



Round Table Moderated by Synchronoss Technologies, Inc. Identifies Key Success Factors for Converged Services

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Service Integration Critical for Service Providers to Reduce Churn and Drive New Revenue

BRIDGEWATER, N.J., Oct 23, 2006 (BUSINESS WIRE) -- Executives from Synchronoss Technologies, Inc., Level 3 Communications, EarthLink, Cox Communications, 8X8 and CallWave identified the key factors to succeed in a converged voice, video, wireless, and high speed access environment at a Synchronoss-moderated Round Table, "How to Succeed in an X-Play Environment" held at Fall VON 2006 in Boston.

While communications service providers are rapidly transitioning from offering individual siloed services such as basic voice, video, and data to marketing and delivering bundled offerings, integrating the delivery, activation, fulfillment and invoicing for such offerings will help them realize their full business potential.

"The race is on to deliver a pure X-Play offer," said moderator Omar Tellez, EVP of marketing, Synchronoss Technologies, Inc. "Converged services offerings are the most exciting, and most important trend occurring in telecom today. The market demand is there and the ROI will be considerable for those service providers who can roll out truly integrated offers, not electronically stapled bundles."

"There is no such thing as a single killer application," said Shira Levine, senior research analyst at IDC. "Service providers need to develop a service delivery environment that enables them to quickly and efficiently create personalized bundles of services, and this requires integrated fulfillment systems and processes."

Other Round Table findings include:

- Converged services significantly reduce churn, and will be a critical market pathway for driving new revenue from existing customers;
- Bundled offerings are being rolled out, and true integration, will help to maximize service provider ROI;
- The industry must shift its marketing strategy from targeting "the household" to identifying and delivering the services wanted by each individual in that household.

"We are entering the era of the total communications service provider," said panelist Jim Bagnato, director, voice services, EarthLink. "The challenge from a marketing standpoint will be to pinpoint, and efficiently deliver, the exact suite of seamless services that each individual consumer wants."

"Our research shows that VoIP customers are loyal, and that 40%-60% of them would be willing to buy wireless service from the same provider," said panelist Myrle McNeal, SVP, local voice services, Level 3 Communications. "To capture that market, however, the industry needs to put in place the technology that will enable wireline and wireless services to work seamlessly together, to the point where the consumer does not know, or care whether they are communicating over a WiFi, CDMA, or traditional wireline network."

Synchronoss plans to host a follow up Round Table at Spring VON 2007 to gauge how the market is progressing since the Boston meeting. The company has also updated its position paper "The Race for the X-Play" to include the key findings of the Round Table, which can be found at www.synchronoss.com.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (Nasdaq: SNCR) is the premier provider of on-demand transaction management software to Tier One communications service providers. Synchronoss enables service providers to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's flagship ActivationNow(R) software platform automates, synchronizes and simplifies electronic service creation and management of advanced wireline, wireless and IP services across existing networks. Tier One Synchronoss clients include AT&T, Cablevision Systems Corporation, Cingular Wireless, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit www.synchronoss.com.

About EarthLink

"EarthLink. We revolve around you(TM)." As the nation's next generation Internet service provider, Atlanta-based EarthLink has earned an award-winning reputation for outstanding customer service and its suite of online products and services. Serving over five million subscribers, EarthLink offers what every user should expect from their Internet experience: high-quality connectivity, minimal online intrusions and customizable features. Whether it's dial-up, high-speed, voice, web hosting, wireless or "EarthLink Extras" like home networking or security, EarthLink connects people to the power and possibilities of the Internet. Learn more about EarthLink by calling (800) EARTHLINK or visiting EarthLink's Web site at www.EarthLink.net.

About Level 3 Communications

Level 3 (Nasdaq: LVL3), an international communications and information services company, operates one of the largest Internet backbones in the world. Through its customers, Level 3 is the primary provider of Internet connectivity for millions of broadband subscribers. The company provides a comprehensive suite of services over its broadband fiber optic network including Internet Protocol (IP) services, broadband transport and infrastructure services, colocation services, voice services and voice over IP services. These services provide building blocks that enable Level 3's customers to meet their growing demands for advanced communications solutions. The company's Web address is www.level3.com.

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