



Synchronoss Announces Cloud Analytics Platform to Help Service Providers Extract New Value from Their Data

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The Synchronoss Cloud Analytics Platform will create new business value based on insights from end-to-end data uniquely available to Service Providers

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Feb. 28, 2017-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), today announced its Cloud Analytics platform for global service providers based on the power of applying its analytics insights to the uniquely valuable data sets inherent within service provider networks, devices and applications. Synchronoss' new analytics platform will give service providers insights on how to harness the data from the customer life cycle into actionable business advantages that create end user experiences and new value across channels and customer segments.

The new platform uses data gathered from a carrier's end-to-end view of a subscriber from device and service activation, rate plans and account information, network usage, messaging and cloud-based user generated content such as contacts, photos, videos and more. Together, this data can be used to create compelling user experiences for subscribers across channels such as mobile, web/digital, care and retail. The results are compelling data insights that drive incremental business value from subscriber transactions based on predictive trending, advanced segmentation, market analysis, tendencies and optimization and distribution, as well as campaign measurement.

The Synchronoss Cloud Analytics platform uses data science, machine learning and artificial intelligence to drive insights into business terms through a user-friendly interface. Service providers will be able to identify which customers are more likely buy specific services, gain insight into why these customers are being targeted (based on contextual information, behavior and interaction), as well as what campaigns to launch in order to best upsell these customers.

"Cloud analytics yields immediate results. We've created an exciting platform with an impressive depth and powerful delivery for end customers," said Ronald Hovsepian, CEO, Synchronoss Technologies. "Synchronoss has always been a trusted partner with the service provider community. As such we've been given the privilege to work closely with our customers to create great experiences as a trusted, secure and scalable provider. We believe this new platform gives service providers and un-tapped advantage to leverage the data they've always had in ways that will give them a deeper understanding of subscriber needs and allow them to provide a customer experience that exceeds their expectations."

Synchronoss' Cloud Analytics Platform is comprised of technology deeply embedded in core service provider systems such as device and service provisioning, billing, care and digital distribution. By partnering with Synchronoss, subscriber activity, extracted from common use cases can create powerful, actionable insights that enable a unique, end-to-end view on the life cycle activity of subscribers as they use their mobile devices across the network. The platform gives service providers tools to analyze this data and apply it to on-going campaigns against known segments and business metrics.

Synchronoss has built this expertise based on 15+ years of creating compelling user experiences from service provider back end systems – to securely managing subscriber account data – to powering the world's largest white label cloud-based content platform. Cloud Analytics is a natural step forward in applying value-add analytics to the technology that service providers have relied on to gain a closer relationship with their subscribers.

About Synchronoss Technologies, Inc.

Synchronoss (NASDAQ:SNCR) is an innovative software company that helps both service providers and enterprises realize and execute their goals for mobile transformation now. Our simple, powerful and flexible solutions are used by more than 3 billion mobile users and 300 of the Fortune 500 worldwide. www.synchronoss.com

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