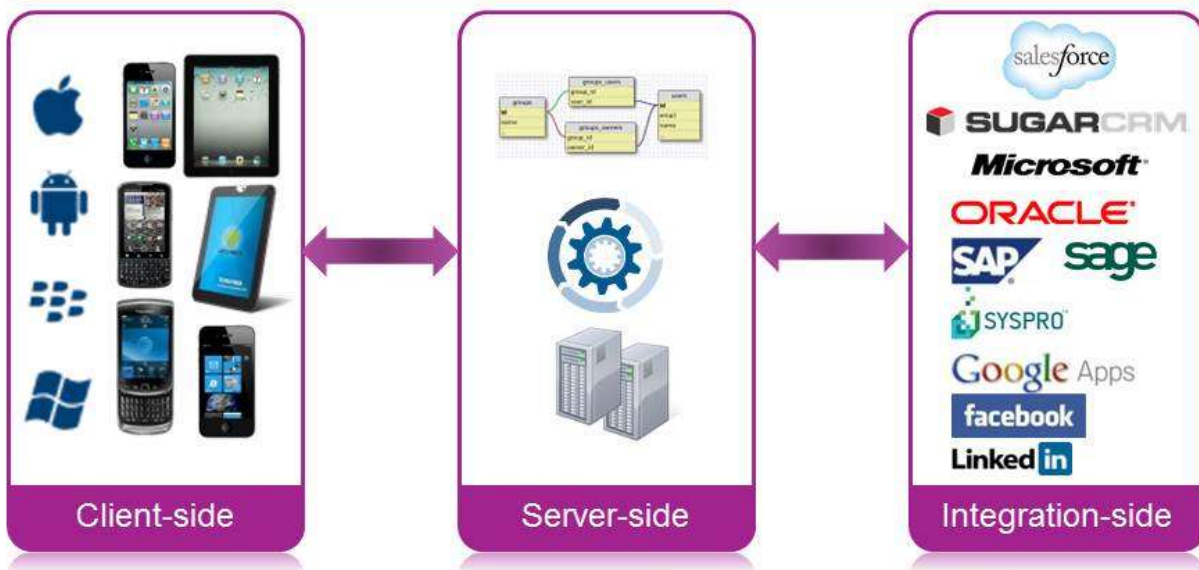


Let's take now a web or hybrid application developed with web technologies. A typical project would also start with a client side development using HTML5 for example, with this time one development stream for all the platforms, then multiple server-side development streams for server-side logic. Then you would add as many integration development streams as required for point-to-point integration. In the same way, you would need to test, deploy and maintain all these. The whole process is less heavy and risky but still not optimized.



## Middleware Development Process for Hybrid/Native Apps

### 1. Client + server + integration-sides in one development stream



### 2. Test, deploy, maintain

Finally, last example is developing hybrid or native applications using an end-to-end development platform (**Magic xpa**) covering client-side, server-side and integration development.

You would have only one development stream this time and the whole process here would be optimized for best quality, time-to-market and high flexibility.

## **SUCCESS STORIES**



### **Stream Software**

“Of all the goods that arrive in Antwerp, 80% of all declarations are dealt with by software (Customs Streamliner) that we have developed with Magic Software.” Albert Palsterman, General Manager, Stream Software



### **Elgin Breeding Service (EBS)**

In order to support its expanding business operations, EBS needed to upgrade its outdated client-server business application to the Rich Internet Application (RIA) architecture made possible by the uniPaaS application platform.



### **Vadim Software**

Vadim Software moved to the eDeveloper (today branded Magic xpa Application Platform) – and they’ve won new customers and achieved significant growth as a result.



### **Paris-Nord Villepinte Exhibition Center**

Paris-Nord Villepinte Exhibition Center , a leading French exhibition center re-designed their e-commerce site and reduced development time by 30% using iBOLT (today branded Magic xpi Integration Platform) and eDeveloper (today branded Magic xpa Application Platform).



### **Europ Assistance Nederland**



Europ Assistance Nederland, a 24/7 roadside assistance provider cut IT development and maintenance costs by 50% using eDeveloper (today branded Magic xpa Application Platform) and iBOLT (today branded Magic xpi Integration Platform).



### [Visa Cal](#)

“Visa Cal develops many systems using Magic Software’s products due to their ease of use, reliability, and low maintenance requirements. I am certain that in the future, we will continue to develop advanced applications using Magic Software’s excellent, user-friendly tools”. Doron Bonim, Magic Team Leader, Visa Cal IT Department



### [Paprec Group](#)

Paprec, France’s Largest Recycling Company, Automates its Ordering and Invoicing Process using uniPaaS RIA (today branded Magic xpa Application Platform).



### [Dove Tree](#)

“Trying to do this with any other tool would have been impossible. We would have been forced into using a much larger development team and that would have led to all kinds of communication issues, and we'd still be working on the software rather than delivering it to our customers.” Bill Woo, President, Dove Tree Canyon Software



### [Titan Software Systems](#)

Titan Software Systems merged two incompatible IT systems rapidly, while cutting 50% from expected overheads.



### [Stannah](#)

Stannah used Magic xpa Application Platform to develop two client/server-based order management applications to efficiently and accurately manage warehouse, production, and accounting activities.



### [M.A.G. Integration](#)

Magic's proven application platform enables M.A.G. Integration to deliver software applications that are in great demand by the food processing industry.



### [Oxalys Technologies](#)

Oxalys TECHNOLOGIES was looking for a way to meet a growing requirement among its customers and prospects for a means to deploy their business applications in SaaS mode or in the Cloud to make them permanently available over the Internet. Read why it chose uniPaaS RIA (today branded Magic xpa Application Platform).



### [Washington State](#)

Juvenile Courts in the State of Washington used eDeveloper (today branded Magic xpa Application Platform) to integrate justice agencies and jurisdictions, by creating a real-time record retrieval system. This system is accessed by tens of thousands of users across Washington State and beyond, guaranteeing juveniles a faster court hearing and saving of taxpayers money.



### [Innet](#)

Using Magic RIA deployment, Innet developed the ATSR RIA solution, which is a comprehensive order management system for sales, shipping, invoicing, and payment collection, with optional planning, production, and store management capabilities.



### [Cape plc](#)

Cape was able to develop a solution that not only integrated core business systems, but also delivered mission-critical information to employees' mobile devices, providing a Total Mobility Experience.



### FMRP

“uniPaaS is more efficient, brings more money in, lets less money out, and eliminates, or at least drastically reduces bugs. It is difficult to quantify the value of a custom business system that automates and manages every process in the core of your business. The Custom Reinsurance System created by Magic is vital to our operations and has a value to FMRP of millions more than what we paid for it. We wouldn't even dream of going back to the way things were - no way.”



### New Era Solutions

New Era Solutions experiences a smooth transition to eDeveloper v10 (today branded Magic xpa Application Platform), praising XML and Development Studio enhancements.



### Anglo-Canadian

Anglo-Canadian used eDeveloper (today branded Magic xpa Application Platform) to save over \$100,000 per year and reduce customer response time from weeks and days to hours.



### Asama Software

Asama Software managed to build and deliver a highly function rich internet application in under 3 months, using a single developer, without a single line of HTML coding



## [Adecco](#)

Adecco, a market leader in the recruitment industry, were able to develop a multi-lingual solution that met the legal requirements, as well as the confidentiality requirements of their customers and was twice as fast as any other development tool on the market. And their Batch processing times were reduced to a fifth.



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Paprec, France's Largest Recycling Company, Automates its Ordering and Invoicing Process using uniPaaS RIA (today branded Magic xpa Application Platform).



## [Title Solutions](#)

Florida's largest real estate data depository has been made available anytime, anywhere, using eDeveloper V10 (today Branded Magic xpa Application Platform).



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Find out how Titan Software Systems merged two incompatible IT systems rapidly, while cutting 50% from expected overheads.