

End-to-End Customer Experience Working Group Hosted by Synchronoss Technologies Identifies Convergence Key Success Factors and Defines Technology for the Future

September 12, 2008

BRIDGEWATER, N.J., Sep 12, 2008 (BUSINESS WIRE) -- Leading communication service providers and industry thought leaders representing Sprint, Comcast, Embarq, Time Warner Cable, ATG, Brightpoint, Motorola, Nokia, Frog Design, Interwoven, McFayden Solutions, Rogers Communications, Stratecast / Frost & Sullivan and Wireless Week, among others convened at the First End-to-End Customer Experience Working Group hosted by Synchronoss Technologies. The event, which took place this week in Sonoma, California, identified the key factors to succeed in a converged voice, video, wireless, and high speed access environment.

Key takeaways from the First End-to-End Customer Experience Working Group include:

-- Embracement of a best of breed ecosystem that defines a superior user experience while enabling a seamless and automated order capture, activation, provisioning and fulfillment, is a must for service providers that wish to differentiate their service offerings.

-- A consolidated activation orchestration and customer care operation with a universal view of component status for converged communication offerings will be required to provide a superior user experience.

-- Flexible and nimble solutions that enable a rapid time to market, fast content and pricing / features updates, are preferred given increased competitiveness in the communications marketplace.

"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 Omar TA(C)llez, EVP and Chief Marketing Officer of Synchronoss Technologies Inc. TA(C)llez added, "Synchronoss is delighted to have enabled a working group with a wide array of service providers and best of breed ecosystem players to discuss and identify key success factors to win in this new converged environment."

"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, Stratecast. "The 2008 End-to-End Customer Experience Working Group brought together leading service providers who share a common set of challenges and offered a forum to understand and investigate end-to-end, customer-focused e-commerce strategies."

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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