



## Synchronoss Expands ConvergenceNow(R) Platform with Introduction of the Enterprise Edition

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### ***Enhancements Target Localized European Markets to Support Global B2B Customers***

BRIDGEWATER, N.J. & BARCELONA, Feb 14, 2011 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading provider of activation and cloud services, today announced it has expanded its [ConvergenceNow\(R\)](#) platform to enable operators to provide a powerful experience to their global business-to-business (B2B) customers to purchase and [provision mobile devices](#) and wireless services including 3G/4G, phones, tablets, notebooks, routers, fixed broadband, car mobility, and other communication services. The enhancements will enable these operators to provide their B2B customers with a truly plug-and-play online shopping experience to ensure greater efficiencies with lower support costs.

The ConvergenceNow(R) platform will now include a customized portal for operator administrators, customer account managers and individual subscribers, designed to streamline the ordering and [provisioning process for wireless devices](#) and communication services. Operators benefit from a best-in-class portal to support self-service administration, complex roles and permissions management, research offers and create targeted promotions and customize service bundles. Business customers are afforded direct control over device orders, subscription plans, data features by individual, SIM inventory management, contracts and subsidies.

Additionally, ConvergenceNow(R) pre-integrates a content management system (CMS) or plugs into an existing CMS to enable content changes in real-time to streamline site changes with multiple language support. The platform can also interface directly with customer relationship management (CRM) systems to further support VAR and channel management, including participation in sales incentive, promotions and revenue assurance related activities.

"The proliferation of wireless, wireline and broadband services are driving a huge opportunity for the B2B market to take advantage of mobility," said Bob Garcia, EVP and Chief Operating Officer at Synchronoss Technologies. "A major challenge for the B2B market is often fragmentation. By leveraging the ConvergenceNow(R) platform, customers have the ability to develop seamless environments designed to streamline the process of ordering and provisioning mobile devices and wireless services, improving user satisfaction with lower support costs.

With Synchronoss' ConvergenceNow(R) platform, B2B customers can provide their clients with a solution where the complexities of the ordering and provisioning processes are hidden. With built in support for internationalization and localization, it allows customers to easily personalize their online storefronts across business units around the globe.

Synchronoss will have a considerable presence at the 2011 Mobile World Congress. To schedule a demo of the ConvergenceNow(R) platform, please [contact us](#).

### **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:

Web: <http://www.synchronoss.com>

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