

# Extend your business reach...

With the world's **fastest, smartest** business application platform.



Make your business applications available **anytime, anywhere.**

## The Power of Choice

**Full Client - Web applications**

**Software - SaaS**

**Desktop - Mobile**

**On-premise - On-demand**

**Local - Global**



## uniPaaS business benefits

- Eliminates multiple paradigms and skill-set requirements
- Significantly faster time-to-market & ROI
- Higher revenues & profitability
- Better performance & responsiveness
- Considerably lower cost of operation & ownership
- Business-oriented application development
- Much lower development risks
- Future growth opportunities
- Superior application productivity
- Investment and skills preservation
- Easy conversion of existing applications to RIA

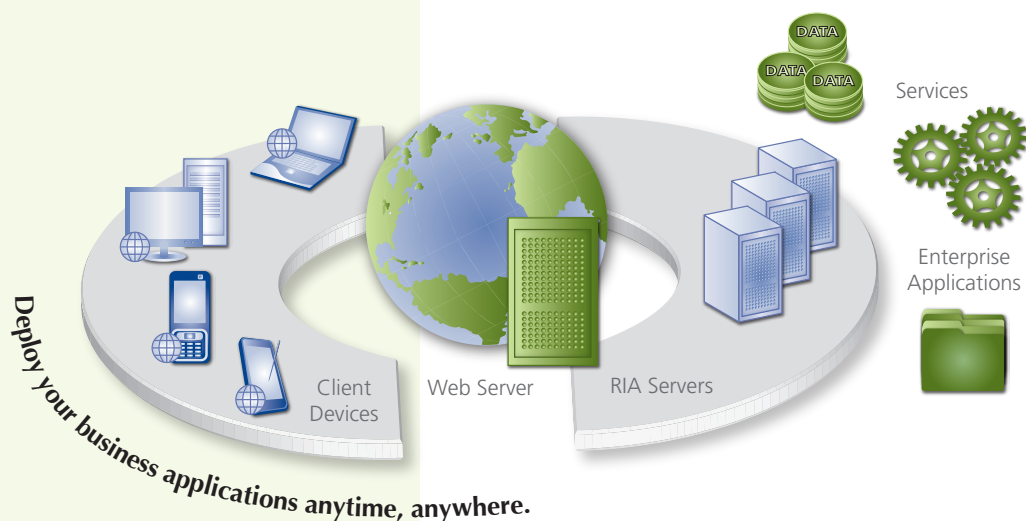
## uniPaaS - the most productive and cost-effective application platform for Full Client, RIA & SaaS

uniPaaS is Magic Software's comprehensive application platform and the next generation of the company's award-winning eDeveloper series. It is also the company's first Rich Internet Application (RIA) and Software-as-a-Service (SaaS) Enabled Application Platform (SEAP) that uses a single development paradigm to automatically handle all Client and Server partitioning. Unique to the market, uniPaaS **gives you the power to choose how you deploy your applications, whether Full Client or web; on-premise or on-demand; software or Software-as-a-Service; or global or local.**

By offering technology transparency, uniPaaS enables customers to focus on their business requirements rather than technological means. uniPaaS' single development paradigm significantly reduces the time and costs associated with the development and deployment of RIA.

**With uniPaaS you can deploy the most profitable applications quicker than ever before, and at an unprecedented low cost of ownership.**

In addition, **application owners can move from Full Client mode to RIA and SaaS and back again.**



# On-premise - On-demand

# uniPaaS - The Power of Choice

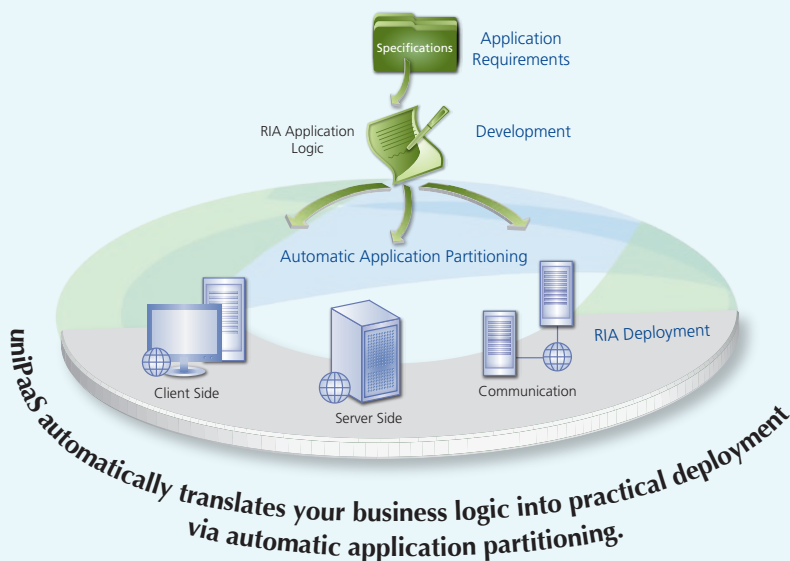
## Local - Global

### Fastest time to market: one paradigm - one platform - one solution

Until today, developing a RIA or SaaS solution required you to first buy, and then integrate multiple platforms and diverse Server and Client paradigms. Not only have businesses been forced to spend more money in gathering the resources to build their web applications, they must also spend more time developing them, which adds more risk and creates more maintenance costs once the application is deployed.

uniPaaS is a unique application platform capable of delivering advanced RIA and SaaS web applications through **a unified development paradigm** that incorporates all aspects of your development and deployment process. uniPaaS is able to manage all the setting and controlling of the Client side and Server side logic, in addition to the communication between the Client and the Server, and the consumption and manipulation of back-end services - **all within a single solution.**

Applications powered by uniPaaS are independent of the operating system, database and hardware platform, **enabling companies to deploy a unified solution across changing and heterogeneous environments.**



### Faster deployment - higher profitability - lower cost

You can now eliminate the difficulties and costs of developing distinct Client and Server paradigms and partitioning. When the time comes to deploy, uniPaaS takes your business logic and automatically instructs the various technical components without the need for your intervention or planning. So **you can deploy the most profitable business web applications, quicker than ever before, and at an unprecedented low cost of ownership.**

### Grow your business

uniPaaS can be deployed **in a hybrid mode – on-premise as well as on-demand for multiple tenants**, making it easier to make changes and adaptations as your business grows. uniPaaS' powerful and intelligent automation turns the world of complex **enterprise platform development and deployment into a straightforward reality.**

### Create true web based business applications

Where other solutions try to bend the limitations of the browser environment, uniPaaS is based upon **browser-free technology**. This means no more worrying about browser fragility, security, preferences and user-settings and no more worrying about what applications can, and can't work with the browser.

### Not too fat - not too thin - simply the right fit

uniPaaS features a browser-free, business-centric, and .Net based Client that's specifically designed for your RIA, Web 2.0 and SaaS requirements. Where a 'Fat Client' would expand your total-cost-of-ownership, and a 'Thin Client' would lack the required functionality and computation capacity, uniPaaS' new '**Fit Client**' combines the computation power of the Fat Client with the affordability of the Thin Client to give you **the perfect fit for all your business web application needs.**

# Full Client - Web applications Software - SaaS Desktop - Mobile



## Why develop Rich Internet Applications (RIA) with uniPaaS?

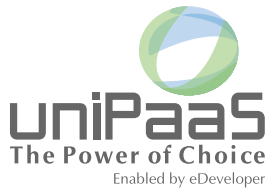
- **Significantly lower total-cost-of-ownership** – no need to maintain every new user and no need to install Client-side software. The application is set up automatically and transparently on the Client side. Also, application and platform updates take place on a centralized server, further reducing your cost of ownership.
- **Considerably wider application availability** – your RIA can run from **anywhere** – including hand-held mobile devices and via remote-access software – and **anytime**.
- **Much better user experience** – **Your RIA provides richer user interface functionality** including desktop-style 'drag and drop' options and greater responsiveness thanks to the elimination of Client-Server communication at every user request.
- **SaaS enabled** – new customers can quickly access and run your application.
- **Higher security** – multi-tier architecture allows you to hide sensitive elements of your application.

## The uniPaaS pedigree - backed by experience that counts

uniPaaS leverages Magic Software's 20 year pedigree in delivering business application development and deployment software to market. Our core technology has been successfully deployed in thousands of applications worldwide. As a result, uniPaaS has been highly-tested in real world mission-critical settings. uniPaaS is also backed by an experienced global support and professional services team and a network of more than 2500 independent software vendors and business partners capable of delivering a full range of services to enterprise customers.

## uniPaaS features

- Hybrid deployment – both on-premises and on-demand
- Unitary Client side & Server side paradigm
- Automatic partitioning
- Automatic context management
- Uses any .Net controls or assemblies
- Orchestrates composite business applications
- Calls existing business logic from Java, .Net, RPG, Cobol, etc.
- High scalability with a multi-tenant architecture
- Transparent & highly optimized client-server communication
- Metadata-driven rules engine
- Built-in business rules repositories
- Event-driven architecture
- Cross-platform server deployment
- Database transparency
- Performance-aware development
- Browser-free
- Secured HTTP, XML, sessions, and authentication
- Compatible with Magic Software applications from previous platform versions
- Deploys WS-Security and WS-Interoperability compatible Web Services
- Complies with enterprise-wide Service Oriented Architecture (SOA) strategies



## Product Line

The most comprehensive and cost-effective application platform

uniPaaS supports all deployment models including:



### Full Client

The most versatile application platform that preserves your IT investments and empowers your business



### Rich Internet Applications (RIA)

The robust Rich Internet Applications enabler

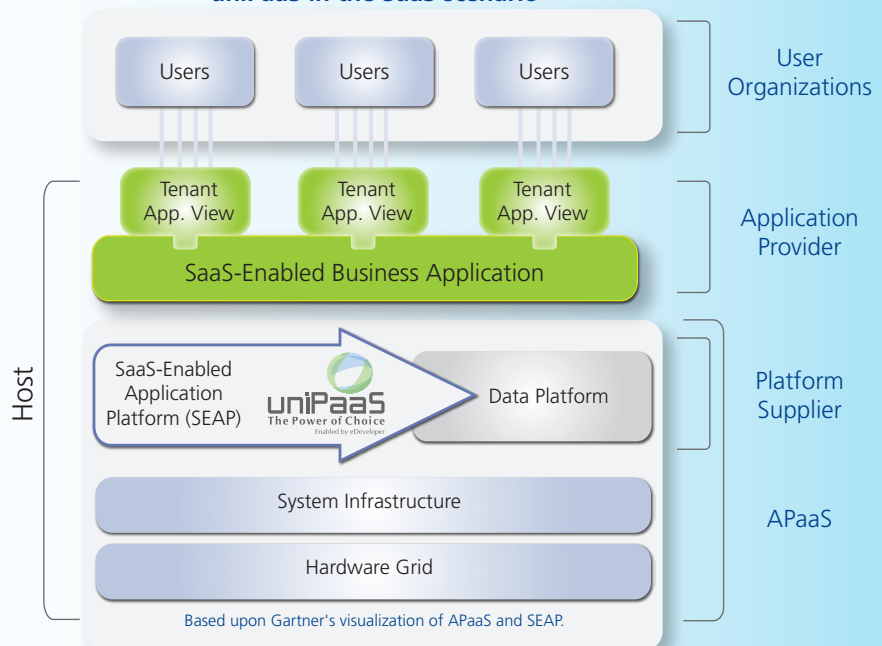


### Software-as-a-Service (SaaS)

Your key to the Software-as-a-Service business model

- Make your web applications available **anytime, anywhere**
- Develop and deploy RIA considerably faster than ever before
- Significantly reduce your total-cost-of-ownership with a centralized installation
- Easily expand your target markets and increase sales
- Cut time, cost and resources needed for RIA & SaaS development with a **unique single development paradigm**

### uniPaaS in the SaaS scenario







## Magic Software's value advantage

- Over 20 years experience in application platform, and business and process integration solutions
- Thousands of customers and successful installations worldwide
- Proven channel-partner success with global network of over 2500 ISVs, hundreds of system integrators, VADs/VARs, consulting and OEM partners
- Dedicated global support
- Award-winning technology
- Recognized by the leading industry analysts
- Focus on business-process optimization via code-free approach
- Global presence in over 50 countries

Magic Software Enterprises (NASDAQ: MGIC) is a leading provider of application platforms, and business and process integration solutions. With over 20 years of experience our award-winning technology gives our partners and customers the power to leverage existing IT resources, enhance business agility, and focus on core business priorities.

Magic Software has thousands of successful customer installations worldwide and a global network of ISVs, system integrators, value added distributors and resellers, and consulting and OEM partners. Our technological approach, product roadmap and corporate strategy are recognized by the leading industry analysts. Magic Software has offices in 10 countries and a presence in over 50, and partnerships with global IT leaders including SAP AG, Salesforce.com, IBM and Oracle.

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2007 Global Award



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