

## REPORT REPRINT

# Synchronoss' vertical-focused business mobility strategy takes shape

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**19 AUG 2016**

Synchronoss is bringing shape to its business mobility strategy 10 months after the announcement of a joint venture with Goldman Sachs and six months after a second JV with Verizon. The results of these JVs, a Secure Mobility Platform (SMP) and Universal ID service, are key components of the company's strategy to diversify revenues beyond its operator-focused device activation business.

Synchronoss first diversified into cloud content management services. However, the company's new vertical mobile strategy bucks the trend of starting generically then verticalizing, which is followed by much of its competition. The firm has packaged up its Lagoon container, SDK and Orbit PIM capability with browse and collaboration engines. It soft-launched the SMP in June and is currently running pilots across financial services, legal and life sciences firms. Integrations bolster its relevance for businesses in regulated industries, with Symphony for secure messaging in the financial vertical, Box for file sync and share, and Samsung's Knox.

It's coming relatively late to the game. However, its vertical strategies and very ambitious growth plans include the integration of SMP with its Universal ID authentication and credentials management service; expanding the utility of its SDK; offering branded, vertical-specific Orbit apps; and exploring existing Operator relationships for SMP channel sales. These plans make Synchronoss one to watch in the business mobile productivity market.

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