

## **Dell Selects Synchronoss to Accelerate Global Launch of Its Connected Device Portfolio**

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### **ConvergenceNow(R) Plus+(TM) Uniquely Positioned to Reinforce Dell's Connected Devices Go-to-Market Strategy**

BRIDGEWATER, N.J., Jan 19, 2010 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced that its ConvergenceNow(R) Plus± (TM) platform has been selected by Dell Inc. (NASDAQ:DELL) to globally enable on-demand activations of Dell's entire connected device portfolio, including Dell's first smart phone, designed on Google's Android Operating System (OS). The ConvergenceNow(R) Plus+ platform will enable Dell to offer its customers across the globe a unique experience via the online channel including streamlining subscriber management functions, as well as, cross channel global service activation with multiple service providers. The initial markets supported will be North America and Europe, and then expanding on a global basis throughout 2010.

"We chose Synchronoss' ConvergenceNow(R) Plus<sup>+</sup> platform because it allows Dell the flexibility to activate our entire portfolio of connected devices seamlessly," said Ezra Vance, Director Communications Services at Dell. "Dell takes the customer experience seriously and we are pleased to partner with Synchronoss, who will enable a new integrated solution to enhance the world class buying and mobility experience Dell customers deserve. Around the globe, consumers are demanding connectivity to, from, and between devices. With the help of Synchronoss, we will begin to deliver a variety of options to help consumers activate and manage their 'connected life' with ease."

ConvergenceNow(R) Plus<sup>+</sup> is a high performance, multi-tenant platform that enables global OEM's such as Dell, to consume on-demand order processing and subscriber management services. The platform exposes a simple set of adapters that enable customers to activate wireless services independent of the network they are operating.

"The market opportunity for connected devices such as Dell's Smartphone is rapidly expanding and is forecasted to reach upwards of 2.5 billion devices by 2014," said [Stephen G. Waldis](#), President and CEO, Synchronoss Technologies. Waldis added, "We intend to have a global footprint for ConvergenceNow(R) Plus<sup>+</sup> and are glad to have Dell as an anchor client."

"We're entering a new era where every device that can be connected will be connected to the Internet and other devices. As we enter the new hyper-connected world, we've begun to realize that connecting these devices is an incredibly complex process," states James Brehm, Senior Consultant, Mobility and the Unwired Experience, Frost & Sullivan. "The only way to facilitate the hyper-growth of smart phones, eReaders, Netbooks, connected Personal Navigation Devices, printers, and cameras are to hide the complexity from the consumer and make the process as seamless and simple as possible. The partnership between Synchronoss and Dell provides consumers with a painless way to enjoy complex technology. When you combine Dell's size, scale, and ability to execute with Synchronoss' global activation system, you end up with a real winning combination."

### **About Dell**

People worldwide can buy Dell (NASDAQ: DELL) online, by phone and through more than 43,000 stores.

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

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. Synchronoss' software platforms automate subscriber activation, order management and service provisioning for all connected-devices, across any communication service, from any channel. The company's ConvergenceNow(R), ConvergenceNow(R) Plus+ and InterconnectNow(TM) technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling telecommunication service providers, cable operators, retailers/ e-tailers and OEMs to accelerate and monetize their go-to-market with connected-devices while addressing back-office fragmentation, and delivering an improved customer experience at lower costs. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

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