

Synchronoss' ConvergenceNow(R) Plus+(TM) Selected to Provide Activation and Fulfillment Services for the Launch of Time Warner Cable's Road Runner Mobile

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CN+ to Accelerate and Monetize Road Runner Mobile Go-to-Market

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Nov. 2, 2009-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced that its [ConvergenceNow® Plus+](#) platform has been selected by Time Warner Cable, the second-largest cable operator in the U.S., to accelerate the launch of new Road Runner Mobile wireless broadband devices on Sprint 3G and Clearwire 4G networks for ecommerce, telesales, and e-tail/retail.

The ConvergenceNow® Plus+ platform will enable Time Warner Cable to streamline subscriber account management, service activation, and support for a variety of new connected-devices and wireless broadband services. In addition to activation and provisioning, ConvergenceNow Plus+ will be providing Time Warner Cable with an end-to-end customer management capability that includes self-service support, ordering, changes, activation, and logistics to deliver a seamless customer experience for the total customer lifecycle.

"As we prepare to launch Road Runner Mobile, delivering connected wireless broadband devices and solutions across multiple channels, the need for self-service capabilities and customer experience satisfaction is paramount," said Mike Roudi, Group Vice President of Wireless Services, Time Warner Cable. "The Synchronoss ConvergenceNow® Plus+ platform not only streamlines and automates order capture management, but also helps us accelerate and monetize an optimal customer experience across all channels."

"The market opportunity for wireless broadband devices and services is rapidly expanding and as service providers such as Time Warner Cable wirelessly-enable their core services and look to launch new products and services, time to market and the management of customer experience are crucial to its success," said [Christopher S. Putnam, Executive Vice President of Sales](#), Synchronoss Technologies. "Our ConvergenceNow® Plus+ platform provides Time Warner Cable with a truly end-to-end and seamless customer experience throughout the entire customer lifecycle."

For a demonstration of the best in class customer experience that ConvergenceNow® Plus+ enables please visit <http://www.synchronoss.com/>.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. Synchronoss' software platforms automate subscriber activation, order management and service provisioning for all connected-devices, across any communication service, from any channel. The company's ConvergenceNow® and ConvergenceNow® Plus+ technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling telecommunication service providers, cable operators, retailers/e-tailers and OEMs to accelerate and monetize their go-to-market with connected-devices while addressing back-office fragmentation, and delivering an improved customer experience at lower costs. For more information, please visit www.synchronoss.com.

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