

Synchronoss Ranks Among the Top Telecommunications Software Companies in the World by Software Magazine

September 28, 2009

BRIDGEWATER, N.J., Sep 28, 2009 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced its inclusion on the Software Magazine's Software 500 ranking, as one of the top telecommunications software companies in the world.

"Our [ConvergenceNow\(R\)](#) and [ConvergenceNow\(R\) Plus+](#) software platforms allow communication service providers to improve their customer experience while managing a wide variety of transactions across any communication service, for any device type, from any channel to address back-office fragmentation, increased growth, and changing technologies," said [Bob Garcia](#), Chief Operating Officer, Synchronoss Technologies. "Ranking among the top telecommunications software companies by Software Magazine further validates Synchronoss' position as the leader in customer experience and on-demand transaction management software."

"The 2009 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$491.3 billion worldwide for 2008 representing 8.8% growth from the previous year," says John P. Desmond, editor of Software Magazine and [Softwaremag.com](#).

The ranking is based on total worldwide software and services revenue for 2008. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at [www.Softwaremag.com](#), as well as from public documents.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management software platforms. Synchronoss automates subscriber activation, order management and service provisioning for any device type, across any communication service, from any channel. The company's [ConvergenceNow\(R\)](#) and [ConvergenceNow\(R\) Plus+](#) technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling service providers, cable operators and device manufacturers to address back-office fragmentation, growth, and changing technologies while delivering an improved customer experience at lower costs. For more information, please visit [www.synchronoss.com](#).

About Digital Software Magazine, the Software Decision Journal, and Softwaremag.com

Digital Software Magazine, the Software Decision Journal, has been a brand name in the high-tech industry for 30 years. [Softwaremag.com](#), its Web counterpart, is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies, now in its 26th year. Software Magazine and [Softwaremag.com](#) are owned and operated by King Content Co.

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