

Synchronoss Announces New Messaging Marketplace Platform

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Synchronoss extends its successful white label technology model to enable Tier 1 Service Providers and Brands with advanced messaging and commerce capabilities across platforms

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Feb. 27, 2017-- [Synchronoss Technologies, Inc.](#) (NASDAQ:SNCR) today announced the Synchronoss Messaging Marketplace Platform a messaging and commerce enabler for Service Providers and Brands. The new platform is a comprehensive, intelligent, transaction enabler that allows businesses to create new revenue streams by extending commerce-based dialogue to subscribers across a range of messaging platforms. Synchronoss Messaging Marketplace Platform works across all networks and protocols, creating the first global, interconnected messaging framework for brands, businesses, and app providers to connect to consumers.

Synchronoss Messaging Marketplace allows service providers to optimize revenue from messaging-centric transactions thanks to a multi-channel, bot-powered, intelligent conversational services layer. This gives service providers and brands a comprehensive set of tools to reach their audiences in new and innovative ways. This includes the deployment of rich mobile messaging experiences that serve as a gateway for transactions and commerce for operator services and third party brands that boost overall monetization potential.

"The launch of Synchronoss Messaging Marketplace represents a very natural extension of our overall track record in driving innovation to Tier 1 Service Providers around the world," said Ron Hovsepian, CEO of Synchronoss. "As with the continuing success of our Personal Cloud platform, our Messaging Marketplace will present a dependable ally for service providers as they continue to stave off competitive threats from OTT providers. Our messaging platform is designed specifically for service providers to securely extend their relationship with subscribers and emulate the most successful OTT messaging and commerce models available today. This will allow service providers to radically improve its customer experience, increase revenues and stay relevant in a rapidly changing global ecosystem."

Synchronoss Messaging Marketplace is driven by our proprietary messaging, analytics and AI platforms and gateways as well as key technology from partners including Metaswitch and others. It features rich, two-way transactions and creates a more valuable connection between subscribers, brands and operators' services. This gives service providers the flexibility to reach subscribers through intelligent messaging-based transactions across their own digital channels, or through OTT platforms, to include:

- **Messaging** – End to end rich messaging capabilities, extending conversational services to a Service Provider's digital channels & services
- **A2P (Application to Peer)** – intelligent, transaction-based engine, framework and authoring tools that allow service providers and brands to interact with subscribers across a variety of standards-based, third party messaging platforms
- **Cloud Services** – a cloud service enabler, for efficient operation of managed services across platforms and networks
- **Analytics** – A "digital brain" consisting of Artificial intelligence with contextual analytics and an automated, self-learning rules engine

"The ability for service providers to use advanced messaging and intelligent bots across their own network enhances self-service opportunities and drives persuasive cross-sell, up-sell capabilities," said Charlie Thomas, EVP Communications & Media, Synchronoss. "This takes traditional, direct, relationship-based marketing to a new level of effectiveness, yield and ROI. "The Messaging Marketplace platform gives service providers a new voice in driving overall value between the network and its subscriber base. It also extends an ecosystem to brands to participate with the service provider channel in new ways while managing a more efficient interface across OTT messaging platforms."

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About Synchronoss Technologies, Inc.

Synchronoss (NASDAQ: SNCR) is an innovative software company that helps service providers and enterprise realize and execute their goals for mobile transformation now. Our simple, powerful and flexible products and solutions serve more than 200 million mobile subscribers and a large portion of the Fortune 500 worldwide today. www.synchronoss.com

About Metaswitch

Metaswitch is the world's leading cloud native communications software company, constructively disrupting the way service providers build, scale, innovate, and account for communication services. Our award-winning solutions power more than 1,000 service provider networks.



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