



## The Enterprise Class

Composite Application Development Environment

is Here!

*Recognized by leading industry analysts even before its release*

### The Innovation Never Ceases

For over two decades, Magic Software Enterprises has been delivering innovative technology for application developers that focuses on minimizing costs while ensuring compliance with prevailing industry standards. Many of today's accepted concepts including repositories to encompass entire application descriptions, business rules to attain higher-levels of abstraction, meta data declarative development to drastically reduce code, that are now being touted as essential concepts for effective and productive management of the entire development cycle, have been central to eDeveloper's unsurpassed productivity throughout its entire history.

*Make no mistake about it – there is a direct correlation between the underlying concepts that are at the heart of the development environment you choose and overcoming today's Business Challenges.*

eDeveloper has proven this time and time again not only in competitions and with prestigious awards but day-in, day-out in the real-world of production systems.

#### Awards

- 1997: winner of DB/EXPO RealWare Award
- 2005: CRN Recommended, SAP Business One Solution Partner: Leadership in Innovation Award
- 2006: recognized as visionary in Integrated Service Environment (ISE) sector by leading IT analyst

#### eDeveloper in Action

Awards have significance but, in the end, it's all about **BENEFITS FOR YOU!**

**Manpower:**

How many expensive developers do you really need? With eDeveloper, the evidence is clear: development costs are lower.

**Application/Solution Delivery:**

How long does it take to deliver that crucial first release of your application? With eDeveloper, the evidence is clear: for 2 decades, the fastest development environment available.

**Application Rollout/Deployment:**

How many different deployment environments on how many different platforms in how many different countries and languages? With eDeveloper, the evidence is clear: the technology is built-in and simple to use.

**Maintenance, support and Total Cost of Ownership (TCO):** We all know from experience that, in today's dynamic world of business, nothing is static – those so-called "hidden costs" are all too visible!

With eDeveloper, the evidence is clear: for 2 decades, the fastest development environment available.

**Application/Solution Enhancement:**

There's no such thing as a finished application. In fact, today's mantra is that it becomes "legacy" the day it is deployed! With eDeveloper, the evidence is clear: respond to change in business needs in days – not weeks, months, or sometimes never.

**THE Service-Oriented Architecture (SOA) TOOLKIT THAT FITS WELL WITH YOUR CURRENT DEVELOPMENT ENVIRONMENT BY ADDING eDeveloper V10,**

**YOU GIVE UP NOTHING, YOU ONLY GAIN**



*The smarter the deployment environment, the less effort needed in the development environment - A simple principle with enormous ramifications.*

## Development

The IT industry has undergone unprecedented change – including platforms, operating systems, databases, programming languages, user interfaces and development methodologies. eDeveloper has constantly responded to the challenges of these market dynamics. eDeveloper 10 continues to deliver all of the benefits that Magic has consistently delivered.

### Abstraction

To hide complexity and facilitate change.

### Automation of mundane tasks

To accelerate development and maintenance and minimize risk due to human error.

### Interoperability

To support business logic across multiple platforms, databases and geographies.

### Usability

To facilitate use by designers – system architects, business analysts and consultants – rather than programmers.

### Maintainability

To ensure that production systems can be supported in the field with minimal staff.

### Flexible Application Design

To rapidly develop interactive Web and Client/Server applications within a single consistent development paradigm.

### Object-Oriented Team Development

To facilitate effective concurrent development applying the most modern techniques – whether supporting online or stand-alone applications.

## Deployment

eDeveloper's deployment environment, the Magic Enterprise Server, is at the heart of Magic Software's key claims of productivity and TCO benefits. Without this unique and innovative rules engine, eDeveloper's ability to deliver those benefits would be impossible.

### Heterogeneous Platform Support

The same application can be deployed on Windows, Linux, iSeries (AS400), pSeries (RS6000), Sun, HP, and more.

### Heterogeneous Database Support

The same application can be deployed with Oracle, SQLServer, DB2, DB2/400, Informix, ODBC, Pervasive SQL – and any combination of them.

### Interoperability

The same application can interoperate across the supported platforms and databases.

### Middleware

WebSphere Messaging, MSMQ, JMS, WebLogic, JBoss, J2EE, and more.

### Communication Standards

Interoperating with the outside world through HTTPS, FTP, POP3, IMAP, MAPI, SMTP, SNMP, Directory Services (LDAP), WebServices (WSDL), SOAP and XML.

### Connectivity

Interfaces with most standard legacy protocols.

### Front End

Support for GUI, HTML, WML, etc.

### Scalability

With the wide range of Platforms and Databases supported, eDeveloper solutions can meet the most demanding production requirements.

**Call us today to learn more about eDeveloper V10**

#### USA / Canada

Magic Software Enterprises Inc.  
Tel: (1) 800-345-6244  
(1) 949-250-1718  
Fax: (1) 949-250-7404  
info@magicsoftware.com

#### Japan

Magic Software Japan K.K.  
Tel: (81) 3-5365-1600  
Fax: (81) 3-5365-1630  
infojpn@magicsoftware.com

#### Benelux

Magic Software Enterprises Nederland  
Tel: (31) 30-656-6266  
Fax: (31) 30-656-6277  
info-nl@magicsoftware.com

#### UK

Magic Software Enterprises (UK)  
Tel: (44) 0-1344-667-000  
Fax: (44) 0-1344-667-001  
ukinfo@magicsoftware.com

#### Italy

Magic Software Enterprises Italy  
Tel: (39) 02-295-364-64  
Fax: (39) 02-295-125-50  
info-it@magicsoftware.com

#### International

Magic Software Enterprises Ltd.  
Tel: (972) 3-538-9292  
Fax: (972) 3-538-9333  
sales@magicsoftware.com

#### France / Southern Europe

Magic Software Enterprises France  
Tél.: (33) 1-49-10-58-58  
Fax: (33) 1-49-10-58-59  
Infofrance@magicsoftware.com

#### Germany

Magic Software Enterprises Germany  
Tel: (49) 89-962-73-0  
Fax: (49) 89-962-73-100  
infogermany@magicsoftware.com

#### India

Magic Software Enterprises India Pvt.Ltd.  
Tel: (91) 20-560-11211  
Fax: (91) 20-2581-5500  
Infoindia@magicsoftware.com

#### Hungary

Magic Software Enterprises (Onyx)  
Hungary Ltd.  
Tel: (36) 1-216-9910  
Fax: (36) 1-216-7271  
infohungary@magicsoftware.com

#### Israel

Magic Software Enterprises Ltd.  
Tel: (972) 3-538-9233  
Fax: (972) 3-538-9410  
Bestcare@magicsoftware.com

