

Panasonic Solutions Company Announces Synchronoss Will Manage Its Enterprise Driven Wireless Partner Program (WPP)

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ConvergenceNow(R) Plus+ to Orchestrate Enterprise Activations Across Panasonic's Entire Portfolio of Toughbook(R) Mobile Solutions

BRIDGEWATER, N.J. & SECAUCUS, N.J., Oct 06, 2010 (BUSINESS WIRE) --

[Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), provider of global on-demand transaction management software platforms and [Panasonic Solutions Company](#), provider of collaboration, information-sharing and decision-support solutions for government and commercial enterprises, today announced a partnership designed to have Synchronoss' [ConvergenceNow\(R\) Plus+\(TM\)](#) platform expand Panasonic's existing Wireless Partner Program (WPP) for the Toughbook product division, which will enable Toughbook computer resellers to earn additional revenues from Tier 1 U.S. carrier partners as they sell to the enterprise market.

The ConvergenceNow(R) Plus+ platform will provide Panasonic's business partners with a dedicated portal designed to streamline the [ordering and activation process](#) for Toughbook solutions. In addition to multi-carrier order processing and provisioning, Synchronoss will provide a number of additional services related to delivering the end-to-end program, such as value added reseller (VAR) and channel management, including participation in sales incentives and promotions resulting in a transformational B2B customer experience and lower program support costs. It will also support revenue assurance related activities such as commissions reconciliation. ConvergenceNow(R) Plus+ allows clients to dramatically scale new activation volumes with the flexibility to implement solutions globally with its VAR and carrier partners.

"Wireless connectivity is a critical part of the Toughbook user experience," said Victoria Obenshain, Vice President Wireless Strategy, at Panasonic Solutions Company. "Ensuring our partners and customers can easily activate their mobile devices helps improve user satisfaction and maximize the value of their deployment. Our partnership with Synchronoss will help ensure our resellers have the tools in place to easily and efficiently provide activation services to their customers."

"Synchronoss is excited to work with Panasonic to implement solutions globally with its VAR and carrier partners while enabling its Wireless Partner Program," said Chris Putnam, Executive Vice President, Synchronoss Technologies. "We are proud to add such a world-class brand as Panasonic to our list of Tier One customers, and look forward to enabling the company to deliver a wide range of innovative connected devices to its enterprise customers."

Since 1993, Panasonic has been manufacturing Toughbook(R) line of mobile computers and has expanded the boundaries of wireless communications technology through a broad portfolio of products, ranging from fully rugged, industrial strength computers and tablet PCs to business-rugged thin-and-light and ultra-portable computers. A core manufacturer, PSC controls the entire process of design, manufacture, quality assurance, service and support. As a result, Panasonic Toughbook computers are known for having the lowest failure rates in the industry. Government, industrial and commercial users--from Fortune 1,000 companies to small businesses--rely on solutions from Panasonic, wherever their work takes them.

For more information on Toughbook mobile computers, go to <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.toughbook.com&esheet=6456963&lan=en-US&anchor=www.toughbook.com&index=5&md5=6a18f54976f921a99c635bd20b4c6153>.

Follow the Toughbook Brand

The Panasonic Toughbook brand can be followed on various social media channels, including [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#) and [Toughbloggers.com](#).

About Panasonic Solutions Company

Panasonic Solutions Company empowers people whose jobs depend on reliable technology. The company delivers collaboration, information-sharing and decision-support solutions for customers in government, healthcare, education and a wide variety of commercial enterprises. Products and services within the company's portfolio include Panasonic Toughbook(R) mobile computing solutions, projectors, professional displays (including both plasma and LCD), and HD video acquisition and production solutions. As a result of its commitment to R&D, manufacturing and quality control, Panasonic is known for the reliability and longevity of its products. Panasonic Solutions Company is a Division of Panasonic Corporation of North America, which is the principal North American subsidiary of Panasonic Corporation (NYSE: PC).

All brand and company/product names are trademarks or registered trademarks of the respective companies. All specifications are subject to change without notice.

Information on Panasonic Solutions Company's full line of products can be obtained by calling 877- 803-8492 or at <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.panasonic.com%2Fbusiness-solutions&esheet=6456963&lan=en-US&anchor=www.panasonic.com%2Fbusiness-solutions&index=11&md5=1d42eb565659edf36293d3e3afcf6496e>.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. The company's ConvergenceNow(R), ConvergenceNow(R) Plus+(TM) and InterconnectNow(TM) technology platforms enable communication service providers, cable operators, retailers/e-tailers and OEMs to automate [subscriber activation](#), order management and provisioning of connected devices, across any network from any distribution channel. For more information visit us at:

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SOURCE: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.

Media:

Stacie Hiras, 908-547-1260

Stacie.hiras@synchronoss.com

or

Investors:

Tim Dolan, 617-956-6727

investor@synchronoss.com

or

For Panasonic Solutions Company

Cohn & Wolfe

Aida Causevic, 415-365-8537 (direct)

Aida.Causevic@cohnwolfe.com

PSC_PR@cohnwolfe.com