

# Synchronoss' Powerful Connectivity and Cloud Solutions Enable Operators to Optimize 'Smarter Networks'

February 27, 2012

*Chief Strategy Officer Selected to Speak About The Future of Mobile Applications at Mobile World Congress*

BRIDGEWATER, N.J. & BARCELONA, Spain--(BUSINESS WIRE)--Feb. 27, 2012-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the world's leading provider of [transaction management](#), [cloud enablement](#) and mobility management for [connected devices](#), today announced that its connectivity and cloud solutions enable operators across the globe to better optimize their networks. With Synchronoss' solution, operators can address the growing demand for bandwidth management, compression and device power management as more subscribers are using their devices to connect and access the cloud services.

Industry reports indicate that mobile cloud traffic is growing exponentially and is being driven by the growth in connected devices and data intensive applications, such as social networks. This trend is creating an opportunity for operators to better leverage their current 3G/4G network assets. Synchronoss' solutions address the need for bandwidth management, network compression and device power management enabling operators to better allocate the usage of their network assets based on capacity and subscriber profiles.

"The explosion in data, especially video, can be especially challenging for operators trying to manage network traffic while delivering a superior subscriber experience," said Biju Nair, Executive Vice President, Product Management & Chief Strategy Officer. "Synchronoss' powerful connectivity and cloud solutions enable operators to conserve their networks and avoid capacity issues caused by the growing consumption of data. Our solutions provide operators with new, smarter options to meet the needs of their data-hungry subscribers while optimizing their own networks and delivering the best customer experience to subscribers."

With Synchronoss, operators can better manage bandwidth constraints by seamlessly switching subscribers between 3G, 4G and Wi-Fi networks for the best user experience without the complexities associated with finding a secure network and login procedures. This feature enables operators the ability to efficiently load balance between their 3G and 4G networks as well as to bundle Wi-Fi connectivity in their subscriber offering. For subscribers, this intelligent network switching provides the best available network for accessing cloud-based applications such as social networks, music stores and multimedia content such as video.

Additionally, Synchronoss' Executive Vice President, Product Management & Chief Strategy Officer, Biju Nair has been selected to participate on the panel "Mobile Applications: The Future of Voice & Messaging" at Mobile World Congress in Barcelona, Spain on February 27<sup>th</sup>. For additional information about attending the panel, please visit <http://mymwc.mobileworldcongress.com/topics/mobile-applications-the-future-of-voice-messaging-1>.

## 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 and their customers. For more information visit us at:

Web: [www.synchronoss.com](http://www.synchronoss.com)

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

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

*The Synchronoss logo, Synchronoss, ConvergenceNow, InterconnectNow, ConvergenceNow Plus+ and SmartMobility are trademarks of Synchronoss Technologies, Inc. All other trademarks are property of their respective owners.*



Source: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.

### Media:

Stacie Hiras, +1-908-547-1260

[Stacie.hiras@synchronoss.com](mailto:Stacie.hiras@synchronoss.com)

or

### Investor:

Tim Dolan, +1-617-956-6727

[investor@synchronoss.com](mailto:investor@synchronoss.com)