

Synchronoss and MarketEcho Identify Mission Critical Gap in VoIP Service Offering

April 4, 2006

Bridgewater, New Jersey (April 4, 2006) – As the Voice over Internet Protocol (VoIP) industry booms, carriers looking to get into the market are concentrating on network provisioning and equipment, but may be overlooking other mission critical aspects of the business. According to Robert Johnson, Executive Vice President of Development for MarketEcho, a Texas-based production consulting firm that specializes in developing VoIP solutions, there are numerous service-side deficiencies when it comes to launching and growing VoIP offerings. Chief among them are automated order fulfillment and local number portability management, areas in which Synchronoss Technologies, Inc. (www.synchronoss.com) has taken a leadership position.

“When we do an architecture assessment for Tier 1 and Tier 2 carriers seeking traction in the VoIP space, we discover deficiencies among vendors purporting to have a complete solution to order management,” said Johnson. “Fallout is one area that is being underestimated; it leaves carriers vulnerable because if a number does not port properly, it represents lost revenue and leads to customer dissatisfaction. Fortunately, we have identified the Synchronoss ActivationNow® Technology Platform as being the best-in-class solution for automated order fulfillment and exception management.”

Recently, MarketEcho's comprehensive research led Johnson to recommend Synchronoss to 360networks for a complete automated order management engagement. 360networks provides telecommunications services and network infrastructure to leading companies, carriers, governments, and organizations. Synchronoss will now provide support for numerous 360networks business processes including network activations, calling name database (CNAM), line information database (LIDB), directory listings, E911, and directory assistance, as well as VoIP local number portability (LNP). The Synchronoss ActivationNow platform virtually eliminates manual intervention for LNP fallout, and Synchronoss backs up its services with performance-based service level agreements, a key differentiator compared to the competition.

“We are pleased to learn that MarketEcho endorsed Synchronoss to 360networks,” said Chris Putnam, Executive Vice President of Sales, Synchronoss Technologies, Inc. “What's unique about MarketEcho is that they are comprised of network engineers with extensive experience architecting and troubleshooting technical issues for telecommunications companies. So when they recognize the Synchronoss ActivationNow Technology Platform as best in class, it is extremely gratifying.”

About Synchronoss Technologies, Inc.

Entering its sixth year of consistent, double-digit growth, Synchronoss Technologies, Inc. (www.synchronoss.com) is a leading provider of order management solutions to the communications services marketplace. Synchronoss helps large service providers and their FORTUNE 500 Enterprise Clients deliver SLA-backed service to their subscribers across wireline, wireless, and broadband networks. Synchronoss' clients include several Tier 1 wireless, wireline, and cable providers such as AT&T, Cablevision Systems Corporation, Cingular Wireless, Clearwire, Level 3 Communications, Time Warner Cable, Verizon, and Vonage. For more information, visit us on the Web at www.synchronoss.com.

About MarketEcho

MarketEcho is breaking new ground in production consulting, developing best-of-breed VoIP solutions for service providers looking to introduce VoIP into their portfolios. MarketEcho specializes in developing complex products and solutions for service providers seeking to expand their portfolio or to extend their capabilities into new markets. They deliver complete, turnkey platforms and services to their clients, including integrating MarketEcho's work into clients' existing operational environments and training their operational staff to support it. MarketEcho's clients include several ILECs, CLECs, IXCs, ISPs, ESPs, and international PTTs. For more information, visit them on the Web at www.marketecho.us.

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