



Synchronoss Launches Backup & Transfer™ Solution

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Configurable white label solution offers service providers a secure, fast & easy-to-use solution that enables phone-to-phone content transfer and cloud backup and restore functionality

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jan. 5, 2016-- [Synchronoss Technologies, Inc.](#) (NASDAQ:SNCR), the leader in mobile cloud innovation and software-based activation for mobile carriers, enterprises, retailers and OEMs around the world, today announced the commercial launch of Synchronoss Backup & Transfer™, an innovative, white label content transfer solution that uses Wifi and cloud capabilities. The solution will enable service providers to effectively manage the transfer of personal content from their old device to their new device. At the end of every data transfer, the end user will be prompted to enroll in a cloud backup solution. By keeping the majority of their heavy payload in the cloud and capitalizing on the speedy transfer of personal content, service providers can greatly reduce future in-store data transfer times.

Synchronoss Backup & Transfer™ is a premium upgrade to the popular Synchronoss Mobile Content Transfer™ product. Using one configurable client, service providers can deliver a unified backup & transfer experience to their customers. This includes device-to-device content transfer services, cloud backup, cloud sync and cloud restore capabilities. Backup & Transfer uploads the user's content into the cloud so that the next time they upgrade, they will have an improved retail customer experience by allowing service providers to process more device upgrades, with higher device payloads, in less time.

Using one configurable client, Synchronoss Backup & Transfer key features include:

- Peer to Peer transfer
- Cloud Back-up
- Cloud Sync
- Cloud Restore

Synchronoss Backup & Transfer's functionality spans retail, online and customer care channels delivering significant benefits to service providers in a variety of ways:

Retail channel: Synchronoss Backup & Transfer improves the in-store customer experience for service providers by pre-loading user content into the cloud prior to them visiting the retail store, reducing transaction time. Upon completion of an in-store device-to-device content transfer by a retail representative, customers are prompted to enroll in the backup service which keeps their data synced throughout the life of the device. The customer's next upgrade is able to bypass time consuming wireless transfer by allowing users to restore their data from the cloud on their time, reduce the duration of in-store visits. and dramatically improve the retail customer experience.

Online channel: Synchronoss Backup & Transfer empowers online customers to perform their own content transfer, in the comfort of their own home with no need to visit a retail store. Once the customer has made an online device purchase, the service provider can send the customer a notification message that includes instructions on how to backup the content from their old device to the cloud before their new phone arrives. Once the new phone is delivered, the customer simply restores their data from the cloud, eliminating the need for a device-to-device transfer. This shift to a self-service model, takes cost out of the business, and drives profitability by reducing non-revenue generating retail traffic. Retail reps then have more time to focus on revenue impacting transactions.

Customer care channel: Synchronoss Backup & Transfer enables customer care representatives to leverage a variety of benefits through the backup and restore option. In an instance where a factory reset is required, the care rep can walk the customer through backing up their content, perform the factory reset and then restore all necessary content back to the device, resolving the issue quickly with no customer data loss. As a result, there is a significant opportunity for the customer care channel to improve customer satisfaction and make Net Promoter Score (NPS) improvements. NPS is a management tool that can be used to gauge the loyalty of a firm's customers.

"Mobile subscribers continue to generate more and more content on their devices," says Daniel Rizer, EVP of Product Management, Marketing & Business Development at Synchronoss. "The reality is, there is so much content showing up on devices at the time of upgrade, the time it takes to transfer it all over Wi-Fi is starting to create deal flow and customer experience issues with some customers in the retail channel. Deploying Synchronoss Backup & Transfer can get their data into the cloud BEFORE they come into the store, so not only is their content safe, it's ready to move to their new phone at any time."

Mobile users currently either backup data to a cloud service and then restore it to their new phone; or, have an in-store sales rep assist with the content transfer process. Both use cases put mobile operators at the center of the mobile storage and transfer equation, either providing cloud-based storage or hands-on help to assist customers with their mobile content management and storage needs. Synchronoss Backup & Transfer combines these two functions into one white label solution. This not only helps the subscriber solve their content management challenges, but adds value to the service provider by reducing operating costs, eliminating customer barriers, reducing churn and promoting self-service.

Synchronoss at the Consumer Electronics Show (CES)

Synchronoss will showcase the Backup & Transfer demo at CES at The Wynn Hotel Chairman's Salon in Las Vegas, Nevada. Please contact us to schedule a meeting.

Synchronoss Backup & Transfer Demo

WHEN: Tuesday, January 5th – Friday, January 8th

WHERE: Synchronoss Hospitality Suite, The Wynn Hotel – Chairman's Salon

WHAT: [Schedule a meeting/demo](#) with Synchronoss executives

About Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc., based in Bridgewater, NJ, (NASDAQ: SNCR) is the leading innovator of cloud solutions and software-based activation for mobile carriers, enterprises, retailers and OEMs 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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Source: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.

Media:

Stacie Hiras, +1 908-674-0758

Stacie.hiras@synchronoss.com

or

Investor:

Seth Potter, +1 646-277-1230

investor@synchronoss.com