

Time Warner Cable Selects Synchronoss to Provide Best in Class End-to-End Enablement of Its Triple Play Services

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BRIDGEWATER, N.J. and NEW YORK, June 26, 2008 (PRIME NEWSWIRE) -- Synchronoss Technologies, Inc. (Nasdaq:SNCR), the leading software provider of electronic order management solutions to the communications services marketplace, today announced that its ConvergenceNow(r) platform has been selected to enable the activation and lifecycle management of Time Warner Cable's triple play offering for online transactions. Specifically, Synchronoss will support the online activation and provisioning of triple play services which include Voice, High Speed Internet and Video, as well as other offerings.

Service providers who approach the online channel with an integrated, end-to-end strategy will not only drive significant volume and reduce transaction costs, said Nancee Ruzicka, Sr. Research Analyst, Stratcast. But will also speed time-to-market and increase customer satisfaction by simplifying the entire experience. The service providers who realize the importance of optimizing the digital customer experience will ultimately dominate the fastest growing channel in the communications arena.

The ConvergenceNow(r) platform enables an environment with a single point of access to control the activation and provisioning customer experience of numerous agnostic communication and entertainment services. Furthermore, the platform accelerates the order to cash process while optimizing the online customer experience and orchestrating the customer's ability to self-care themselves over the web, thus reducing not only the cost per gross add (CPGA) but the on-going expenses to serve them.

Time Warner Cable's aggressiveness in providing innovative and reliable services while expanding its capabilities in the online sales arena with a superior customer experience is a proven formula for success in an aggressive communications market place, said Stephen G. Waldis, President and CEO of Synchronoss. Leveraging our ConvergenceNow platform, Time Warner Cable is increasing their e-Commerce presence, lowering costs associated with selling complex bundles, and optimizing the end user's digital experience.

Optimizing the online order and management experience of our bundled offerings is paramount to us, said Steven Copertino, Senior Director, Interactive Marketing of Time Warner Cable. We have aggressive goals for our online channel and having a best in class player in the digital customer experience space, like Synchronoss, will be key to our success.

About Time Warner Cable

Time Warner Cable owns and manages cable systems serving 13.4 million subscribers in 33 states. Passing approximately 26 million homes, Time Warner Cable includes some of the most technologically advanced and best-clustered cable systems in the country, with nearly 85 percent of the Company's customers located in five geographic regions: New York, Texas, Ohio, the Carolinas and southern California. Leveraging its leadership in innovation and quality customer care, Time Warner Cable delivers advanced products and services such as video on demand, high definition television, digital video recorders, high-speed data and Digital Phone. Time Warner Cable is a subsidiary of Time Warner Inc. (NYSE:TWX).

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(r) software platforms automate, synchronize and simplify electronic service creation and management of advanced wireline, wireless and IP services across existing networks. For more information, please visit www.synchronoss.com.

The Synchronoss Technologies, Inc. logo is available at <http://www.primenewswire.com/newsroom/prs/?pkgid=5201>

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