

## AT&T Wireless Deploys ActivationNow Platform

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BETHLEHEM, Pa., August 21, 2001 -- Synchronoss Technologies, the front running business service provider of hosted operations support systems (OSS) environments for major telecom carriers, today released its enhanced ActivationNow platform. ActivationNow enables service providers to connect enterprise customers to high-speed data networks faster while reducing up-front capital expenditures. Synchronoss also announced that AT&T Wireless has deployed the ActivationNow platform for process reporting and data analysis for AT&T's Digital Broadband service. By integrating ActivationNow with its service provisioning and customer care legacy systems, AT&T Wireless gains scalability and flexibility while leveraging its existing OSS infrastructure.

"The hosted OSS business model is one of the most exciting and timely developments for customer service management," said Karl Whitelock, director of Stratecast Partners OSS competitive strategies program. "With the variety and complexity of services available today, some providers realize that managing the service fulfillment and assurance processes for next generation network technologies may not always be possible with existing OSS capabilities. A hosted OSS model, such as that offered by Synchronoss, offers a unique business advantage to any service provider seeking a viable alternative to managing these services with its own operations support infrastructure."

Synchronoss' ActivationNow 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. The enhanced capabilities of ActivationNow are the result of strategic partnerships with leading OSS providers such as BEA Systems, Inc., Cognos Incorporated, Daleen Technologies, Inc., Ceon Corporation, and Peregrine Systems, Inc. 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.

Synchronoss also unveiled today its enhanced PerformancePartner Portal, a Web-based interface to the ActivationNow platform that simplifies end-user ordering and management of complex data services. The PerformancePartner Portal allows service providers and their enterprise customers to place orders and track order status, as well as view service inventory and bill data through a simple, interactive interface.

"ActivationNow and the PerformancePartner Portal are the result of a tried and true business strategy," said Stephen Waldis, Synchronoss president and CEO. "We worked closely with the top carriers and their enterprise customers to identify their most critical requirements. We then partnered with the best technology providers to develop an integrated platform that will help our carrier customers grow their business."

Synchronoss has enhanced the ActivationNow platform and the PerformancePartner Portal with these modules:

- \* Order Management: supports ordering, monitoring, reporting and customer-centric inventory tracking of complex data services.
- \* End-User Self-Servicing: presents a Web-based interface for end-users to place and track orders, view inventory and access billing data.
- \* Inventory Management: provides accurate service inventory data to ensure high order quality, reduce service and equipment fulfillment intervals, and improve bill quality.
- \* Automated Workflow Management: coordinates the specific end-to-end events, activities and inter-organizational tasks needed to quickly and accurately fulfill and bill service orders.
- \* Complex Billing Support: provides support for complex billing hierarchies based upon recurring and non-recurring monthly charges, including promotions and other discounting features.
- \* Robust Reporting and Data Analysis: delivers valid, real-time business performance data required to measure, monitor and improve workflow activities.

### About Synchronoss Technologies

Synchronoss Technologies, Inc. is one of the first players in the emerging business service provider market. Synchronoss offers a hosted and secure operations support systems (OSS) platform for communications service providers worldwide. The company was launched in November 2000 and has secured \$34 million in funding led by venture capital firm ABS Ventures. The company's customers include leading telecommunications carriers such as AT&T and WorldCom. Synchronoss is headquartered in Bethlehem, Pa. For more information about Synchronoss Technologies, Inc., please visit the company's website at [www.synchronoss.com](http://www.synchronoss.com).

Company Contact:

Charles Kelleher  
(610) 814-5498  
charles.kelleher@synchronoss.com

Press Contacts:  
Dana Mellecker  
(212) 421-3555  
dana@nypr.com

Jolene Resnick  
(212) 421-3555  
jolene@nypr.com