



## **Synchronoss ActivationNow(R) Platform Surpasses \$10 Billion in Customer Lifetime Revenue for its Clients**

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Company Strategy for 2007 Takes Convergence, Enhanced eCommerce Experience and Content Distribution to the Next Level

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Nov. 27, 2006--Synchronoss Technologies, Inc. (Nasdaq: SNCR), the leading software provider of electronic order management solutions to the communications services marketplace announced today that its ActivationNow platform has processed transactions since 2002, generating over \$10 Billion in Customer Lifetime Revenue for its Wireless, VoIP, Cable, and Wireline clients. In reaching this milestone, Synchronoss has helped these organizations reduce cost per gross add by as much as 45% when compared to brick and mortar retail stores or traditional sales forces.

"Higher comfort with the Internet combined with growing pressure to reduce operational costs has made the online sales and customer care channel a particularly appealing one for operators," said Shira Levine, Senior Research Analyst at IDC.

The company also announced that it will continue moving up the stack to deliver leading edge service fulfillment and activation solutions in 2007, while taking the following areas to the next level:

- Enabling a Seamless and Automated Convergence Experience: Extending the service fulfillment and provisioning capabilities of the ActivationNow platform to allow for cross network activation over next generation and legacy systems in triple and quadruple plays
- Delivering an Enhanced eCommerce Experience/Business Intelligence: Leveraging the richness of its client's e-Commerce transaction data to personalize and enhance the e-Commerce experience in an effort to augment the purchase ticket
- Content Distribution: Expanding the ActivationNow platform's current video activation capabilities to include content distribution and optimize value creation for the communication service provider

"This is a significant milestone for Synchronoss and our customers," said Steve Waldis, President and Chief Executive Officer for Synchronoss. "Not only have we extensively contributed to our customers' top line, but we've enabled them to cut their costs considerably. Adding intelligence and automation to our platform to seamlessly span across different networks and content types will allow us to continue to set the industry pace in the service fulfillment and activation space."

Note: Customer Lifetime Revenue is a function of Average Monthly Recurring Charge, Average Churn, and Average Price of Customer Premise Equipment or Handset.

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](http://www.synchronoss.com).

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