

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

Washington D.C. 20549

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16 Under
The Securities Exchange Act of 1934

For the month of November, 2011

Commission File Number: 0-19415

MAGIC SOFTWARE ENTERPRISES LTD.

(Translation of Registrant's Name into English)

5 HaPlada Street, Or-Yehuda, Israel 60218

(Address of Principal Executive Offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F:

Form 20-F ☐ ☐ Form 40-F ☐ ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): N/A

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): N/A

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934:

Yes ☐ ☐ No ☐ ☐

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- N/A

CONTENTS

This report on Form 6-K of MAGIC SOFTWARE ENTERPRISES Ltd. consists of the following documents, which are attached hereto and incorporated by reference herein:

- \$600K Deal Sees Magic Software's iBOLT Integration Platform Adopted as Strategic Standard by a US-based Global Leader in the Personal Care Industry**

Press release

\$600K Deal Sees Magic Software's iBOLT Integration Platform Adopted as Strategic Standard by a US-based Global Leader in the Personal Care Industry

Or Yehuda, Israel, November 16, 2011 - Magic Software Enterprises Ltd. (NASDAQ: MGIC), a global provider of mobile and cloud-enabled application and business integration platforms, announced today that a US-based global leader in the personal care industry has adopted iBOLT as its strategic business integration platform and has purchased from Magic Software Enterprises Americas \$600,000 in licenses and services.

"Our professional services and technology teams are working side-by-side with one of the global leaders in the personal care industry, implementing our integration platform to connect point-of-sale information from thousands of locations," said Regev Yativ, CEO of Magic Software Enterprises Americas. "Magic Software provides built-in architecture that is multi-channel, multi-environment, multi-device, and multi-platform. It is capable of working with a variety of systems already installed at the customer's US headquarters, including IBM Power Systems running IBM i, Oracle JD Edwards integration software, and others."

The iBOLT Integration platform enables businesses to meet the challenge of coordinating information between different software applications at many locations worldwide, without having to manually develop expensive, risky, and non-scalable interfaces. Using a visual approach to configuring business processes, complex systems can be securely integrated by business analysts in an IT department. The client also leverages Magic Software's uniPaaS application platform and professional services to launch new applications and systems on time.

Following an extensive review, trial projects, and initial implementations, the customer adopted Magic Software's technology and professional services as a strategic solution. Project managers and integration designers from Magic Software's professional services team are using iBOLT to implement a number of large-scale, high-volume, mission-critical integration projects for the customer.

About Magic Software

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a global provider of mobile and cloud-enabled application and business integration platforms. For more information visit www.magicsoftware.com.

Except for the historical information contained herein, the matters discussed in this news release include forward-looking statements that may involve a number of risks and uncertainties. Actual results may vary significantly based upon a number of factors including, but not limited to, risks in product and technology development, market acceptance of new products and continuing product conditions, both here and abroad, release and sales of new products by strategic resellers and customers, and other risk factors detailed in the Company's most recent annual report and other filings with the Securities and Exchange Commission.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: November 16, 2011

Magic Software Enterprises Ltd

By: /s/ Amit Birk

Amit Birk
VP, General Counsel

EXHIBIT INDEX

Exhibit Number Description of Exhibit

10.1 \$600K Deal Sees Magic Software's iBOLT Integration Platform Adopted as Strategic Standard by a US-based Global Leader in the Personal Care Industry

Exhibit 10.1