

## AT&T Wireless Extends Relationship with Synchronoss

August 25, 2003

BETHLEHEM, Pa. - August 25th, 2003 - Synchronoss Technologies, Inc., the first provider of telecom BPO for Tier One carriers and Fortune 500 companies, today announced a Mobile Enabled enhancement to the ActivationNow platform that will give telecom managers greater control over the deployment and management of wireless devices.

In conjunction with the enhancement, Synchronoss has extended the relationship with AT&T Wireless to deploy the enhanced platform externally to AT&T Wireless' enterprise subscribers. As a result, customers have a greater number of higher value-added voice and data service options available, improved control over enterprise device deployments, and more efficient tracking of wireless device usage and billing costs.

"As the use of wireless devices continues to grow within large enterprises, telecom managers will increasingly come to expect the same level of end-to-end management that they have become accustomed to with their wireline services," said Stephen Waldis, president and CEO of Synchronoss Technologies. "With the enhancement announced today, wireless devices, services, and features can be ordered and tracked via ActivationNow's Order Management and Inventory Management Modules. This functionality, when combined with AT&T Wireless, provides real-time management of in-service wireless devices to help telecom managers deliver optimal levels of service while controlling costs and supporting critical business imperatives."

The ActivationNow platform was introduced in 2001 and implemented within AT&T Wireless in August 2001 for internal process reporting and data analysis. The platform bundles the complicated OSS back-end building blocks: ordering, provisioning, fulfillment, inventory management, reporting and billing -- into a secure and scalable service delivery platform. ActivationNow is scalable and can be configured to meet specific customer requirements. The integration of best-of-breed technologies into a hosted platform enables top-tier carriers to provide efficient, end-to-end OSS business processes while maximizing their prior investments.

"Enterprise customers need simple, scalable and secure methods of monitoring the wireless usage of their employees," noted Kent Mathy, senior vice president, AT&T Wireless. "The key to success in this market is to give enterprise customers a powerful end-to-end tool that provides the flexibility they need to monitor and control costs of their company-wide mobile device deployments and higher value added voice services or real time data access from the field including email, calendars, contacts, a corporate Intranet or the Internet."

### About Synchronoss Technologies

Synchronoss Technologies provides telecom business process outsourcing for collaborative service fulfillment and cost management to Tier One carriers and Fortune 500 companies. This new level of collaboration between the carrier and enterprise helps both sides lower costs, drive revenue and improve service. Synchronoss serves Tier One carriers such as AT&T Wireless, AT&T Business Services and MCI and approximately 50 of their most critical enterprise subscribers. The company's flagship offering, the ActivationNow platform, is composed of proprietary business workflow processes wrapped around industrial strength software and delivers order and inventory management, revenue management, billing reconciliation and Web-based customer care. Synchronoss currently manages \$1 billion in annual enterprise telecom spend. Synchronoss was founded in 2000, is headquartered in Bethlehem, Pa. and has offices across the US. The company is privately held and backed by investors including ABS Ventures, Ascent Venture Partners and Adams Street Partners. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

### About AT&T Wireless

AT&T Wireless (NYSE: AWE) is the second-largest wireless carrier, based on revenues, in the United States. With 21.49 million subscribers as of June 30, 2003, and revenues of more than \$16.2 billion over the past four quarters, AT&T Wireless delivers advanced high-quality mobile wireless communications services, voice and data, to businesses and consumers, in the U.S. and internationally. For more information, please visit us at <http://www.attwireless.com/>.

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