

Synchronoss Releases Next Generation of ConvergenceNow(R) Plus+ for Connected-Devices

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Platform Enables OEM's, Service Providers and e-Tailers/Retailers to Accelerate and Monetize Their Go-To-Market Across Online and Retail Channels

Global Footprint Now Includes Western Europe and North America

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 a new release version of its [ConvergenceNow® Plus+](#) software which provides original equipment manufacturers (OEMs), service providers and e-tailers/retailers the capability to accelerate the launch of a wide range of connected-devices and services.

[Global customers](#) currently utilize Synchronoss' on-demand subscriber activation and management platform to accelerate and monetize their go-to-market with connected-devices such as smartphones, mobile Internet devices, laptops, e-readers and other connected consumer electronics (i.e.: cameras and global positioning systems).

[ConvergenceNow® Plus+](#) v2.4 expands its technological capabilities beyond its already robust functionality around comprehensive on-demand activation for subscribers via online or in-store with a complete automated customer activation process. This next generation of ConvergenceNow® Plus+ allows easy and seamless integration to retail and kiosk points of sale to facilitate prequalification and activation services for consumers. In addition, it has expanded the use case catalog to support various types of after point of sale activation scenarios. The new release, V2.4, now supports additional capabilities such as:

- Prequalification and Credit Check
 - Service Eligibility
 - Service Availability
- Account Eligibility
- Local Number Porting
- Integrated Product Catalog Management
 - Rate Plan and Product Discount Management
- On Demand Activation Wizard
- Recurring Billing and Credit Card Processing
- Enhanced wireless carrier integration enabling automated activation and provisioning in US and Western Europe
- Preconfigured integration to common fulfillment and device insurance providers
- Coupon and Promotion Management Module
- Expanded use case catalog which enable out of the box enablement for OEM's and retailers

"The launch of the Apple iPhone in 2007 provided end users with a game-changing activation experience and has since created new market opportunities centered on mobility and connected-devices," said [Patrick J. Doran](#), Chief Technology Officer at Synchronoss Technologies, Inc.. "The industry has continued to evolve and we believe that 2010 promises to deliver connected-devices from both OEMs and service providers with outstanding new features in markets across the globe. With the expanded ConvergenceNow Plus+ footprint that leverages facilities across Western Europe and North America, Synchronoss enables OEMs and service providers a scalable platform that can both accelerate and monetize their go to market strategy."

"With nearly 2 billion smart handsets forecast to be sold annually by 2014, Stratecast expects that sales of Ultra Mobile Devices (UMD) - that is, UMPCs (Ultra Mobile PCs), netbooks, MIDs (Mobile Internet Devices) and mobile consumer electronics devices combined - will begin to take off, further expanding the mobile data services market" said Nancee Ruzicka, Senior Analyst, OSS/BSS Global Competitive Strategies, Stratecast, a Division of Frost and Sullivan. Ruzicka added, "Enabling a simple, quick and seamless way to activate these pervasive and ubiquitous devices, is one of the biggest challenges that OEMs, service providers and retailers face."

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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