



## Synchronoss Partners with PriceWaterhouseCoopers, LLC. (PwC) for Enterprise Mobility Expansion

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*Partnership will identify growth opportunities across key vertical industries – financial services, life sciences and healthcare*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Feb. 9, 2016-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the leading innovator of cloud solutions and software-based activation for mobile carriers, enterprises, retailers and OEMs worldwide, today announced a new partnership with PriceWaterhouseCoopers, (PwC), the multinational professional services firm. The partnership will identify new commercial opportunities for Synchronoss as it expands its business into value-added mobility services and solutions for the enterprise sector with the creation of the [Synchronoss Enterprise Business Unit \(EBU\)](#).

The Synchronoss EBU will deliver secure mobility solutions that address identity, access management and security, with a focus on three target industries – financial services, life sciences and healthcare. The PwC partnership will identify current and emerging market trends in enterprise mobility, and also provide insight into the competitive landscape and the key drivers for wider industry growth. In addition, PwC will carry out in-depth global research by market segment into the differing mobility needs of enterprises, including pain points, demand for particular solutions and technology, and the evolution of client needs in the future. It will also identify potential vertical solution providers for Synchronoss to partner with for specific projects.

"This partnership validates the Synchronoss enterprise mobility offering and also provides valuable insight and understanding into the demand and opportunities in the market, now and for the future," said Dave Schuette, EVP and President, Enterprise Business Unit, Synchronoss. "Our work with PwC underscores our credibility and commitment to deliver differentiated solutions that address the particular mobility needs and use cases of enterprises in our chosen vertical focus areas."

"The partnership provides a firm foundation that accelerates our expansion into the lucrative enterprise sector," continued Schuette. "Synchronoss' and PwC's shared experience and expertise is a key competitive differentiator that enables us to capitalize on the opportunity this market presents, quickly and cost-effectively."

As an approved PwC partner, the Synchronoss enterprise business unit will benefit from significant business development advantages. These include increased awareness among prospective clients, plus joint sales and delivery activity that combine technology implementation with advisory services around secure mobility and risk management.

"Partnering with Synchronoss gives us important differentiation in what is a crowded and highly competitive market," said Chris Scarpati, partner at PwC. "More than ever, enterprises today need a mobility strategy in which security, effective access management, and risk mitigation are all crucial features. With its range of secure, scalable mobility solutions, Synchronoss is a central partner for PwC in addressing the constantly-changing mobility needs of enterprises worldwide."

### **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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Synchronoss Technologies, Inc.

Media:

Stacie Hiras, +1 908-674-0758

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

or

Investor:

Seth Potter, +1 646-277-1230

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