



Synchronoss Ranks Among Top Five Global SaaS Companies

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Software Magazine Names Synchronoss in 28th Annual Software 500

BRIDGEWATER, N.J., Oct 06, 2010 (BUSINESS WIRE) --

[Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced its inclusion on [Software Magazine's](#) Software 500 ranking. The 28th annual ranking listed Synchronoss among the top five software as a service (SaaS) companies in the world.

"Synchronoss' software platforms enable the world's leading communications service providers (CSPs), cable operators, retailers/eTailers, and OEMs to deliver connected devices with the most powerful mobility experience," said Bob Garcia, Chief Operating Officer at Synchronoss. "The Software 500 ranking further validates Synchronoss and its software platforms position as the leading global provider of on-demand transaction management."

Synchronoss' ConvergenceNow(R) Plus+, ConvergenceNow(R) and InterconnectNow(TM) software platforms allow providers to automate subscriber activation, order management, provisioning and [content transfer and synchronization of connected devices](#), across any network from any distribution channel.

"The 2010 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$491.7 billion worldwide for 2009, representing virtually flat growth from the previous year," says John P. Desmond, editor of Software Magazine and Softwaremag.com.

The ranking is based on total worldwide software and services revenue for 2009. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.softwaremag.com%2F&esheet=6456739&lan=en-US&anchor=www.Softwaremag.com&index=4&md5=d587e10dc9b1757e38916c5a8250b209>, as well as from public documents.

About Digital Software Magazine, the Software Decision Journal, and Softwaremag.com

Digital Software Magazine, the Software Decision Journal, has been a brand name in the high-tech industry for 30 years. Softwaremag.com, its Web counterpart, is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies. Software Magazine and Softwaremag.com are owned and operated by King Content Co.

ABOUT SYNCHRONOSS TECHNOLOGIES INC.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. The company's ConvergenceNow^(R), ConvergenceNow^(R) Plus+(TM) and InterconnectNow(TM) technology platforms enable communication service providers, cable operators, retailers/e-tailers and OEMs to automate [subscriber activation](#), order management, provisioning and content transfer and synchronization of connected devices, across any network from any distribution channel. For more information visit us at:

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