



## iBOLT™ Special Edition Extending the Capabilities of SAP®

## Use Case

# Website Integration

### The Business Need

In today's Internet-enabled commercial environment, online sales may reach 20% or more of companies' sales revenues. However, in many organizations, employees have to manually re-key every order received via their e-commerce sites into SAP. This not only causes delays in order processing, it drains resources and often results in errors. In addition, as customers expect up-to-date data to be available 24x7 online, businesses cannot afford to be "held hostage," waiting for updates and synchronization with back end systems. In order to increase productivity and expedite the data entry process, companies require solutions that enable them to integrate their e-commerce websites with SAP.

### The Solution

iBOLT Special Edition (SE) maximizes the value of existing e-commerce sites by integrating front end web applications with SAP. This solution is specifically designed to synchronize the data flow between the website and SAP, resulting in a single point of data entry, less manual keying and less errors. By enabling real-time, coordinated data handling, iBOLT streamlines your inventory management, customer credit management and on-the-spot order confirmation activities. Website integration helps to improve competitiveness by allowing you, for example, to quickly implement pricing changes.

iBOLT SE lets you clearly define business processes to leverage the benefits of your e-commerce website. iBOLT is an integration layer that enables business users to configure workflows and business processes without the need for programming expertise. Easy-to-use wizards and "drag & drop" tools allow users to automate the following key website integration activities:

- Synchronizing item catalog, pricing and stock levels
- Transferring orders taken over the web and inputting them into SAP
- Order processing, including validating customer information and status, confirming item information, updating inventory, etc.

### The Benefits

- Single point of data entry means no retyping and less errors
- Reduced operational costs through improved efficiency and less staff
- Enhanced business agility and service differentiation by facilitating product and pricing changes
- Improved customer satisfaction via 24x7 access to order entry interface

# Website Integration



## Typical Usage Scenarios

### Extending the Capabilities of SAP

iBOLT SE for SAP is based on Magic Software's award-winning iBOLT process integration solution, which enables organizations to quickly create and dynamically deploy integrated business processes around their existing SAP applications. Without the need for programming, iBOLT SE lets you integrate software, share data and create new workflows and processes to meet the needs of your company's unique business environment. By extending the powerful capabilities of SAP, iBOLT SE enables organizations to deploy a wide range of integrated and fully automated business solutions, increasing productivity and helping to deliver more value to customers.

- Handling service requests via the web
- Cross-organizational workflow
- Logging incoming emails
- Inter-company trade
- Financial consolidation
- Business process monitoring
- EDI integration
- Master data synchronization

### About Magic Software Enterprises

Magic Software Enterprises (NASDAQ: MGIC) is a software provider of enterprise application development, deployment and integration technology. The company's platform allows small and medium-size enterprises to rapidly develop, change and deploy business solutions and integrate with existing and legacy systems. Magic's products are built upon 20 years of R&D and customer experience. Through partnerships with more than 2500 ISVs worldwide, Magic Software's technology is used to deliver solutions to more than 1.5 million customers around the globe.

### Strategic Partnership with SAP

Through its strategic partnership with SAP, Magic Software delivers iBOLT Special Edition (SE) to extend the capabilities of SAP® business management solutions for small and midsize enterprises. Magic Software's community of SAP partners is growing. More than 200 SAP partners around the world include iBOLT SE as an active part of their toolboxes.

Magic Software has received SAP's Award for Innovation (2005) and Quality (2006).

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