

MAGIC XPI

Application integration is becoming increasingly important to improving productivity, unlocking business value and spurring innovation. With a growing number of integration projects on your plate, you need a powerful and flexible out-of-the-box integration solution that lets you quickly connect the business processes you want, the way you want, from anywhere you want.

What's more, your integration solution needs to keep your enterprise data secure, up-to-date and available 24/7, regardless of transaction load.

The Magic xpi Integration Platform provides just the answer you need. Magic's metadata approach and unrivaled connectivity means we take care of all the difficult integration and optimization behind the scenes, allowing you to focus on building the most valuable business processes and applications to advance your business.

And Magic xpi's cost-effective, robust **In-Memory Data Grid (IMDG)** architecture keeps your data available and secure so you won't miss a single transaction.



BENEFITS

Unrivaled Connectivity

- Native certified connectors for optimized integration with leading enterprise systems including Oracle, SAP, Salesforce, Microsoft, IBM, SugarCRM and more.

- Over 50 technology adaptors for integrating a wide variety of operating systems, databases, and standards including Web services, messaging, FTP and directories, [.NET](#), [Java](#), RPG, HTTP, and more, included at no extra charge
- Supports Windows, Linux, AIX, IBM i Series and Solaris
- Connects any combination of on-premise and cloud systems and Magic xpi can be deployed in the cloud as well

Ease of Use

- Code free, metadata based approach
- Visual drag & drop studio
- Uniform interface to all features
- Automatic documentation

Fast Time-to-Market

- Pre-built and optimized connectors and technology adaptors
- Just one skill set needed for all integrations
- Connections maintained for easy modifications and upgrades
- Mobilize business processes with same technology stack

Enterprise-Grade Platform

- Guaranteed business continuity provided by In-Memory Data Grid Architecture with built-in clustering, failover and automatic recovery capabilities
- SOA-compliant
- Comprehensive management and monitoring capabilities
- Secure connectivity using native and standard protocols

Low Total Cost of Ownership

- One tool, multiple integration scenarios
- Elastic scalability – dynamically adapts resources to fit workload
- Robust management-free infrastructure

ECO-SYSTEM

Magic xpi Integration Platform supports a wide range of business ecosystems, implementing out-of-the-box certified and optimized connectors and adaptors to extend the capabilities of leading ERP, CRM, finance, and other enterprise systems.

[JD Edwards integration with Magic xpi](#)

[SAP Business One integration with Magic xpi](#)

[SAP ERP integration with Magic xpi](#)

[Salesforce integration with Magic xpi](#)

[SugarCRM integration with Magic xpi](#)

[HL7 with Magic xpi](#)

[IBM i with Magic xpi](#)

[Lotus Domino integration with Magic xpi](#)

[Lotus Notes integration with Magic xpi](#)

[Microsoft Dynamics CRM integration with Magic xpi](#)

[Microsoft SharePoint integration with Magic xpi](#)

[SYSPRO integration with Magic xpi](#)

Magic xpi Component Platform Support

This table lists the level of support provided for each Magic xpi component under various platforms.

Category	Component	Windows	System i	AIX	Linux	Solaris
Communication	FTP	✓	✓	✓	✓	✓
	HTTP	✓	✓	✓	✓	✓
	TCP Listener	✓	✓	✓	✓	✓

Connectors

Dynamics CRM	✓	✓	✓	✓	✓
Exchange 2007	✓	✓	✓	✓	✓
Google Calendar	✓	✓	✓	✓	✓
Google Docs	✓	✓	✓	✓	✓
Java Class Connector	✓	✓	✓	✓	✓
JD Edwards Enterprise One	✓	✓	✓	✓	✓
JD Edwards World	✓	✓		✓	
LDAP	✓	✓	✓	✓	✓
Notes DB	✓				
Salesforce	✓	✓	✓	✓	✓
SAPB1 2004	✓				
SAPB1 2005	✓				
SAPB1 2007	✓				
SAPB1 8.8	✓				
SAP R/3 and SAP A1	✓				✓
System i	✓	✓		✓	
SharePoint	✓	✓	✓	✓	✓

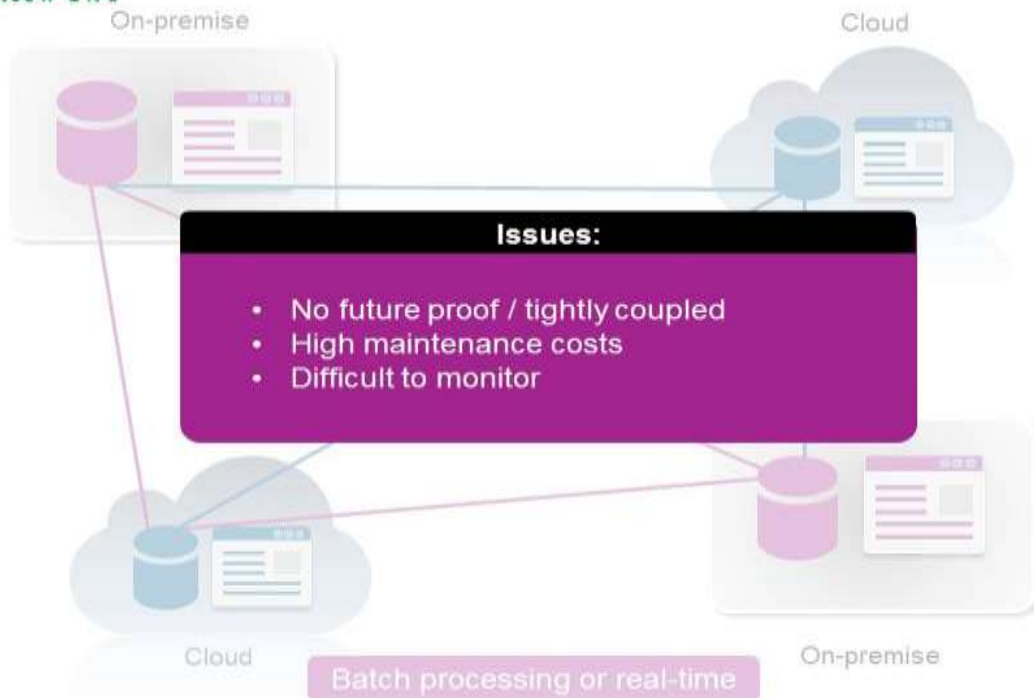
	W4	✓				
Converters	HL7	✓	✓	✓	✓	✓
	ItemField Connector	✓	✓	✓	✓	✓
	XSLT	✓	✓	✓	✓	✓
File Management	Directory Scanner	✓	✓	✓	✓	✓
	Encryption	✓	✓	✓	✓	✓
	File Archive	✓	✓	✓	✓	✓
	File Management	✓	✓	✓	✓	✓
	File Splitter	✓	✓	✓	✓	✓
	Microsoft Excel	✓				
	Microsoft Word	✓				
	XML Handling	✓	✓	✓	✓	✓
Mail	Domino	✓				
	Email	✓	✓	✓	✓	✓
Messaging	JMS	✓		✓	✓	✓
	MSMQ	✓				
	WebSphere MQ	✓	✓	✓	✓	✓

Services	.NET Service					
Abort Flow	✓	✓	✓	✓	✓	✓
BAM Service	✓	✓	✓	✓	✓	✓
Data Mapper	✓	✓	✓	✓	✓	✓
Delay	✓	✓	✓	✓	✓	✓
EJB Connector	✓		✓	✓	✓	✓
Enable Flow	✓	✓	✓	✓	✓	✓
Flow Data						

Comparing Integration Model Options



Option 1 : Point-to-Point Integration model



First one is a point-to-point integration model with the following criteria:

Issues/disadvantages

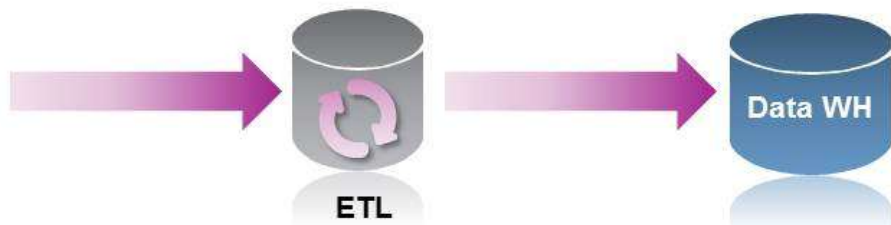
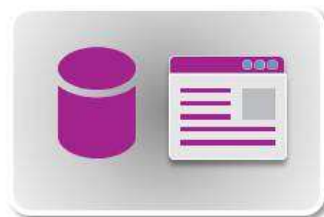
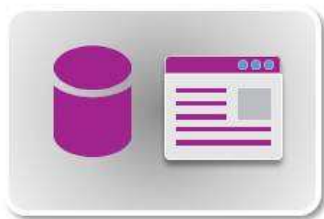
- Costly over time
- Tight coupling
- Scalability issues
- Opportunities for reuse are slim

When to use ?

- Should be rarely used
- When defined enterprise strategy cannot work
- Proto typing



Option 2 : ETL (Extract-Transform-Load)



Issues:

- High Upfront costs
- Complex
- Batch oriented

The second model is an ETL integration model with the following criteria:

Advantages:

More for Batch Processing

Suitable for large volumes of data

Generally used to move data between two or more databases

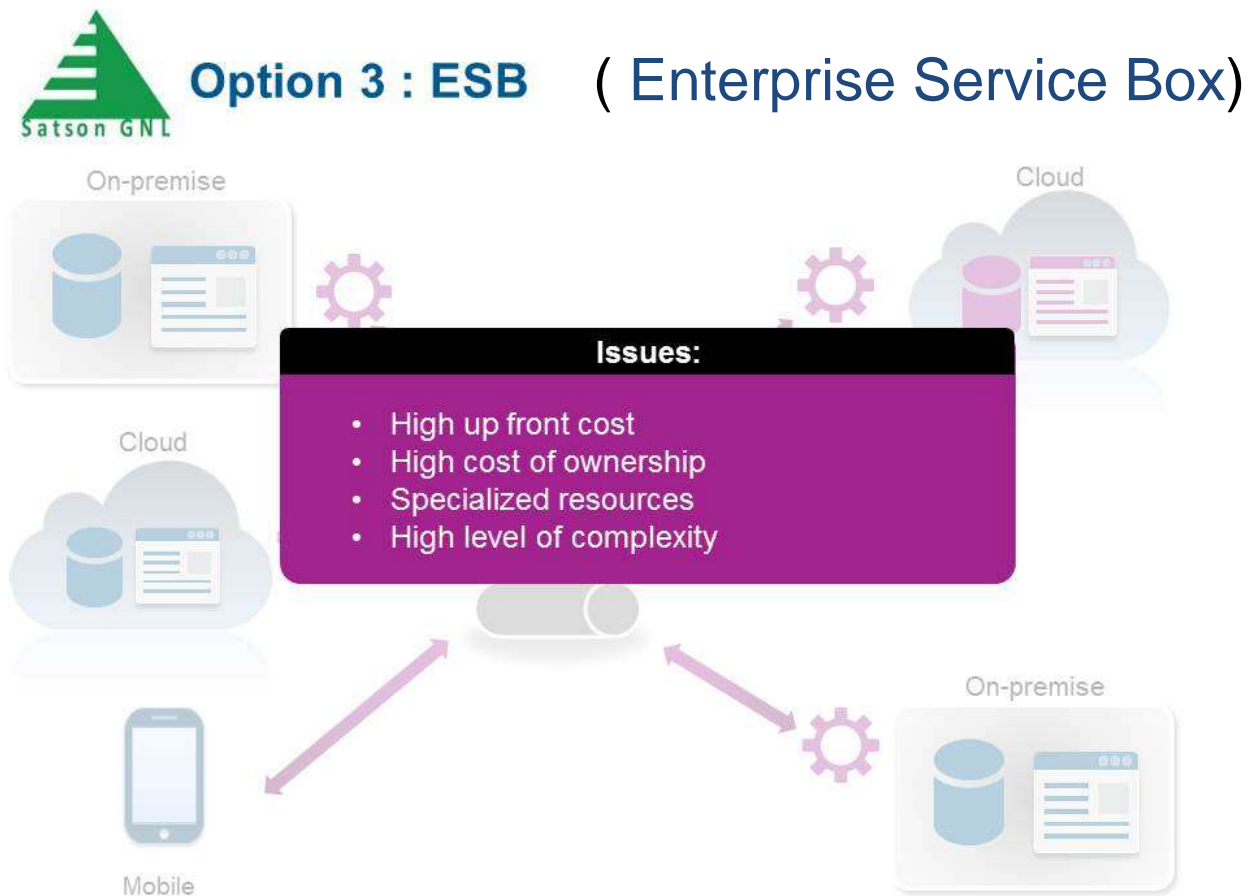
Metadata driven approach

GUI tools for most tasks (little coding)

Extremely efficient for large data volumes

When to use?

in conjunction with Data Warehouse



The third model is a SOA-based integration model with the following criteria:

Attributes:

- “Wraps” each application
- Acts as a broker between applications
- Provides near real-time, guaranteed, once-only delivery
- Stores and forwards messages

- Provides an environment in which to define rules

Web-Services support / SOA-based –Request/Reply model complementary to Publish/Subscribe integration model and address inter-enterprise integration needs

Advantages:

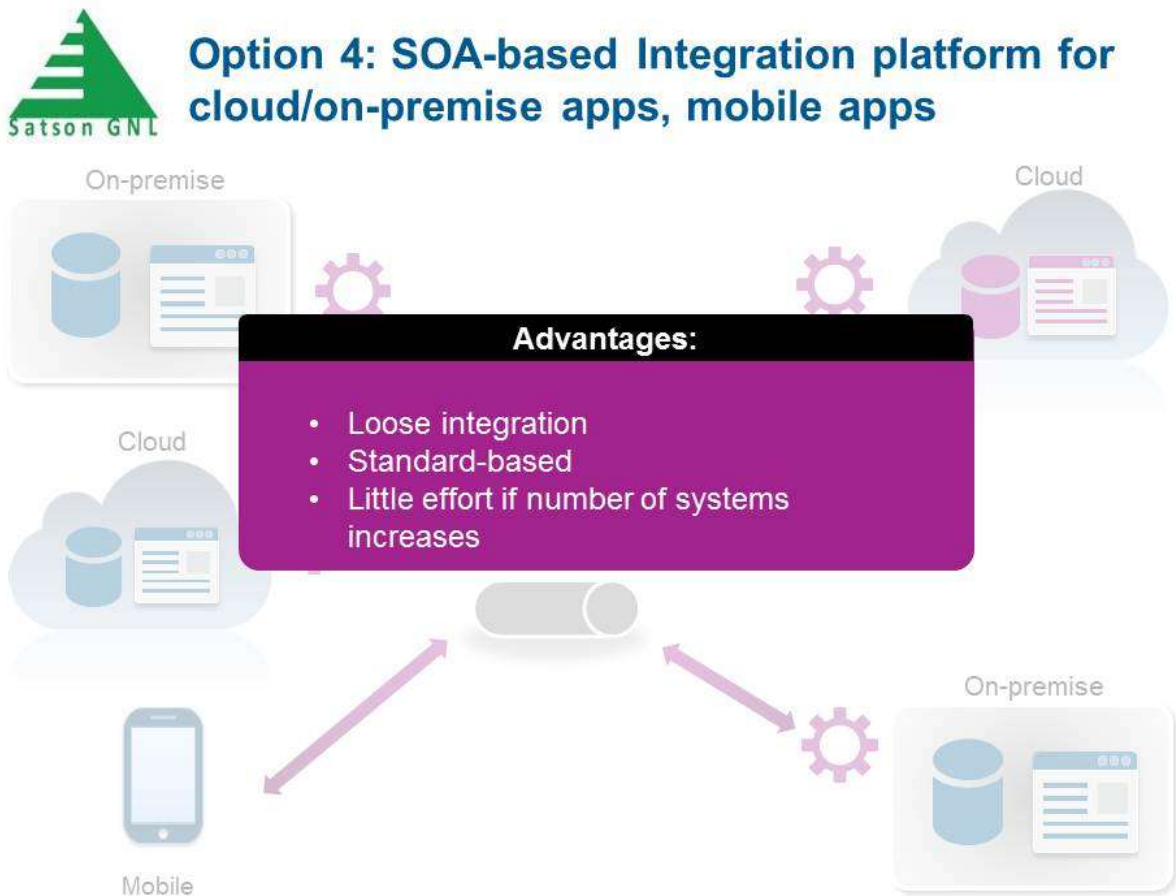
- Systems are integrated but not coupled

Standard-based (in case of Web services support)

- Business rules are centralized in the message broker and transformation engine
- Allows for near real-time integrations which reduced latency
- Solves the n2 problem; as the number of systems increases, the integration effort expands linearly

Disadvantages:

- High upfront cost
- High cost of ownership
- Specialized resources
- High level of complexity



The Fourth model is a SOA-based integration model with Business Process Automation. It has the following criteria:

Attributes:

- “Wraps” each application

- Acts as a broker between applications
- Provides near real-time, guaranteed, once-only delivery
- Stores and forwards messages
- Provides an environment in which to define rules

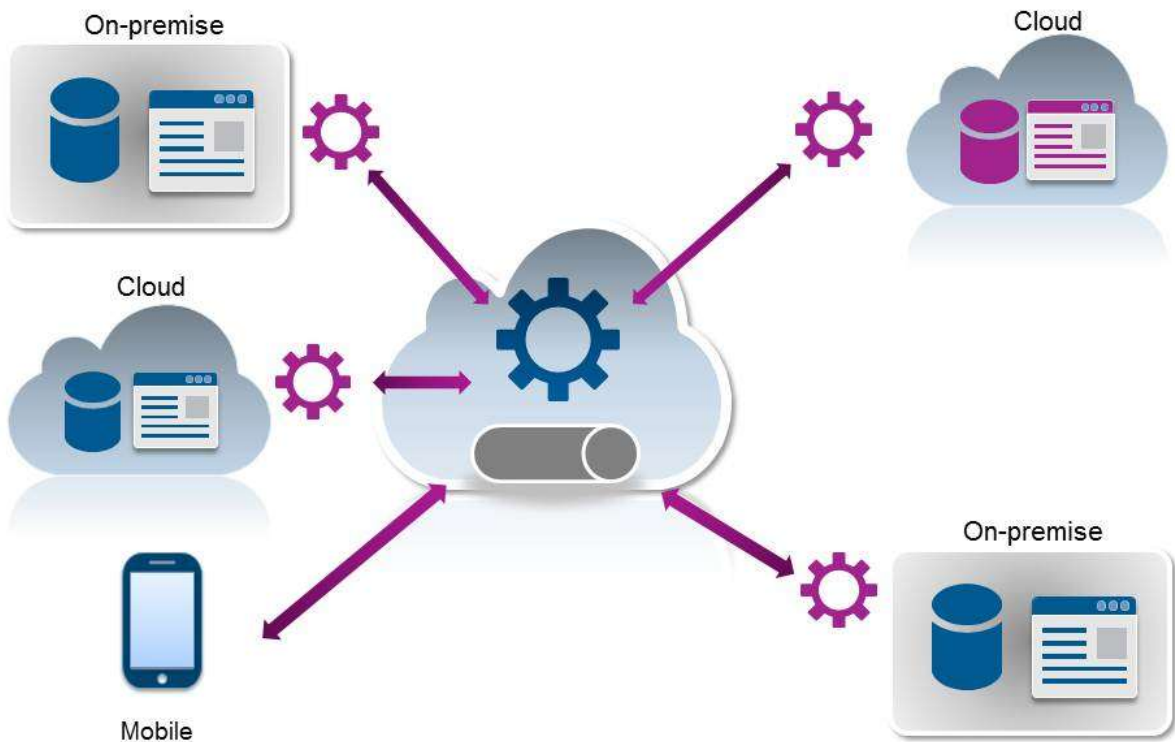
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Option 4: SOA-based Integration platform for cloud/on-premise apps, mobile apps

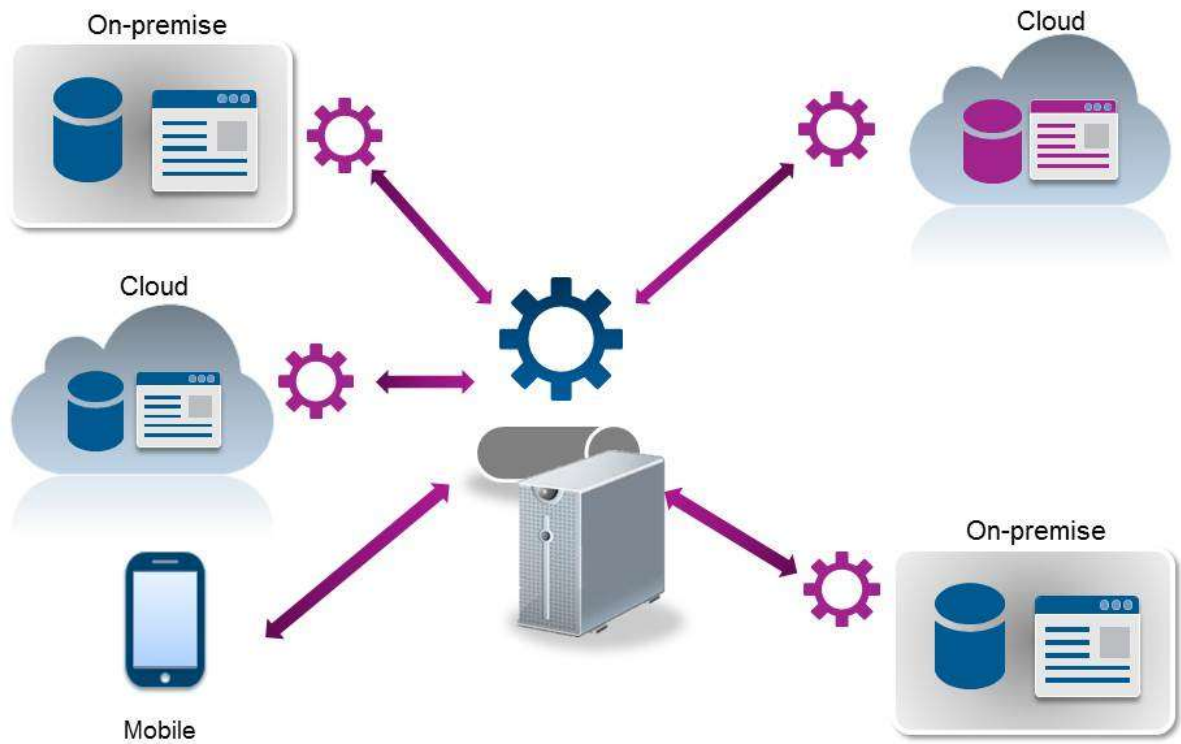


Highlight the cloud in the middle

First option especially if the objective is to do cloud-to-cloud integration, is to look at the Integration Platform As A Service (IPaaS)



Option 4: SOA-based Integration platform for cloud/on-premise apps, mobile apps

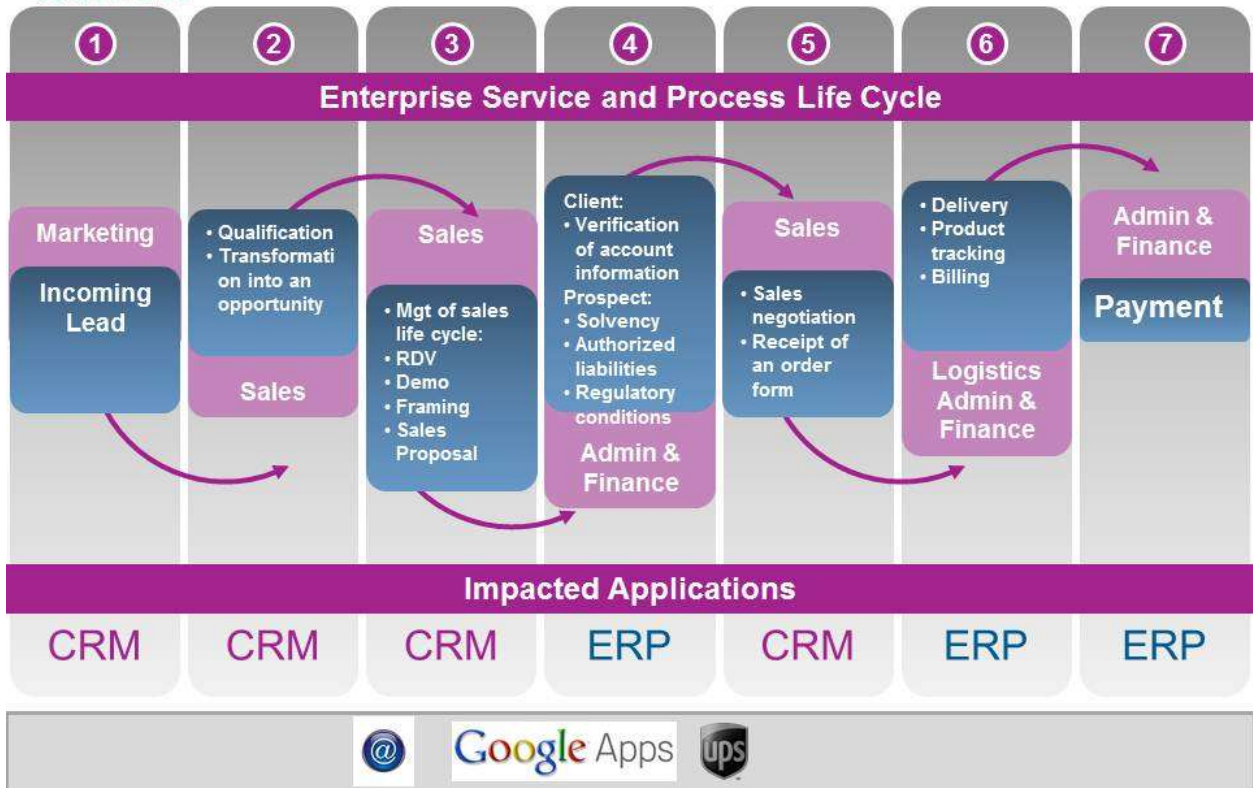


Second option especially if the objective is to do cloud-to-on premise or even on premise-to-on premise integration (not in the case of SugarCRM though), is to look at traditional integration platform.

It is also useful to look at a combination of the two models



Example of a sales process



Here is an example of a business process integration between CRM and ERP for a marketing lead being turned into a sales order

Other examples:

Extended 360 degree customer view with real-time ticketing, invoicing or delivery information for instance

Increases the visibility of past due accounts

Integrates Web, call center, and POS purchase histories into your SugarCRM customer records

Incorporates small package delivery and freight tracking information in customer records

Automatically provisions new SugarCRM users, based on the human resources system's new hire triggers

Quickly migrates and transforms data from other applications into SugarCRM

Configures and receives business alerts

Updates your ERP and CRM master data in real-time



Magic xpi Integration Platform

Business and process integration suite for data integration between diverse applications

Business Processes	CRM, ERP, Finance, HR, WMS
Applications	SugarCRM, MS Dynamics AX, MS Dynamics CRM, SAP R/3, SAP BO, SAP A1, Sharepoint, Salesforce.com, SYSPRO, Sage, JDE, Lotus Notes
Endpoints	.NET, Java, uniPaaS, SOAP, REST, JMS, WebSphere MQ, MSMQ, FTP, HTTP, TCP, Flat file, Office, XML, SNMP, HL7



Magic xpi



SUCCESS STORIES



Nestlé Italia

Nestlé Italia, one of the most important companies operating in Italy's food sector, Uses iBOLT to Leverage the Efficiency of Its Internal Shared Services by 70%



Datacolor

"The real challenge was, how do we integrate these two systems and avoid the cost of the resources that would be required if we elected not to integrate them," Mark Callahan, Director IT at Datacolor



Primagas

Primagas, a German provider of liquefied gas used iBOLT to develop a new business processes solution based on the company's legacy systems and applications.



Menora Mivtachim

"We searched for a tool with fast development, which would be stable and reliable, and permit frequent changes as dictated by regulations and new acquisitions. iBOLT met all of our expectations successfully." Gabby Shoal, Infrastructures Manager, Menora Mivtachim.



Electra

Electra, a leading provider of infrastructure and building services, used iBOLT to integrate their Priority ERP system with their 5 business divisions. In the process they cut their inventory management process down from 24 hours to a mere 1.5 hours while saving manpower expenses and improving data reliability.



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.



DS Smith Packaging

OTOR (today branded DS Smith Packaging), the world's largest producer of pre-printed paper uses iBOLT to develop a new SOA, cutting development costs by 50% and maintenance costs by 75%.



AVL

Integration of Salesforce with back-end systems, to ensure the accurate, real-time exchange of data throughout AVL's global operations.



Sennheiser

Leading Global Maker of Consumer and High Fidelity Audio Products, Sennheiser, Selects Magic for Central Integration Platform.



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).



[CBIA](#)

Magic's integration platform was used to automate business processes and enhance the integration of existing information technology systems



[CWS boco International](#)

Using iBOLT enabled us to very quickly develop and implement our solution for CWS-boco, integrating Salesforce with SAP and multiple other systems



[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.



[Esmee Fairbairn Foundation](#)

Star Computers plc, a Magic Software SAP Business One partners, uses iBOLT to enhance out-of-the-box SAP Business One solution capabilities for the Esmée Fairbairn Foundation.



[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.”



[Prestwick House](#)

Prestwick House, a US publishing house cut 50% from their website order processing time by using iBOLT (today branded Magic xpi Integration Platform) to integrate their new website with SAP Business One.



[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.



[F-COM](#)

"We chose iBOLT because we wanted an easy-to-use, scalable and flexible solution that lets us meet future challenges without the need for time-consuming coding." Shigehiro Ito, System Integration Department Leader, F-COM