Synchronoss Announces Release 2.6 of ConvergenceNow(R) Plus+ Platform for Connected-Devices

March 22, 2010

New Functionality Expands Carrier Footprint, Improves Reporting Capabilities, Adds Multiple Front-Ends for Order Capture, and Includes Enterprise Order Management

BRIDGEWATER, N.J. & LAS VEGAS, Mar 22, 2010 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, todayannounced new features and functionality in ConvergenceNow(R) Plus± 2.6 along with its product roadmap initiatives. ConvergenceNow(R) Plus+ is a high-performance, multi-tenant platform that enables communication service providers (CSP), cable operators/MSOs, global original equipment manufacturers (OEM) and eTailers/retailers to manage on-demand order processing and subscriber management services.

The new functionality of ConvergenceNow$^{(R)}$ Plus$^+$ expands Synchronoss' global gateway footprint across the US and Europe. Version 2.6 adds enhanced reporting capabilities for commission management and provides front-ends for business-to-consumer (B2C) and business-to-business (B2B) order capture. Additionally, the new ConvergenceNow$^{(R)}$ Plus$^+$ includes enhanced porting and consumer upgrade functionality, a configurable white-label wireless activation portal, and improved order management for enterprise customers.

"The industry continues to evolve with the unprecedented growth of connected devices being offered via traditional CSP channels along with direct-to-consumer models from OEMs and eTailers/retailers worldwide," said Patrick J. Doran, Chief Technology Officer at Synchronoss Technologies, Inc. "This latest version of ConvergenceNow Plus+ includes enhanced features and functionality that enable Synchronoss to provide our customers with a scalable platform that can accelerate and monetize their go-to-market strategy."

For a demonstration of the best-in-class customer experience that ConvergenceNow(R) Plus+ enables, please visit http://www.synchronoss.com/.

For more information about this latest product release, please connect with Synchronoss at the 2010 CTIA conference:

Customer Meetings / Product Demos

- WHEN: Tuesday March 23rd -Thursday, March 25th, 2010

- WHERE: Synchronoss Hospitality Suite - The Wynn Encore

- Contact: Stacie.Hiras@synchronoss.com

- Panel Discussion: "The World is Wide Open"

- WHEN: Tuesday, March 23rd, 2010 - 3:30 PM Pacific Standard Time

- WHERE: Las Vegas Convention Center

For More Information about the panel visit: http://www.ctiawireless.com/info/sessions.cfm#Opportunities_for_Monetizing_Mobile

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 blog.synchronoss.com and Web site at www.synchronoss.com.

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

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