



Synchronoss Technologies Unveils Enhanced ActivationNow Platform

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BETHLEHEM, Pa.-- June 10, 2002 Synchronoss Technologies today announced major enhancements to their ActivationNow platform designed around revenue assurance and improved electronic relationship management between Tier one carriers and their Fortune 500 Enterprise customers. The enhancements bring increased efficiency and accuracy to how carriers manage and fulfill orders for telecom services. They also provide Enterprise telecom managers with Web-based telecom asset tracking and reporting capabilities. Synchronoss also announced today that AT&T will be the first to benefit from the enhanced service offering, which will be rolled out across its Tier one customer base in the next several months.

Increasingly, carriers and Enterprises are realizing the need for and the benefits of becoming collaborative e-business partners in providing and using network services. The Request Manager and Inventory Manager enhancements to ActivationNow help service providers meet the dynamic communications needs of their Enterprise customers by streamlining business process workflow, improving service inventory utilization and reducing billing errors.

"Through ActivationNow, Enterprises and service providers have a shared online view of their service needs and telecom assets," said Stephen Waldis, President and CEO Synchronoss. "This enables carriers to truly partner with their Enterprise customers and work together to streamline service delivery and issue resolution. We anticipate that our Tier one carrier customers will have over 45 large Enterprises using our enhanced service by the end of this year."

About ActivationNow ActivationNow is an e-business service fulfillment solution that enhances existing OSS performance. It is comprised of Synchronoss' proprietary business workflow processes wrapped around industrial strength software for turning up complex data and IP services. It "makes the connections" between carriers' legacy systems, optimizing their performance and maximizing returns on past investments. ActivationNow is integrated with the process components critical to complex data and IP service fulfillment: ordering, inventorying, reporting, project management and billing.

The enhancements announced today cover the Request Manager and Inventory Manager modules.

Request Manager: The Request Manager module of ActivationNow enables users to document, manage and track change requests. Service provider customers can enter change requests via the PerformancePartner Portal, a Web-based user interface. The Account Manager then manages the request from review to approval. Workflow modules designed to support specific functions ensure that the change request "moves forward" and is resolved in the fastest possible time. Reporting is available to track hours spent on change requests, number of open change requests and other customer defined metrics. **Inventory Manager:** The Inventory Management portion of ActivationNow provides an inventory database structure and repository for service providers and their customers. Enterprise telecom managers and carrier account managers can track, search, and report data inventory, linking the access circuit through the service circuit to port availability on customer premise equipment via the PerformancePartner Portal. This provides Enterprises with greater cost-based decision-making capability, allowing them to efficiently manage their telecom resources.

About Synchronoss Technologies

Synchronoss Technologies, Inc. is the premier provider of outsourced business processes for service fulfillment, enabling Tier one carriers to connect their top Enterprise customers to their networks faster and more cost-effectively. Synchronoss' flagship product, ActivationNow, is a platform composed of proprietary business workflow processes wrapped around industrial strength software for ordering, inventory management, project management and billing of complex communication services. The company was launched in November 2000 and has secured \$34 million in funding led by venture capital firms including ABS Ventures and Morgan Stanley. The company is headquartered in Bethlehem, Pa. For more information about Synchronoss Technologies, Inc., please visit the company's website at www.synchronoss.com.

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