



Top 10 Reasons Why You Should Move to uniPaaS

October 2008

Positioning Paper

Magic Software is a trademark of Magic Software Enterprises Ltd. All other product and company names mentioned herein are for identification purposes only and are the property of, and may be trademarks of, their respective owners.

Magic Software Enterprises has made every effort to ensure that the information contained in this document is accurate; however, there are no representations or warranties regarding this information, including warranties of merchantability or fitness for a particular purpose. Magic Software Enterprises assumes no responsibility for errors or omissions that may occur in this document. The information in this document is subject to change without prior notice and does not represent a commitment by Magic Software Enterprises or its representatives.

Contents

Introducing Magic Software’s uniPaaS	3
Our Top 10 Reasons Are:	4
1. uniPaaS Increases Your Productivity in the Office, on the Road, at Home, Anywhere! ...	4
2. uniPaaS Reduces Your Total Cost of Ownership	4
3. uniPaaS Leverages Your Existing Assets & Expertise	4
4. uniPaaS Increases Your Customers’ Satisfaction	4
5. uniPaaS Improves your Agility and Reduces Time to Market	4
6. uniPaaS Improves Your Competitive Positioning	5
7. uniPaaS Opens the Door to New Growth Opportunities	5
8. uniPaaS Empowers the Mobile Workforce.....	5
9. uniPaaS Increases Your Application Security	5
10. uniPaaS Secures Your Future in Platform Continuity	5
About Magic Software Enterprises	6

Introducing Magic Software's uniPaaS

The new generation of business application development and deployment is here. Welcome to uniPaaS - the newest evolution of Magic Software's award-winning eDeveloper application platform.

Stemming from Magic Software's uniquely comprehensive technology stack, uniPaaS is a Rich Internet Application (RIA) and Software-as-a-Service (SaaS) Enabled Application Platform (SEAP). Capable of delivering advanced RIA and SaaS applications via a unified development paradigm, uniPaaS incorporates all aspects of your development and deployment process within a single platform.

uniPaaS can handle three things simultaneously: the technical underpinnings of both Client and Server side logic, the communication and session management between the Client and Server, and the consumption and manipulation of all back-end services. In addition, the new RIA Client exceeds the interaction level and performance that you enjoyed with Magic Software's Open Client – but now without the hassle of Client-side installation and management.

With uniPaaS you can revitalize your competitive advantage and clear your path to the new era of business applications and market opportunities.

Our Top 10 Reasons Are:

1. uniPaaS Increases Your Productivity in the Office, on the Road, at Home, Anywhere!

With uniPaaS you can now develop and deploy truly ubiquitous interactive business applications that can be used in the office, on the road or even while working from home. **Full application functionality is now available in any access mode, from anywhere, and at anytime.**

2. uniPaaS Reduces Your Total Cost of Ownership

Want to centrally manage and operate your applications? uniPaaS lets you create and deploy full RIA based business applications that allow you to move from a highly dispersed application deployment style to a centralized application architecture. **All application updates and modifications are introduced just one time - to a centralized server** from where they are automatically propagated to every end-user consuming the application.

The combination of centralized application deployment architecture with self-deployed clients **contributes to a major reduction in the overall cost of application ownership.**

3. uniPaaS Leverages Your Existing Assets & Expertise

Do you already own valuable IT assets that continue to provide value to your business? If yes, then uniPaaS can quickly and cost-effectively leverage these assets into the new era of cloud computing and SaaS. What about your IT staff that have accrued years of expertise in learning and understanding their Magic Software platforms? With uniPaaS their existing knowledge remains fully relevant even as they take the shortest path to the new frontiers of RIA and SaaS. With uniPaaS the years of investment put into your legacy applications becomes a springboard and a unique market advantage if you choose to become a RIA or SaaS provider.

4. uniPaaS Increases Your Customers' Satisfaction

Featuring a highly tuned, .NET based RIA Client, uniPaaS gives you the power to instantly feed applications over the internet to customers without compromising the richness or interactivity of the end-user experience.

5. uniPaaS Improves your Agility and Reduces Time to Market

By choosing uniPaaS' RIA your applications become even more agile and adaptable to the evolving demands of usage. You can now switch from supporting 10 users to 100 users and even 10,000 users with no major effort. uniPaaS can also be deployed in a mixed mode – on-premise as well as on-demand for multiple tenants, making it easier to make changes and adaptations as your business and application portfolio grow.

6. uniPaaS Improves Your Competitive Positioning

With uniPaaS, you can compete more effectively with SaaS based vendors by transforming your existing applications to RIA and then partnering with SaaS providers. The SaaS revolution is just beginning. With uniPaaS you can ensure your position at the forefront of future innovation.

7. uniPaaS Opens the Door to New Growth Opportunities

uniPaaS lets you quickly and cost-effectively target the SaaS market that is currently in accelerated growth phase. With its proven ability to produce applications good for all cultures and languages, and its ability to deploy in multiple modes including global and local, uniPaaS gives you the chance to expand geographically as well as business-wise, while allowing you to maintain your technical operations at a single location.

8. uniPaaS Empowers the Mobile Workforce

Today it's your opportunity to turn Mobile. Building a RIA application with uniPaaS turns your existing and future applications into fully accessible resources. Now, for the first time, your RIA is available to the mobile workforce on the burgeoning range of remotely accessible hand-held devices.

9. uniPaaS Increases Your Application Security

With uniPaaS' RIA based implementation your data and application sources become more secure than ever before. By obscuring sensitive resources such as databases, application source codes, user information, and templates from the end-user's Client machine, uniPaaS reduces the chance of potential security leaks that's the Achilles' heel of current business application.

10. uniPaaS Secures Your Future in Platform Continuity

uniPaaS sets the benchmark for the future of cutting-edge application technologies while continuing to support relevant past and present systems. So why not secure your place in the front seat of Information Technology right now? With Magic Software's uniPaaS, you're promised the world's fastest, smartest business application platform that also includes ongoing enhancements and innovations designed to keep you in tune with the changing pulse of market demands as they happen. Give us a call today to find out more.

About Magic Software Enterprises

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a leading provider of multiple-mode application platform solutions – including Full Client, Rich Internet Applications (RIA) or Software-as-a-Service (SaaS) modes - and business and process integration solutions. Magic Software has offices in 10 countries and a presence in over 50, as well as a global network of ISV's, system integrators, value-added distributors and resellers, and 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 about Magic Software Enterprises and its products and services, visit www.magicsoftware.com.

Magic Software is a subsidiary of Formula Systems in the Emblaze Group of companies.