



## **ATG and Synchronoss Partner to Deliver End-to-End Digital Customer Experience to the Telecommunications Industry**

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### **Remarkable Performance and Results Achieved During Cyber Monday**

BOSTON & BRIDGEWATER, N.J.--(BUSINESS WIRE)--March 24, 2008--ATG, Inc. (Nasdaq: ARTG) and Synchronoss Technologies, Inc. (Nasdaq: SNCR) today announced a partnership to deliver a seamless purchase and activation process for complex service bundles including voice, video, wireless, high speed internet access and content to the telecommunications industry. The result is an end-to-end solution that enables service providers to deliver products and services to customers faster, with a lower capital expenditure, accelerated order-to-cash process, and an optimal end user experience.

ATG's e-commerce software product suite combined with Synchronoss' ConvergenceNow(R) software platform has helped many service providers deliver the most comprehensive digital customer experience to millions of their customers. Together ATG and Synchronoss provide an end-to-end e-commerce engine, order capture and management, activation, and business intelligence solution for customer's online storefronts.

The integrated ATG and Synchronoss solution has driven significant volume into the e-commerce channel and reduced customer's transaction costs, while improving the end users experience. Furthermore, customers have gained greater visibility into their e-commerce channel and established an automated platform for the delivery of new services.

The joint solution includes the following key results:

- **Optimized Digital Customer Experience:** When compared to other channels, as per a Telephia survey, the solution has achieved the highest level of customer satisfaction due to its intuitiveness, end-to-end automation, and fast cycle times.
- **Scalability:** The solution provides the client with guaranteed performance regardless of the amount of orders processed. Backed by stringent SLA's, the joint solution was designed to scale as sales volumes increase. Today, customers process millions of transactions using the combined services.
- **Time to Market with New Services:** With the deployment of the joint solution, CSPs can roll out new, high value services to their consumer and business customers.

"Differentiating the digital customer experience is paramount to the success of service providers in the online channel," said Omar Tellez, Chief Marketing Officer, Synchronoss. "The joint ATG-Synchronoss partnership provides service providers with a scalable platform that reduces transaction costs while improving the customer experience."

"The ATG & Synchronoss partnership delivers a comprehensive end-to-end eCommerce solution for the Telecommunications Market," said Drew Reynolds, Senior Vice President, ATG. "Customers can now combine the #1 ranked eCommerce platform available today AND the premier provider of on-demand transaction management, fulfillment and provisioning software to get to market faster with lower capital expenditures. The integrated solution will deliver a compelling, personalized user experience from the time customers order their device and services to when it arrives at their doorstep fully configured and activated."

### **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) and ConvergenceNow(R) 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, Charter Communications, Clearwire, Comcast, Embarq, Level 3, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

### **About ATG**

ATG (Art Technology Group, Inc., NASDAQ: ARTG) makes the software and delivers the on demand solutions that the world's most customer-conscious companies use to power their e-commerce web sites, attract prospects, convert them to buyers and ensure their satisfaction so they become loyal, repeat, profitable customers. Our e-commerce suite is ranked the #1 current offering and #1 in strategy by the industry's most influential analyst firms, and powers more of the top 300 internet retailers than any other vendor. Our eStara brand provides customer interaction solutions to enhance conversions and customer support, and delivers the world's most widely used click-to-call service. ATG's solutions are used by over 900 major brands, including Amazon, American Eagle Outfitters, AOL, AT&T, Best Buy, B&Q, Cabela's, Carrefour, Coca Cola, Continental Airlines, CVS, Dell, DirecTV, El Corte Ingles, Expedia, France Telecom, Harvard Business School Publishing, Hewlett-Packard, Hilton, HSBC, Intuit, Jenny Craig, Macy's, Meredith, Microsoft, Neiman Marcus, New York & Company, NutriSystem, OfficeMax, PayPal, Philips, Procter & Gamble, Sears, Sony, Symantec, Target, T-Mobile, Tommy Hilfiger, Urban Outfitters, Verizon, Viacom, Vodafone and Walgreens. The company is headquartered in

Cambridge, Massachusetts, with additional locations throughout North America and Europe. For more information about ATG, please visit [www.atg.com](http://www.atg.com).

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