



## Synchronoss Powers BT Personal Cloud Services in the UK

March 1, 2016

*UK converged operator will use Synchronoss Personal Cloud™ platform for free and subscription cloud storage services for customers*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Mar. 1, 2016-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the leader in mobile cloud innovation and software-based activation for mobile carriers, enterprises, retailers and OEMs around the world, today announced that BT Group Plc, the UK's largest telecoms operator, will use the Synchronoss Personal Cloud™ platform to power its cloud-based storage service for customers.

The five-year transaction between the two companies will see BT update their existing BT Cloud service to take full advantage of the innovative new features and benefits provided by the [Synchronoss Personal Cloud](#) platform in the UK, with the potential for other global markets to follow. BT customers can securely back up, store, synch and access their data from their laptops, tablets or PCs, and smartphones to their own account in the cloud. Synchronoss technology will update BT Cloud to provide significant new media playback functionality, making it easier than ever for customers to access their photos, music and videos from wherever they are.

The Synchronoss Personal Cloud technology is used by some of the world's leading operators including AT&T, Verizon, América Móvil, SFR and Singtel, to offer subscribers a branded solution to automatically back-up, synchronize, store and protect all their personal contacts, content and data for accessing across a range of different devices.

The platform offers innovative services, including Group Spaces, which is a dedicated space that allows users to easily share photos, documents and files with specific friends, family or colleagues. Using the Synchronoss framework, BT will also have an opportunity to present its cloud users with customized notifications and/or contextual third party offers designed to encourage subscribers to take specific actions (such as the ability to order photo prints of stored photos directly from BT Cloud).

Synchronoss' easy-access API and SDK framework provides BT with the opportunity to create products and services with third party providers and merchants who can connect via the platform to BT's cloud-using customer .

"Our BT Cloud service makes it as easy as possible for customers to keep their digital memories safe and unlocks their digital lives through simple and fast access to their personal content", said David McDonald, Director of Broadband, BT. "We are pleased that our agreement with Synchronoss will enable us to further evolve BT Cloud, bringing more new and exciting features to our customers."

"This is a significant win that underlines Synchronoss' status as the preferred provider of cloud services to major operators and endorses its strategy to expand on a global basis," said Bob Garcia, President and COO, Synchronoss. "We are honored to be providing our Personal Cloud platform solution to BT as an essential part of an operator's service strategy for engaging and retaining customers and adding meaningful long-term value to its relationships with them."

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

Synchronoss (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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