

Synchronoss Enhances Platform To Further Enable Global Enterprise Mobility

October 6, 2010

ConvergenceNow(R) Plus+ Platform to Support Enterprise Activation of Connected Devices

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

Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced it has enhanced its [ConvergenceNow\(R\) Plus+](#) platform with white-label activation capabilities to further support mobility for enterprises across the globe. The enhancements provide enterprises and value added resellers (VAR) with the ability to offer, activate, provision and [transfer content to connected devices](#) with greater efficiencies, lower support costs and a transformational B2B customer experience.

The ConvergenceNow(R) Plus+ platform will offer enterprise customers with a dedicated portal designed to streamline the ordering and [activation process for connected devices](#). In addition to multi-carrier order processing, activation, provisioning and content portability the ConvergenceNow(R) Plus+ platform will support VAR and channel management, including participation in sales incentive, promotions and revenue assurance related activities such as commission management. ConvergenceNow(R) Plus+ allows enterprises to dramatically scale new activation volumes with the flexibility to implement solutions globally with its VAR and carrier partners.

"Because of increased productivity, faster and more efficient communications, better devices and data-on-demand, connected devices (smart phones, tablets, netbooks and notebooks) have emerged as enterprise tools providing measurable economic value," said James Brehm, Senior Consultant, Mobility and the Unwired Experience, Frost & Sullivan. "Device selection, procurement, SKU management, inventory control, software patching, MDM, complex provisioning and device activation procedures have made the burden for telecom and IT managers nearly unbearable. By using tools such as the Synchronoss ConvergenceNow(R) Plus+ platform, OEMs can provide their clients with a solution where the complexity of the provisioning and activation process are hidden, allowing enterprise IT and telecom managers to make the most of their limited resources and focus on other things."

With Synchronoss' ConvergenceNow(R) Plus+ platform, IT managers can easily transfer and synchronize content across smartphones, tablets and other connected devices. This functionality improves device usability during upgrades and keeps content in sync between multiple connected devices.

"With the advancement in wireless services and broadband, there is an enormous opportunity for enterprises to take advantage of this rapidly growing market," said Pat Doran, Chief Technology Officer at Synchronoss Technologies. "Developing seamless mobile environments for these connected devices will ensure enterprises can easily activate their mobile devices, improve user satisfaction and maximize the value of their deployments. The ConvergenceNow(R) Plus+ platform allows enterprise customers the ability to choose from a wide array of connected devices supported on multiple network technologies, while providing them with a [seamless activation and provisioning](#) experience."

To further echo its support of global enterprise mobility, Synchronoss announced it has been selected by Panasonic to manage its enterprise drive Wireless Partner Program.

<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.synchronoss.com%2FcmsAdmin%2Fuploads%2FESCRN-Panasonic-Partnership.pdf&esheet=6456762&lan=en-US&anchor=http%3A%2F%2Fwww.synchronoss.com%2FcmsAdmin%2Fuploads%2FESCRN-Panasonic-Partnership.pdf&index=5&md5=d3ea013dce277028b7fac9543ae0e974>

For more information on the latest version of ConvergenceNow(R) Plus+, please connect with Synchronoss at the 2010 CTIA Enterprise and Applications conference:

Customer Meetings / Product Demos

WHEN: Wednesday, October 6 - Friday, October 8, 2010

WHERE: Marriott Marquis Hotel Suite - 55 Fourth Street, San Francisco, CA

To schedule a meeting, please visit:

<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.synchronoss.com%2Fcontact-more-info-schedule-meeting.php&esheet=6456762&lan=en-US&anchor=http%3A%2F%2Fwww.synchronoss.com%2Fcontact-more-info-schedule-meeting.php&index=6&md5=5cdadf9048bb3fe6a0e923933b2898d0>

CTIA Education Session: The Enterprise Device Update Panel

WHEN: Wednesday, October 6, 2010 - 1:00 PM PST

WHERE: Moscone Center West -- Room 2004

For more information about the panel:

<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.ctiaenterpriseandapps.com%2Finfo%2Findex.cfm%2Fctia-educational-sessions%23enterprise&esheet=6456762&lan=en-US&anchor=http%3A%2F%2Fwww.ctiaenterpriseandapps.com%2Finfo%2Findex.cfm%2Fctia-educational-sessions%23enterprise&index=7&md5=03727e49bf3ae2af3153cd0615707acc>

For a demonstration of the most powerful mobility customer experience that ConvergenceNow^(R) Plus+ enables, please visit:

<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.synchronoss.com%2FSynch-CDNow-Demo-062910.html&esheet=6456762&lan=en-US&anchor=http%3A%2F%2Fwww.synchronoss.com%2FSynch-CDNow-Demo-062910.html&index=8&md5=240f7e916faab8110da7f80d1cb8c3ea>

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-tailors and OEMs to automate subscriber activation, order management, provisioning and content transfer and synchronization of connected devices, across any network from any distribution channel. For more information visit us at:

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