



## Synchronoss Powers Mobile Personal Cloud Services in Vietnam

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### *Synchronoss gains technology leadership in one of the fastest growing smartphone markets in Southeast Asia*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jul. 13, 2015-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for mobile carriers, retailers and OEMs around the world, is set to launch its personal cloud and network activation services solutions in Vietnam, as the country's mobile sector expands and large numbers of subscribers upgrade to smartphones and consume increasing amounts of mobile data.

Synchronoss will be deploying its award-winning network information and device activation software solutions and its award-winning white-label Synchronoss Personal Cloud™ solution to optimise the wholesale telecommunications services business', provision subscribers with new smartphones and also provide them with their own personal cloud-based back-up and storage service for mobile data.

The Vietnamese mobile market is one of the most dynamic and fast-growing in the Asia-Pacific region. According to a [June 2015 report from the General Statistics Office of Vietnam](#), the country has 136.9 million mobile subscriptions, including 29.1 million 3G subscriptions - a year-on-year increase of 29.6 per cent. According to [international research firm IDC. Vietnam is the fastest growing smartphone market in Southeast Asia, and smartphone sales will continue to increase for at least the next five years](#). In 2014, smartphone shipments into Vietnam totalled 11.6 million units, representing year-on-year growth of 57 percent.

Vietnam's lack of fixed telecoms infrastructure means that the mobile phone is often the only way for many people to access the internet. In addition, the low cost of data in Vietnam means that consumers use their phone for a growing range of "mobile first" features and services, such as e-commerce sites, social media, and news and infotainment. This extends to watching video on websites like YouTube and also native Vietnamese sites.

"The arrival of affordable smartphones and low-cost data plans in Vietnam and other high-growth emerging markets has created demand among subscribers in these regions for mobile-first content and services," said Chris Halbard, EVP and President International at Synchronoss. "This in turn creates an important new opportunity for Synchronoss."

"Wherever they are in the world, mobile users today want easy, fast and secure access to their personal content and data on a variety of devices," he continued. "Our work with our partners in Vietnam shows the significance and value of white-label cloud services to operators, both in mature established markets and increasingly developing nations, to expand their relationship with customers and as a platform to launch new services and generate new revenues."

Synchronoss' network and device activation service solutions are carrier-grade, software-as-a-service platforms that enable mobile operators and OEMs to provide a competitive network from both a service level and cost perspective, then activate and provision new devices and service bundles for users, seamlessly and automatically. This seamless user experience is also a key feature of the Synchronoss Personal Cloud solution, which is used by some of the world's biggest operators, including AT&T, Verizon, Vodafone, Orange and Singtel, to provide their subscribers with an own-branded cloud service that automatically backs up, synchronizes and stores all their personal contacts, content and data, for accessing across a range of different devices.

Synchronoss Personal Cloud is device and OS-agnostic, and is able to support a broad range of devices, mobile Operating Systems and connectivity types – including 3G, LTE and Wi-Fi.

### **About Synchronoss Technologies, Inc.**

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at: [www.synchronoss.com](http://www.synchronoss.com).

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