



Synchronoss' ConvergenceNow(R)Plus+(TM) Platform Scales To Support More Than 4,000 Transactions Per Minute

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BRIDGEWATER, N.J. & BARCELONA, Feb 14, 2011 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading provider of activation and cloud services, today announced its platforms have reached a milestone in scalability. The company's ConvergenceNow(R)Plus+ Platform and its [Network Address Book](#) module have been performing in live production deployments routinely supporting more than 4000 transactions a minute and managing bursts in excess of 400 transactions per second when needed.

Synchronoss' Network Address Book module is a key element of the ConvergenceNow(R)Plus+ platform that automatically [synchronizes and updates address books](#) across a wide range of mobile, internet, and service provider sources. These synchronization server transactions include contact transfer, contact information and picture synchronization, and contact de-duplication. With a cloud database users have total access to rich contact details including phone numbers, personal and work addresses, email, IM IDs, social networking IDs, and contact pictures- all in a proven, highly scalable platform. Network Address Book enables users to consolidate all their contacts to a single, globally accessible address book that updates in real time.

"The explosion of connected devices is truly driving the need for transaction scalability," said Patrick J. Doran, Executive Vice President and Chief Technology Officer at Synchronoss Technologies. "Consumers expect to be able to share their contacts and content across devices and with recent reports predicting between five and six devices per person, the demand for a scalable platform to support these types of transactions is vital to deliver a superior customer experience."

"The tremendous growth in the number of devices per customer necessitates the requirement to enable content and user data to be synchronized across multiple devices. Service providers will need solutions that can scale on demand across all forms of transactions." - Chetan Sharma, President, Chetan Sharma Consulting.

The Synchronoss Network Address Book is successfully deployed with tier-one communications service providers today.

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

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-tailors 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: www.synchronoss.com

Blog: blog.synchronoss.com

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