



## Synchronoss Named Among Top 3 Global SaaS Companies

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### *Software Magazine Highlights Synchronoss in 29<sup>th</sup> Annual Software 500*

BRIDGEWATER, N.J., Oct 18, 2011 (BUSINESS WIRE) -- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the world's leading provider of [transaction management](#), cloud enablement and mobility management for [connected devices](#), today announced its inclusion in [Software Magazine's](#) Software 500 ranking of the world's largest software and service provider. The annual ranking highlighted Synchronoss among the top three software as a service (SaaS) companies in the world.

"Our software solutions enable some of the world's largest communications service providers and device manufacturers the ability to connect, sync and activate connected devices and services seamlessly with a faster time to market," said Bob Garcia, Chief Operating Officer at Synchronoss. "Ranking among the top SaaS companies in the world further validates Synchronoss' position as the de facto industry standard for connected devices and services."

Synchronoss' software platforms provide efficient and automated on-demand transaction management, cloud enablement and mobility management for connected devices across any network from any distribution channel. Most recently, Synchronoss expanded its ConvergenceNow(R)Plus+(TM) platform with the addition of the SmartMobility(TM) product for faster and more efficient device connectivity from the cloud.

"The 2011 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$541.5 billion worldwide for 2010, representing approximately 10 percent growth from the previous year's list," said John P. Desmond, editor of Software Magazine and [Softwaremag.com](#).

The Software 500 is a revenue-based ranking of the world's largest software and services suppliers, targeting medium to large enterprises, their IT professionals, software developers, and business managers involved in software and services purchasing.

The ranking is based on total worldwide software and services revenue for 2010. This includes revenue 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 <http://www.softwaremag.com>, as well as from public documents.

#### **About Digital Software Magazine and Softwaremag.com**

Digital Software Magazine, the Software Decision Journal, has been a brand name in the high-tech industry for more than 35 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. Software Magazine and Softwaremag.com are owned and operated by King Content Co.

#### **About Synchronoss Technologies, Inc.**

Synchronoss Technologies (NASDAQ: SNCR) is the world's leading provider of transaction management, cloud enablement and mobility management for connected devices. The company's technology platforms ensure a simple and seamless on-demand channel for service providers, OEMs and their customers. For more information visit us at:

Web: <http://www.synchronoss.com>

Blog: <http://blog.synchronoss.com>

Twitter: <http://twitter.com/synchronoss>

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SOURCE: Synchronoss Technologies, Inc.

#### **Synchronoss Technologies, Inc.**

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