



Synchronoss Teams with Rackspace to Resell Digital Experience Platform (DXP) to Portfolio of Leading International Customers

January 22, 2019

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jan. 22, 2019-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), a global leader and innovator of cloud, messaging, digital and IoT products, today announced that Rackspace®, a leading provider of IT as a service, will re-sell its [Synchronoss Digital Experience Platform](#) (DXP) to the Rackspace global customer portfolio. Via this collaboration, Synchronoss and Rackspace will help businesses through their digital transformation journey by enabling seamless, frictionless interaction across all customer touchpoints, including online or app, physical retail and call center.

The Synchronoss DXP has the unique ability to be quickly integrated and layered on top of legacy IT systems, as well as deliver a “low-code” application that uses a “drag and drop” interface that allows non-IT resources to configure new journeys quickly, reducing time-to-market and simplifying delivery for any organization looking to transform and optimize its digital customer experience. This platform enables companies to create, configure and manage online or app, physical retail and call center journeys that pause and resume, giving them the ability to share real-time customer data, choices and actions across channels and CRM systems. Rackspace’s decision to re-sell Synchronoss DXP reflects its commitment to offer its customers high-quality digital tools that will help them transform their business and deliver an enhanced customer experience. Rackspace’s global customer base spans all major industries, including healthcare, financial services and retail, among others.

“We are focused on delivering unbiased, multi-cloud expertise that helps our customers wherever they are on their IT transformation journey,” said Gerard Brossard, EVP and GM for Service Offerings, Applications and Professional Services at Rackspace. “Most of the world’s organizations, regardless of sector, are working to provide greater value to customers by improving the digital experience they deliver. Synchronoss DXP will play a fundamental role in helping our customers achieve their digital transformation objectives, assisting them in being more attentive, better engaged and more responsive to their end users’ needs.”

“Our deal with Rackspace will bring greater value to their and our global customers,” said Mary Clark, Chief Product Officer and Chief Marketing Officer at Synchronoss. “We’re teaming with them as a channel to offer DXP to their customers. We’re excited to be combining our deep expertise in delivering compelling customer experiences and customer journeys with a widely respected and recognized leader in IT as a service space to offer a powerful solution to global brands to improve digital customer engagement.”

About Synchronoss

Synchronoss (NASDAQ: SNCR) transforms the way companies create new revenue, reduce costs and delight their subscribers with cloud, messaging, digital and IoT products, supporting hundreds of millions of subscribers across the globe. Synchronoss’ secure, scalable and groundbreaking new technologies, trusted partnerships and talented people change the way Technology-Media-Telecommunications customers grow their business. For more information, visit us at www.synchronoss.com

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190122005203/en/>

Source: Synchronoss Technologies, Inc.

Media:

North America

Diane Rose

CCgroup

M: +1 202-350-2469

E: synchronoss@ccgrouppr.com

International

Anais Merlin

CCgroup

T: +44 (0)203 824 9200

E: synchronoss@ccgrouppr.com