

Synchronoss Technologies to Host End-to-End Customer Experience Working Group

July 23, 2008

Event to Bring Together Best of Breed Ecosystem Players to Discuss
How CSPs and Next Generation Markets can Optimize the e-Commerce
Experience and Automate Activations

BRIDGEWATER, N.J.--(BUSINESS WIRE)--July 23, 2008--Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading software provider of electronic order management solutions to the communications services marketplace, today announced that the company will be hosting an invitation only Thought Leadership Working Group on optimizing the End-to-End e-Commerce Experience at the Fairmont Sonoma Mission Inn in Sonoma, California from September 7 - 9, 2008.

This event will bring together best of breed ecosystem players required to deliver an unsurpassed end-to-end customer experience and will explore the communications and next generation markets issues and challenges to help them define the roadmap to an optimized online activation as they prepare to launch new products into the market place.

Participants include senior executives from the end to end customer experience ecosystem, including:

- Cable operators (e.g.: Advanced Newhouse, Charter, Comcast, Time Warner Cable, among others)
- Wireless operators (e.g.: Sprint and Clearwire among others)
- Best of breed partners and members of the end to end customer experience ecosystem (e.g.: ATG, Brightpoint, Frog Design among others)
- Next generation markets (e.g.: Bank of America, Dell, Hewlett Packard, Nokia, among others)

The working group will also discuss best practices and perspectives on how the e-Commerce channel and online activation can be leveraged as a differentiator for customer service and as an interactive extension to traditional sales operations and strategies.

"Service providers understand that the focal point of the industry needs to be on customer experience in order to drive growth and customer loyalty," said Nancee Ruzicka, Sr. Research Analyst, Stratcast. "The 2008 End-to-End Customer Experience Working Group will bring together leading service providers who share a common set of challenges and offer a means to address and develop an end-to-end strategy to ultimately move the industry forward while promoting innovative customer experiences."

"Synchronoss is focused on bringing together its customers and partners to discuss the key issues facing the industry. This thought leadership working group will provide a great opportunity to dig deep into the issues and challenges they face, while offering benchmarks into obtaining an integrated, scalable solution that will ultimately drive their e-Commerce channel and customer innovation," said Omar Tellez, EVP and Chief Marketing Officer.

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.

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