

Synchronoss Named Pipeline Innovation Award Runner-up for Innovations in Customer Experience

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Bridgewater, NJ- May 15, 2019 – [Synchronoss Technologies Inc.](#) (NASDAQ: SNCR), a global leader and innovator in cloud, messaging, digital and IoT platforms and products, today announced that it has been named a runner-up for the [Pipeline Innovation Awards](#) in the “Innovations in Customer Experience” category. The awards program provides the opportunity to be recognized as a prominent industry innovator by key executives from top service providers, influential industry analysts and the editors of [Pipeline](#) magazine, the world’s leading communications and entertainment technology magazine.

The *Pipeline* “Innovations in Customer Experience” category recognizes innovations that improve or enhance the end-customer experience of communications and entertainment services. The purpose of the category is to recognize the latest innovations in Customer Experience Management (CEM) that have, or will have, the largest impact on attracting new customers, retaining existing customers and enhancing customers’ experiences throughout their entire relationship with the brand.

Synchronoss was recognized for its Digital Experience Platform (DXP), which provides a tool kit of capabilities that companies can use to simply and quickly design, deploy, manage and optimize customer journeys across multiple channels from one platform, ensuring a consistent and seamless single and/or omni-channel customer experience. A critical part of the digital transformation process is to enable a frictionless, unified experience for customers during each and every transaction - or “customer journey” - across all channels, whether it is in-store, online, mobile or over the phone.

Mary Clark, Chief Product Officer and Chief Marketing Officer for Synchronoss, said she is honored that Synchronoss is being recognized by such a well-regarded panel of key judges from top service providers, analysts and financial institutions for its innovation in customer experience. “I am impressed with the in-depth level of vetting that was involved in this award process – a process that mirrored a formal Request for Information (RFI) from a perspective of a buyer to show true innovation in the market. This award validates the innovation that has gone into our DXP Platform and what it can deliver. Our DXP Platform reduces time-to-market and simplifies IT delivery for any business that wants to become a digital-first company and transform its customer experience.”

Scott St. John, managing editor of *Pipeline*, said, “For nearly 10 years, the Pipeline Innovation Awards have recognized the technology companies that are transforming the industry with the most significant technical innovations,” he said. “We are happy to recognize Synchronoss for its innovations in customer experience and as a runner-up in our 2019 *Pipeline* Innovation Awards program.”

Learn more about the [Synchronoss Digital Experience \(DXP\) Platform](#) on the company’s website.

About the Pipeline Innovation Awards

The annual *Pipeline* Innovation Awards are specifically designed to provide the most credible recognition of technical innovation in the industry. Each year, *Pipeline* receives hundreds of nomination which are distilled to a select number of semi-finalists, who compete in more than [10 categories of technical innovation](#). Semi-finalists submit extensive information to validate their innovation, which is objectively scored, and provided to [esteemed judging panel](#) consisting of key executives from service provider, analyst, and financial organizations who exclusively select the most innovative competitor in each category.

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.