

## INDUSTRY NEWS

### FOR ITS NEXT TRICK, MAGIC ATTEMPTS RIAS

Magic Software has been somewhat of a quiet veteran on the software landscape.

Founded in 1983, Magic has more than 500 employees and operates offices in California, Israel, the Netherlands and several other locations. Its product focus has shifted several times over its 25-year history. Now it has pulled another market out of its hat by entering the rich Internet application space with its uniPaaS platform as a service.

Magic's platform has a unique development interface that lets RIA developers work on both the client- and server-side logic while it automatically handles all client and server partitioning.

We're quite advantageous for developers of domain-specific applications who are primarily interested in the business rules and business logic, said Glenn Johnson, senior vice president of Magic Software Americas. That's always been Magic's core development audience: developers who are looking for a more highly abstracted type of development capability.

The uniPaaS platform offers a browser-free client that can be deployed on-premises or on-demand, the company said. Web applications are set up automatically on the client side, which the company said could result in lower cost of ownership. Developers can specify whether business logic needs to be on the client or server side.

Depending on conditions at deployment, the logic might execute on either side for optimization purposes, Johnson said. You might lose connection or have server backlog issues and therefore run it on the client side, or the client may be busy and the server can pick up the execution of that logic. It gives you more flexibility in terms of being able to create an application that's efficient for your purpose.

Magic has undergone a number of transformations since its founding. It focused on code generation and Unix products through much of the 1980s and 1990s. In 2003, it created the iBolt Integration Suite, which features the eDeveloper application assembly tool. Magic describes eDeveloper as a rapid development tool that targets vertical markets by allowing the creation of applications based on their business logic. The iBolt offering remains a focus for the company.