



Synchronoss to Leverage Siemens to Scale Subscriber Activation / Service Provisioning of Connected Devices Globally

February 15, 2010

BARCELONA, Spain, Feb 15, 2010 (BUSINESS WIRE) -- Synchronoss Technologies, Inc.(NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced that it has further expanded its partnership with Siemens IT Solutions and Services to support the global deployment of the ConvergenceNow(R) Plus+(TM) platform.

ConvergenceNow(R) Plus+(TM) is a high performance, multi-tenant platform that enables global service providers, e-Tailers/retailers and original equipment manufacturers (OEMs) to accelerate and monetize their connected devices go-to-market. The platform exposes a simple set of adapters that enable customers to activate wireless services independent of the network they are operating. The ConvergenceNow(R)Plus+(TM) platform is utilized by OEMs, service providers and e-Tailers/retailers to accelerate the launch of [connected devices](#) and services.

"Synchronoss' ConvergenceNow(R) Plus+(TM) platform is a leading industry solution for service providers and OEMs to sell, activate and provision their portfolios of connected devices and services," said Daniel-Rui Felicio, CEO, Services Industries, Siemens IT Solutions and Services. "We are pleased to provide data center and infrastructure support as well as carrier integration assistance to enable Synchronoss' global operations."

"Siemens has a long history of supporting infrastructure and services across the globe, and we are excited to be working with them on our upcoming global deployments of the ConvergenceNow(R) Plus+(TM) platform," said Daniel Rizer, Executive Vice President of Business Development, Synchronoss Technologies.

Synchronoss will have a considerable presence at the 2010 Mobile World Congress. [Company activities during the conference include:](#)

Customer Meetings / Product Demos

WHEN: Monday February 15th through Thursday, February 18th, 2010

WHERE: Fira de Barcelona Convention and Exhibition Center

Strategies for Growth Panel

WHEN: Tuesday, February 16th, 2010 - 4:00 PM Central European Time

WHERE: Fira de Barcelona Convention and Exhibition Center

For More Information about the Panel See: http://www.mobileworldcongress.com/conference/conf_agenda.htm

Connected Devices Dinner (invitation only)

WHEN: Wednesday, February 17th, 2010 - 8:30 PM Central European Time

WHERE: Restaurant MOO, Hotel OMMM; Rosselló 265 08008 Barcelona

About Siemens IT Solutions and Services

Siemens IT Solutions and Services is an internationally leading provider of IT solutions and services. It covers the entire IT service chain from a single source, from consulting to system integration, right through to the management of IT infrastructures. In addition, Siemens IT Solutions and Services complements the portfolio offerings of the Siemens Sectors with IT solutions. With its comprehensive know-how and industry-specific knowledge, the IT provider creates measurable added value for its customers. Siemens IT Solutions and Services employs more than 35,000 people, and in fiscal 2009, which ended on 30 September, posted annual sales of around 4.7 billion euros, of which over 75 percent are generated outside of the Siemens Sectors. Further information at: www.siemens.com/it-solutions.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. Synchronoss' software platforms automate subscriber activation, order management and service provisioning for all connected-devices, across any communication service, from any channel. The company's ConvergenceNow(R), ConvergenceNow(R) Plus+(TM) and InterconnectNow(TM) technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling telecommunication service providers, cable operators, retailers/ e-Tailers and OEMs to accelerate and monetize their go-to-market with [connected-devices](#) while addressing back-office fragmentation, and delivering an improved customer experience at lower costs. For the latest insight and perspective on connected devices, visit our blog at <http://blog.synchronoss.com> and Web site at www.synchronoss.com.

The Synchronoss logo, Synchronoss, ConvergenceNow, ConvergenceNow Plus+, and InterconnectNow are trademarks of Synchronoss Technologies, Inc. All other trademarks are property of their respective owners.

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