

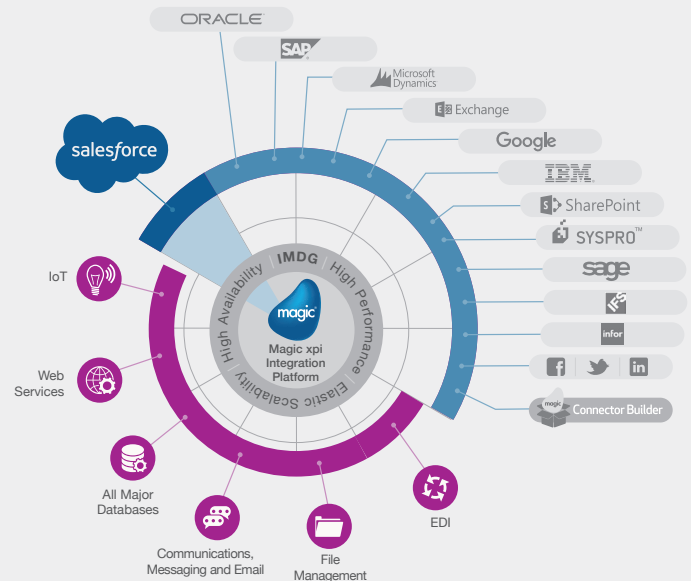
magic®

OUTPERFORM THE FUTURE™

# Magic® xpi for Salesforce® Integration

## Simple, Optimized Integration

Magic xpi Integration Platform's native Salesforce adapter lets you gain a 360 degree view of your customers by integrating your CRM with your ERP and other business systems, easily and reliably. Magic's code-free, Visual Studio approach enables you to complete business-critical integration projects quickly, enjoy ease of maintenance, and benefit from a high return on investment.



## Multiple Ways to Get Ahead

Use the Magic xpi for Salesforce adapter to:



Provide sales with a 360 degree customer view including credit status and social media comments



Automatically convert opportunities in Salesforce to orders in your ERP



Synchronize master data between applications



Enable inventory look ups from within Salesforce



Mobilize backend data and processes for Order Entry, Proof-of-Delivery, Field Service apps, and more

## Magic Makes Everyone Happy



Magic has everything you need to make sure your business processes run the way your users want. IT, LoB and Management stakeholders benefit from:

- Fast time-to-market
- Easy and cost-effective maintenance
- One skill set for all integration needs
- Real-time data for accurate information
- Flexible connectivity to different databases, file types and data formats
- Robust In-Memory architecture supports the most demanding applications
- Business process automation for less than the cost of ETL



## ASK ABOUT OUR SPEEDSTART PACKAGE FOR SUPER FAST IMPLEMENTATION!

### Friendly, Right-Sized Integration

Magic makes it simple to integrate what you want, the way you want:

- **Native Salesforce adapter** for optimized connectivity to all Salesforce and Force.com fields and objects, even custom fields and objects
- **Full support** of real-time and Salesforce bulk operations
- **100+ pre-built application adapters** and technology resources to connect tens of thousands of applications
- **Magic xpi Studio** with code-free, drag and drop environment and comprehensive visual data mapper
- **Multi-platform (Windows, Linux, AIX, Solaris, IBM i) Magic xpi Server** with real-time event triggers, powerful process automation scheduler, and automated handling of exceptions and errors
- **Magic Monitor** with extended remote monitoring and management capabilities for IT and business users
- **Enterprise-grade** including In-Memory Computing, built-in clustering and failover, powerful security and encryption tools, and SOA compliant
- **Hybrid platform** supports any combination of cloud & on-premise integrations

#### A few of our Salesforce Integration Customers

STALLERGENES  GREER™  
Life beyond allergy

 LOXAM

AeroScout®

  
ORANGINA SCHWEPPES

“

This project enables our users to maximize the benefits of Salesforce and have all our updated customer data in SAP at any point in time.

Using Magic's technology, we were able to rapidly process transactions while significantly reducing the risks and costs usually associated with such integration projects.”

*Shailesh Joshi, CIO, Godrej Properties*

### Your Digital Transformation Partner

In today's disposable era, experience is a rare and valuable commodity that is good to have on your side. When you choose Magic for your integration provider, you get:

- 30+ years of experience with enterprise applications
- Benefits of a global team
- Solutions that succeeds where others don't
- An easy path to enterprise mobility with our single-stack solution
- Full range of professional services to meet your needs



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#### 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.

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