



BNP Paribas Outsources Wireless Management to Synchronoss Technologies

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BETHLEHEM, Pa. -- Feb 24, 2004 Synchronoss Technologies, the first provider of telecom business process outsourcing to carriers and large enterprises, announced today that BNP Paribas, a European leader in banking and financial services, will outsource the management of wireless devices used by their employees in the United States to Synchronoss Technologies. BNP Paribas cites the various complex management issues associated with the growing number of wireless devices used by their U.S. employees among the reasons for the partnership with Synchronoss.

"Today's news underscores the growing demand by enterprises and carriers for telecom BPO, a category we pioneered," said Stephen G. Waldis, president and CEO of Synchronoss Technologies. "BNP Paribas understands that as the number of wireless devices in the enterprise grows, so does the management challenge."

The announcement of today's news follows what has been a banner year for Synchronoss. The company doubled its revenues in 2003, while the telecom sector as a whole continued to struggle. Last year, Synchronoss extended its BPO offering to both carriers and large enterprises. Current Synchronoss carrier customers include AT&T Wireless, MCI, Sprint and AT&T Business Services.

Under the agreement with BNP Paribas, Synchronoss will provide managed services for cell phones used by U.S. employees of the investment bank. Specifically, Synchronoss will handle their help desk, ordering, number portability and inventory tracking. Transactions will be handled by the Synchronoss ActivationNow platform.

The ActivationNow platform was introduced in 2001 for process reporting and data analysis. The platform bundles the complicated OSS back-end building blocks: ordering, provisioning, fulfillment, inventory management, reporting and billing -- into a secure and scalable service delivery platform. ActivationNow is scalable and can be configured to meet specific customer requirements.

About Synchronoss Technologies

Synchronoss Technologies provides telecom business process outsourcing for collaborative service fulfillment and cost management to Tier One carriers and Fortune 500 companies. This new level of collaboration between the carrier and enterprise helps both sides lower costs, drive revenue and improve service. Synchronoss serves Tier One carriers such as AT&T Wireless, MCI, AT&T Business Services and Sprint as well as 50 of their most critical enterprise subscribers. The company's flagship offering, the ActivationNow platform, is composed of proprietary business workflow processes wrapped around industrial strength software and delivers order and inventory management, revenue management, billing reconciliation and Web-based customer care. Synchronoss currently manages \$1 billion in annual enterprise telecom spend. Synchronoss was founded in 2000, is headquartered in Bethlehem, Pa. and has offices across the US. The company is privately held and backed by investors including ABS Ventures (Deutsche Bank Capital), Rosewood Venture Group, Ascent Venture Partners Adams Street Partners and Liberty Ventures. For more information, please visit www.synchronoss.com.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) is a European leader in banking and financial services, with leading positions in Asia and an active presence in the United States. The most profitable bank in the Euro zone, it has a presence in 85 countries with 89,400 employees. The group enjoys key positions in Corporate and Investment Banking, Private Banking & Asset Management, Insurance, Securities Services and Retail Banking. Headquartered in New York, BNP Paribas in North America offers a broad range of corporate, investment banking and securities brokerage activities. With locations in all the major corporate and financial centers across the United States and Canada, BNP Paribas in North America serves a world-class client base of multinational corporate and mid-cap companies, major issuers and institutional buyers. As a registered NASD broker-dealer and member of SIPC, BNP Paribas Securities Corp. underwrites, trades and markets a vast array of global and domestic fixed income and equity products. In the U.S., BNP Paribas offers retail banking and financial services through BancWest Corporation, a wholly owned subsidiary.

SOURCE Synchronoss Technologies

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