

# Synchronoss Unifies Mobile Content Transfer and Personal Cloud on Multiple Devices

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*New solution provides communication service providers content transfer and automatic cloud set up for subscribers*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Apr. 29, 2015-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for mobile carriers, retailers and OEMs around the world, today announced the integration of two of its core Cloud products, Synchronoss [Personal Cloud](#)™ and Synchronoss [Mobile Content Transfer](#)™. The newly combined white-label solution enables communications service providers (CSPs) to automatically create a cloud account when they transfer subscriber content safely from one handset to another. This industry-first solution provides a value-add mobile customer experience and drives adoption of CSP-branded cloud services, while enabling subscribers to easily take their cloud content with them from device to device.

CSPs are giving their subscribers easier access to device upgrades, which is creating an opportunity for a carrier sponsored customer experience to ensure the continuity and security of a subscriber's content getting from their old device to their new device. The newly combined solution addresses this need through the integration of Synchronoss' award-winning Synchronoss Personal Cloud product serving 75 percent of the global Carrier personal cloud market with their Synchronoss Mobile Content Transfer product, which is in use by more than 5,000 retail stores worldwide.

Synchronoss' Personal Cloud provides the ability to access, sync, and manage content from any device on any network; while Synchronoss Mobile Content Transfer ensures a secure, fast, wireless transfer of personal content across operating system, device and network. Integrating Personal Cloud account provisioning during the Mobile Content Transfer process enables automatic syncing of subscribers' content, applications and services at the moment devices are upgraded or activated, driving immediate cloud adoption at unprecedented rates. Over time, this enables carriers to engage and monetize the cloud beyond a cost center. Subscribers benefit from getting peace of mind and the ability to store more content on their new devices.

Without a branded solution, carriers' only alternative is over-the-top (OTT) personal cloud services, which are primarily a file-centric storage facility and give the CSP little to no control compared to a device centric utility that can enable a service provider's managed device experience. The new Synchronoss solution is the only offering available today that empowers CSPs to deliver an integrated content transfer and cloud service from the moment a device is activated.

"As subscribers upgrade to new devices faster than ever before, CSPs use Synchronoss Mobile Content Transfer to facilitate a carrier-branded experience, making the transfer of subscriber content from one device to another as seamless as possible," said Daniel Rizer, EVP, Product Management & Business Development at Synchronoss. "By combining Mobile Content Transfer and Personal Cloud, CSPs can now use the transfer experience to establish a personal cloud account so a user's content isn't just transferred from one device to another, it's also stored and protected in the cloud. For a carrier, this solution helps drive cloud service adoption as each new device transfer creates a cloud customer."

According to a survey of service providers conducted by Pyramid Research, 60 percent agreed that personal cloud services will become more important than a user's primary device over the next few years. And operators are making a huge push into the personal cloud market to reclaim customers, garner additional revenue streams, and differentiate their services and value; for this Pyramid forecasts a CAGR of 25 percent between 2013 and 2018.

## **Unmatched Benefits for Communication Service Providers:**

Until now, transferring content to the cloud has been a slow and cumbersome process requiring the user to activate the transfer process, input settings manually, migrate content, and sync content. Synchronoss has transformed this process by providing one unified application for transferring content, registering to the cloud, and securing, maintaining and updating content. As a result of this automatic process, every new device has the capability to generate a new cloud user.

The advanced features of the Synchronoss solution offers CSPs a number of benefits:

- **Cloud auto-enrollment** drives adoption by enabling content transfer to the cloud from nearly any mobile device, and most operating systems.
- **Auto-registration** allows providers to drive mass cloud adoption as part of existing device activation workflows.
- **Push notifications** drive increased personal cloud usage by allowing providers to engage with users by, for example, letting them know a new, pre-organized, ready-made smart photo album based on geo location has been created and is ready to share.
- **Custom application seeding from the cloud during content transfer**, even to device operating systems that do not allow pre-loading, create further adoption and monetization opportunities.
- **Reporting and usability features** provide further benefits, including:
  - Wi-Fi Direct support for connecting and transferring content without relying on network connectivity.
  - Data-driven, in-app user feedback.

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

Synchronoss Technologies (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:

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

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