



Synchronoss Technologies Releases ConvergenceNow(TM) Platform

February 27, 2007

- Solution Suite Orchestrates Subscriber Activation and Provisioning for Converged Order Bundles in a Rapid Time to Market
- Time Warner Cable is First to Market with ConvergenceNow in Production for Mobile Access and VoIP

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Feb. 27, 2007--Synchronoss Technologies, Inc. (Nasdaq: SNCR), the premier provider of on-demand transaction management software to Tier One CSPs, today announced that it has released a new software platform, ConvergenceNow, that accelerates the order to cash process for complex service bundles including voice, video, wireless, high speed Internet access and content. ConvergenceNow addresses the recent network and architecture upgrades including IP Multimedia Subsystems (IMS) that CSPs are using to deliver bundled solutions, and enables an environment with a single point of access to numerous agnostic communication and entertainment services.

Additionally, the company also announced that the ConvergenceNow platform is already in production with Time Warner Cable's Mobile Access deployment. Synchronoss will demonstrate the ConvergenceNow solution suite at CTIA in Orlando, FL, March 27-30, in their Hospitality Suite, #349.

"In a disparate and fragmented OSS/BSS environment, launching converged services that provide access from any device, across any network, with any application or content, in a very quick time to market and with a seamless customer experience is paramount to operators," said Stephen G. Waldis, President and Chief Executive Officer of Synchronoss Technologies, Inc. "Over the past nine months, we've been working closely with our customers to develop and launch a Services-Oriented Architecture (SOA) based solution suite that orchestrates the activation and provisioning of converged services which have different lead times and interfaces, and furthermore integrates both legacy and next generation networks," Waldis added.

The ConvergenceNow solution suite includes the following modules:

Orchestration Gateway

The Orchestration Gateway is designed to broker transactions across a wide array of partner APIs and protocols, and is easily extended to support additional systems in a minimal amount of time and effort. The Gateway is responsible for the provisioning and activation of a large suite of services across wireless, high-speed Internet access, video, voice and content (e.g.: Video downloads, Java Client Refresh/Updates via WAP Push 2.0, etc.).

ConvergedWorkflow Manager

The Converged Workflow Manager coordinates complex provisioning activities on behalf of our clients. Primary functions of this SOA based workflow manager are order validation, exception management, scheduling, activation and coordination with the Orchestration Gateway for information exchange between customer systems and third-party service providers. This system leverages our proprietary workflow technologies to process large volumes of complex transactions for bundled services in the shortest possible intervals. The benefits of the Converged Workflow Manager include centralized business rule application, order management, and exception management, as well as API independent scheduling of domain and business logic.

VisibilityNow Reporting Manager

VisibilityNow is a comprehensive reporting, analytics and business intelligence (BI) portal that provides our clients with unified, real time views of their business. VisibilityNow provides composite reporting across a multi-domain environment coupled with the power of user configurable report delivery functions. This platform provides a robust library of reports measuring key performance indicators around operational and business metrics, order management, types of bundles, product tracking, inventory levels and quality assurance. Utilizing business intelligent logic, VisibilityNow can serve as a marketing tool to identify campaign successes, cross/up selling analysis, post purchase customer behavior, and create targeted messages to the customer base.

For more information on ConvergenceNow please go to <http://www.synchronoss.com/convergencenow.htm>

About Synchronoss Technologies, Inc.

Synchronoss Technologies (Nasdaq: SNCR) is the premier provider of on-demand transaction management software to Tier One communications service providers (CSPs). Synchronoss enables CSPs to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's flagship ActivationNow(R) and ConvergenceNow software platforms automate, synchronize and simplify 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, Comcast, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit www.synchronoss.com.

CONTACT: Synchronoss Technologies, Inc.

Stacie Hiras
908-547-1260

stacie.hiras@synchronoss.com

SOURCE: Synchronoss Technologies, Inc.