Integration
User Experience
Speed
Security
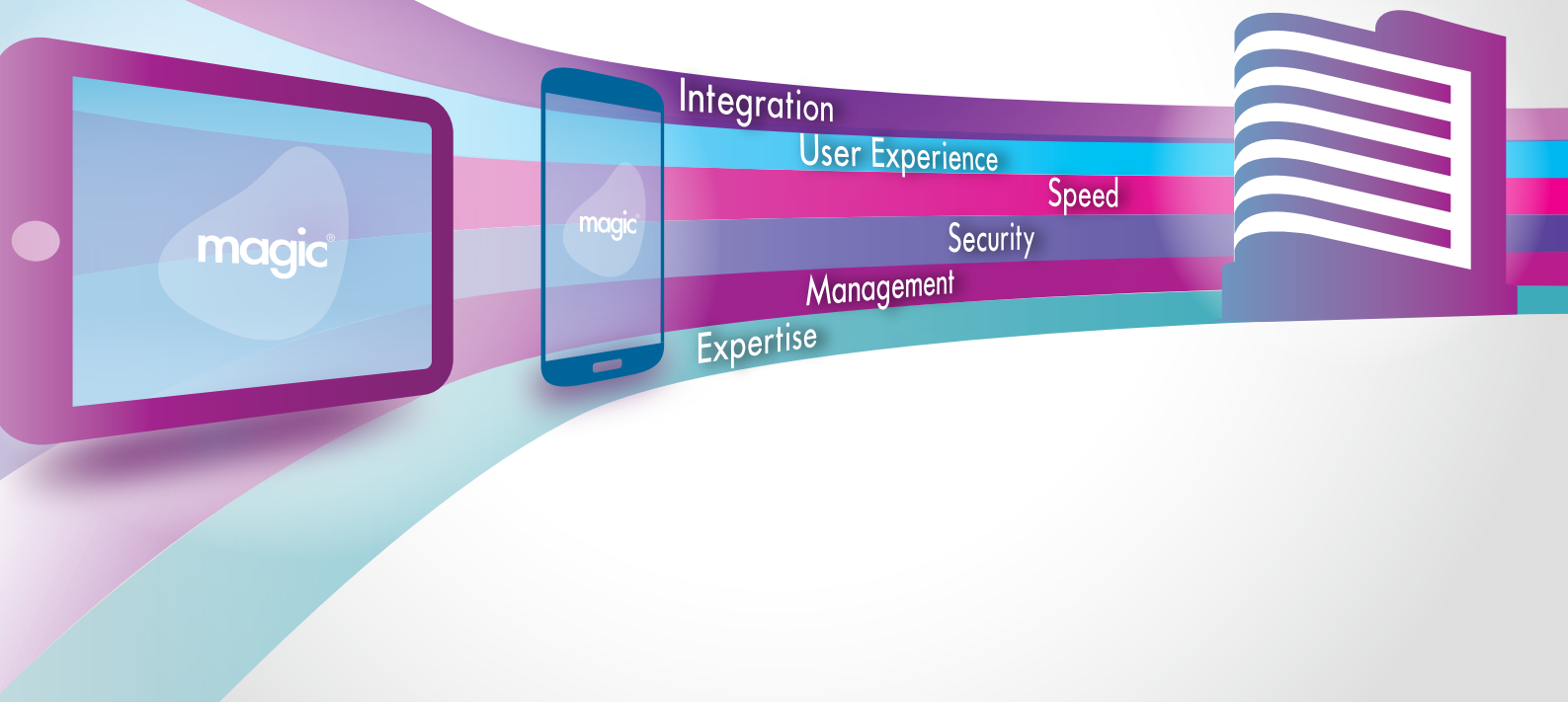Management
Expertise

# MAGIC END-TO-END ENTERPRISE MOBILITY SOLUTION

You know that enterprise mobility is the name of the game. But BYOD and the consumerization of IT have changed the rules.

To succeed, you need to be prepared with a powerful, agile and cost-effective solution that lets you mobilize, integrate and automate business processes on any channel.

Backed by 30 years of experience enabling enterprises to create and integrate business apps, Magic has put together a powerful, flexible and holistic enterprise-grade multi-channel solution that lets IT deliver mobile and desktop application projects quickly, securely and cost effectively.

**magic®**

**OUTPERFORM THE FUTURE™**

# DELIVERING THE FULLY INTEGRATED MOBILE ENTERPRISE

Magic's end-to-end enterprise mobility solution addresses all critical enterprise mobility requirements:

## INTEGRATION

Secure and reliable access to any enterprise data is a top priority, after all what value are business apps without enterprise data? Magic's no-fail In Memory Data Grid architecture and certified and optimized adapters keep your app data available 24/7 regardless of transaction load.

## USER EXPERIENCE

Even if your apps look good, your new productivity tools won't be used if: they're not intuitive, they crash during peak demand or they're unusable when out of coverage. Magic's native device clients (iOS, Android, Windows Mobile, BlackBerry), offline support, and robust high availability architecture ensure seamless natural user experiences – online or off, under any use conditions, whenever they're wanted.

## SPEED

The rapidly changing mobile environment requires speed and flexibility of development and deployment. Magic's code-free, metadata based multi-channel solution provides IT with the means to meet the fast time-to-market requirements of business managers. And because it's agile and future-proof, you can adapt easily and take advantage of new technologies as they develop.

## SECURITY

Enterprises need to maintain data security regardless of where the data is located – on the device or in the back-end (on premise or cloud). Security is also needed at the application, device, and user level, along with control policies, enforcement and compliance. Magic provides strong, built-in enterprise-grade encryption, authentication and management capabilities. Together with our MDM tools, we've got your security needs covered.

## MANAGEMENT

Developing a mobile app is just the beginning. Magic provides IT and business users with comprehensive tools and services to maintain, manage, monitor and control the application and its infrastructure, and enroll and control devices and users.

## EXPERTISE

Mobile is a completely new beast for enterprises and many IT departments need support for various stages and phases – from project definition, planning and development, to design, delivery, and implementation. Through its professional services department, Magic provides expertise for the entire mobile enterprise app lifecycle.

## WHAT OUR CUSTOMERS ARE SAYING

*"We were already using Magic for our internal sales portal desktop app, thus we were able to create the iPad app with just 20% of the effort required for the previous deployment."*
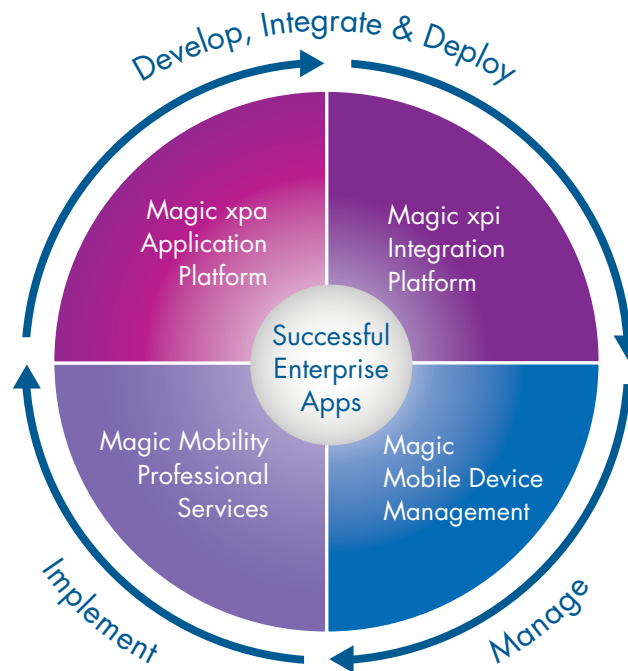
Helmut Haag, Head of IT at Rummel Matratzen

*"Getting to market quickly with an app that performs well and provides a good user experience on all devices is key to our success."*

Ron Holt, CEO of Millennium MusicMedia

## EVERYTHING YOU NEED TO JUMP INTO MOBILITY QUICKLY, SECURELY AND COST-EFFECTIVELY

Magic's end-to-end enterprise-grade mobility solution combines best-of-breed components to let you mobilize new and existing data-rich business applications on multiple mobile platforms, quickly, easily and securely.



Develop, Integrate & Deploy

Magic xpa Application Platform

Magic xpi Integration Platform

Successful Enterprise Apps

Magic Mobility Professional Services

Magic Mobile Device Management

Implement

Manage

## MAGIC: HELPING YOU ACHIEVE ENTERPRISE MOBILITY SUCCESS

### Fast Time-to-Market
Our code-free, highly-productive metadata platforms let you develop, integrate and deploy multi-channel business apps quickly with a single development effort, so you can meet your launch requirements and deadlines.

### Low Risk, Future-Proof, High ROI
Mobilize quickly without changing your existing infrastructure. And because Magic continuously enhances its products with the latest technologies, you can easily adapt existing apps to meet new market demands. Our powerful and agile platforms and tools can be used for virtually all of your business app needs.

### Enterprise-Grade
Magic's platforms and tools are optimized for enterprise-grade security, scalability and 24/7availability, keeping your apps (and your business) running even under the most demanding transaction loads.

### Optimized IT Skills and Resources
One skill set for all major mobile OS and desktop development. Limited deployment and maintenance efforts required.

### Flexible Pricing Models and Deployments Modes
Choose the pricing models (subscription and perpetual) and deployment modes (on-premise, cloud, hosted) that best match your needs.

### 30 Years of Enterprise App Development and Integration Experience
There's no substitute for experience. Our experience in the field means that Magic knows what it takes for IT to deliver a wide variety of mobile app projects quickly, successfully and cost-effectively. This, together with our global footprint, professional and support services and strong partner and developer community makes Magic a prime mobility partner.

### Broad Strategic Alliances and Connectivity
Magic's close relationships with leading mobile and IT vendors, including Samsung, Oracle, SAP, and salesforce.com, maximize your business opportunities.

# ABOUT MAGIC SOFTWARE ENTERPRISES

Magic Software Enterprises (NASDAQ: MGIC) empowers customers and partners around the globe with smarter technology that provides a multichannel user experience of enterprise logic and data.

We draw on 30 years of experience, millions of installations worldwide, and strategic alliances with global IT leaders, including IBM, Microsoft, Oracle, Salesforce.com, and SAP, to enable our customers to seamlessly adopt new technologies and maximize business opportunities.

## www.magicsoftware.com

## MAGIC SOFTWARE ENTERPRISES WORLDWIDE OFFICES:

| CORPORATE HEADQUARTERS | NORTH & LATIN AMERICA | JAPAN | UK |
|---|---|---|---|
| Tel: +972 3 538 9292 | Tel: +1 949 250 1718 | Tel: +81 3 5365 1600 | Tel: +44 1344 667 000 |
| **GERMANY** | **BENELUX** | **FRANCE** | **HUNGARY** |
| Tel: +49 89 962 730 | Tel: +31 30 65 66 266 | Tel: +33 1 49 10 58 58 | Tel: +36 1 216 9910 |
| **ISRAEL** | **DISTRIBUTION** | **SOUTH AFRICA** | **INDIA** |
| Tel: +972 3 538 9389 | Tel: +972 3 538 9480 | Tel: +27 11 258 4442 | Tel: +91 20 4102 2022 |

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