



## **FMC Forum Hosted by Synchronoss Technologies Identifies Key Success Factors to Win in a Converged Communications and Content Arena**

March 27, 2007

### **Launching a Service Delivery Platform that Provides a Superior Activation and Provisioning Experience While Truly Integrating the Diverse Communication and Content Elements is Critical for Service Providers to Succeed**

BRIDGEWATER, N.J.--(BUSINESS WIRE)--March 27, 2007--Leading communication service providers (CSPs) and industry thought leaders representing Accel Partners, Advanced Newhouse, CBS- Market Watch, Covad, Cox Communications, Earthlink, IDC, Level3, Pac-West, Qwest, Sprint, Telephia, Time Warner Cable, and Vonage, convened at the First FMC Industry Retreat hosted by Synchronoss Technologies, and identified the key factors to succeed in a converged voice, video, wireless, and high speed access environment.

Key takeaways from the First FMC Industry Retreat include:

- While communications service providers are rapidly transitioning from offering individual siloed services such as basic voice, video, and data to marketing and delivering bundled offerings (e.g. Triple and Quadruple Play offerings), they must fully integrate the delivery, activation, fulfillment and invoicing for such offerings to realize their full business potential.
- Service providers will need to embrace symbiotic relationships with OEMs, and digital content providers including Web 2.0 applications, in order to deliver market-driven solutions and a superb customer experience.
- Emergence of a "universal activation orchestration and customer care" operation will be required to address issues and inquiries related to the different components of FMC solutions.

"In a fragmented BSS/OSS environment, launching converged services that provide access from any device, across any network, to any application or content, in a very quick time to market and with a seamless customer experience is paramount to operators," said Steve Waldis, President and CEO of Synchronoss Technologies Inc. Waldis added, "Synchronoss is honored to have enabled a forum with a wide array of service providers to discuss and identify key success factors to win in this new converged environment."

"The convergence of fixed and mobile communication networks creates a platform or gateway to enable a wide variety of innovative services across video, wireless and high speed access networks," said Mark Winther, Group Vice President & General Manager, Worldwide Telecommunications at IDC. Winther added, "CSPs that are able to bridge the different and disparate elements of the networks while offering a superior customer experience will have a competitive edge in the race for the digital home."

Addressing the issues in deploying FMC solutions, Synchronoss recently announced ConvergenceNow(TM), its next-generation platform that accelerates order to cash processes for complex service bundles including voice, video, wireless, high speed Internet access, applications and content. ConvergenceNow enables CSPs to deliver bundled solutions, and provides an environment with a single point of access to numerous agnostic communication and entertainment services.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (Nasdaq: SNCR) is the premier provider of on-demand transaction management software to Tier One communications service providers (CSPs). Synchronoss enables CSPs to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's flagship ActivationNow(R) and now ConvergenceNow(TM) software platform automates, synchronizes and simplifies electronic service creation and management of advanced wireline, wireless and IP services across existing networks. Tier One Synchronoss clients include AT&T, Cablevision Systems Corporation, Cingular Wireless, Comcast, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

CONTACT: Synchronoss Technologies, Inc.  
Stacie Hiras, 908-547-1260  
[stacie.hiras@synchronoss.com](mailto:stacie.hiras@synchronoss.com)

SOURCE: Synchronoss Technologies, Inc.