

# Synchronoss “WorkSpace” Sets New Standard for Business Collaboration

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*Launches Product at CES with Leading Global Mobile Presence*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jan. 7, 2014-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for connected devices globally, today announced Synchronoss WorkSpace™, its new file, sync and share offering for small to medium sized businesses. The Synchronoss WorkSpace enables businesses to provide employees with ubiquitous and secure access to corporate data across devices, anytime, and anywhere.

Synchronoss WorkSpace is a natural extension of a wireless carrier's existing personal cloud offering. It provides business customers, specifically SMBs, an easy-to-use white-labeled cloud solution that addresses key business challenges, while generating additional revenue streams for the carrier and reducing business customer churn.

“A rapidly growing population of workers across industries and regions is embracing the ‘bring your own device/technology’ trend,” said Steve Waldis, Chairman, Founder and CEO, Synchronoss. “In fact, BYOT now spans hardware, platforms, apps, and cloud services such as storage and collaboration. We believe Synchronoss is the right technology partner to help mobile operators deliver these new business productivity tools that are required to succeed in today's mobile work environment.”

With Synchronoss WorkSpace, businesses benefit from telco grade security, reliability and proven scalability. Security and policy management can be determined based on employee access requirements. Partitions for personal data can be created through an easy-to-use administration portal. These features reduce the risk of employees using unsecured, consumer cloud-based services that infringe on company compliance policies and regulatory responsibilities, while enhancing operational capabilities for businesses.

“The positive impact of BYOD has long been felt by enterprises who often have disparate workforces that require systems to help increase productivity and share sensitive information, while keeping security at the highest levels possible,” said Chetan Sharma, founder and president of Chetan Sharma Consulting. “As BYOD continues to infiltrate the SMB market, they are increasingly turning to mobile operators to help address these productivity challenges through innovation solutions.”

In addition, Synchronoss WorkSpace provides a wide range of benefits for SMBs:

- Supports multiple sharing modes across PC, Mac, Android and iOS devices, so employees no longer have to share large files via e-mail or use unsecured cloud technologies
- Users can now edit and comment on documents from their mobile devices and tablets, as well as allow groups to edit, update, and tag work in progress -- fostering better employee collaboration and productivity
- Data can be synced across users' devices and is fully searchable and accessible
- Business IT administrators retain control of end-user management, access control, storage allocation and management, ensuring a consistent and secure user experience

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

Synchronoss Technologies, Inc. (NASDAQ: SNCR) is the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

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

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

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