

Synchronoss Technologies Celebrates One Year IPO Anniversary by Hosting 'Race for the Digital Home' Roundtable Event at NASDAQ Studios

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Comcast, Cablevision, and Level 3 Communications Share Industry Perspective on the State of Convergence

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Aug. 7, 2007--Synchronoss Technologies, Inc. (NASDAQ: SNCR), the premier provider of on-demand transaction management software to Tier One communications service providers (CSPs), celebrated the first anniversary of its IPO by hosting a customer roundtable event on the "Race for the Digital Home." The event took place in New York City at NASDAQ Studios on July 19, 2007 which culminated with president and CEO, Stephen Waldis and the executive team ringing the closing bell.

Industry thought leaders from Comcast, Cablevision, and Level 3 Communications participated in the discussions moderated by Mark Winther, Vice President and General Manger Worldwide Telecommunications at IDC Research which explored the challenges facing CSPs in delivering fixed and converged mobile services. Key takeaways from the roundtable:

- While CSPs are rapidly rolling out bundled services (e.g. Triple and Quadruple Play offerings) across a broad range of different processes, there must be a central platform to improve roll out and accelerate the customer experience.
- A universal activation, orchestration and customer care operation will be required as the complexity in the activation processes continues to grow as service providers aim to reach a varying customer segment.
- As service providers begin offering personalized feature options associated with bundled services, they will need to scale the levels of transaction automation for an optimal customer experience.

"The challenge for all fixed and mobile converged IP service providers is to implement a solution suite that orchestrates subscriber activation and provisioning for converged order bundles in a rapid time to market," said Mark Winther, group vice president & general manager, worldwide telecommunications at IDC. "A unified customer experience will ultimately win in the race for the digital home."

"As the convergence of communications services and devices continues to grow, a centralized platform which accelerates the transaction and activation processes is critical for service providers," said Steve Waldis, president and CEO, Synchronoss Technologies. "Synchronoss is honored to have been able to celebrate the first anniversary of our IPO with our key customers learning about the challenges they drive to own the digital identity of the home."

The event concluded with Mr. Waldis ringing the closing bell at NASDAQ studios in Times Square. The ceremony closed out what was an extremely successful first year for Synchronoss Technologies in terms of its organizational growth, and new client engagements.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (Nasdaq: SNCR) is the premier provider of on-demand transaction management software to Tier One communications service providers. Synchronoss enables service providers to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's flagship ActivationNow(R) and ConvergenceNow(TM) software platforms automate, synchronize and simplify 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, Clearwire, Comcast, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit www.synchronoss.com.

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CONTACT: Synchronoss Technologies, Inc.
Stacie Hiras, 908-547-1260
stacie.hiras@synchronoss.com

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