



Synchronoss Announces its Entrance into the Enterprise Market - Will Leverage its Core Software Assets and New Secure Mobility Suite™ as it Launches in New Industries

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Dave A. Schuette to Lead Enterprise Business

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Oct. 27, 2015-- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading innovator of cloud solutions and software-based activation for mobile carriers, enterprises, retailers and OEMs worldwide, today announced its entrance into the Enterprise market by offering advanced mobility solutions to enterprise clients, initially in the financial services, life sciences and healthcare industries.

Synchronoss' Enterprise business will initially offer the company's new Secure Mobility Suite™, which integrates the company's core mobile content management solution, Synchronoss WorkSpace™, along with new personal information management and mobile data protection capabilities brought to the company through its venture with Goldman Sachs, which was separately announced today. Over time, Synchronoss will introduce additional complementary advanced mobility solutions targeted at enterprise needs. Synchronoss intends to leverage new partnerships with industry leaders such as Goldman Sachs, its carrier channel, as well as recently recruited executives with proven track records in scaling enterprise initiatives to bring its expanding suite of advanced mobility solutions to market.

"Synchronoss' expansion into the enterprise market and addition of the Synchronoss Secure Mobility Suite enables us to leverage our core solutions, carrier relationships, and advanced mobility domain expertise into major new industries. We are launching our Enterprise business by serving two very large and prestigious global clients in the financial services and life sciences vertical markets, providing Synchronoss with a strong foundation to build upon," said Stephen Waldis, founder, chairman and chief executive officer of Synchronoss.

Waldis added, "We believe that Synchronoss' new Enterprise initiative is a natural extension of the company's cloud and mobile content management solutions and is also a win-win *situation* for our mobile operator customers, who will directly benefit by having a broader solutions footprint to sell to their enterprise customers. At the same time, Synchronoss can drive increased demand for carrier services as we bring our advanced mobility solutions directly to enterprises."

Companies in the financial services, life sciences and healthcare sectors, in particular, face growing regulatory, information privacy and operational risks in a multi-device work environment. As a result, these organizations have often held back from implementing strategies that would allow them to reap the maximum benefit of mobile solutions. To ensure Synchronoss stays at the forefront of addressing the business needs of these target markets, it has established a customer advisory board, which will be comprised of key industry leaders spanning the carrier, financial services, healthcare and life sciences vertical markets.

Through its carrier client base, Synchronoss currently serves tens of thousands of enterprise clients including more than 350 of the Fortune 500 via its white-labeled cloud solutions. Synchronoss will now provide its carrier clients with additional opportunities to resell the Synchronoss Secure Mobility Suite as part of their overall enterprise client offerings. As Synchronoss scales its enterprise customer base, its customers will be able to purchase new lines of services, including secure hosting and traditional and non-traditional devices (Internet of Things), from Synchronoss' carrier customers.

Schuette Leverages Deep Experience to Lead Enterprise Business

Dave Schuette has been appointed Executive Vice President and President of Synchronoss' new Enterprise business. He will lead the direction and execution of business development initiatives and operations for the Enterprise business. He will be responsible for driving incremental growth across industries, including financial services, healthcare and life sciences.

"Our goal is to help enterprises minimize risk while optimizing the digital experience for their organizations and customers," said Dave. "We believe we will be able to assist enterprises in their ability to drive simplicity, mobility and productivity in their organizations. Our solution-oriented and business value focused enterprise team will leverage its knowledge and experience to work with clients and enable convenient, frictionless employee- and client-centric environments."

An enterprise solutions veteran of over 20 years, Dave has provided strategic direction and thought leadership to Fortune 1000 companies on how enterprises can cut through the complexity of the regulatory environment, their marketplace and their businesses enabling them to operate in a frictionless environment, go to market faster, innovate and grow.

In addition to having broad enterprise experience, Dave is a domain expert and thought leader in the financial services and life sciences industries, which are among the sectors that will be the initial focus of Synchronoss' Enterprise initiative. He has successfully launched, scaled and led the financial services and life sciences practices at multiple start-up companies. Previously, at privately-held consultancy BusinessEdge, Dave served as Chief Strategy Officer and contributed to growth from approximately \$80 million to \$190 million in revenue during the four years leading up to its acquisition by EMC, after which he ran business development, operations and recruiting for EMC's financial services and life sciences consulting practices.

Waldis added, "Dave is the perfect candidate to lead Synchronoss' new Enterprise initiative. He is a proven executive with a deep understanding of enterprise needs and solutions. He has a strong track record of delivering results, growing customer relationships, building successful teams and leveraging industry expertise to deliver innovative solutions and generate business value. We look forward to Dave's contributions as we capitalize on major new growth opportunities."

The company will discuss its new enterprise business and venture on its 3Q15 financial results conference call, scheduled for 8:30 a.m. ET on Wednesday October 28, 2015.

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, scalable and patented 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.

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