

# SYNCHRONOSS MOBILE CONTENT TRANSFER™

SECURE, FAST, WIRELESS TRANSFER OF PERSONAL CONTENT ACROSS OS, DEVICE, & NETWORK.

Traditional hardware-based content transfer solutions require the transfer be made in store, with a store representative using an available transfer box. Customers are forced to wait during busy store hours for the process to be handled by a store representative, making this a time consuming and cumbersome process. In addition, online customers are not provided with a self-support solution and are forced into the retail store channel, which negatively impacts the overall customer experience.

Communication Service Providers (CSPs) and Retail customers are facing challenges when transferring data across operating systems, devices, and networks. The Synchronoss Mobile Content Transfer™ wireless white-label solution offers speed, scalability, and ubiquitous data transfers.

## BENEFITS FOR CSPs AND RETAILERS

- Transfer content between multiple mobile platforms
- Supports multiple transfers at once
- Transfer data via any Wi-Fi network
- Replaces expensive cable transfer boxes at stores
- Reduces customer wait times
- Supports multiple channels including retail sales, online and care
- Easy to use white label, fully branded solution
- Eliminate customer barriers when upgrading phones or switching networks

Synchronoss Mobile Content Transfer provides a quick wireless device-to-device content transfer of a subscriber's valuable personal content including contacts, photos, music, videos, and more. It reduces customer wait time and eliminates customer barriers when upgrading phones or switching networks.

## ACTIVATE THE ULTIMATE WIRELESS CONTENT TRANSFER EXPERIENCE



## MOBILE TRANSFER CAN SUPPORT BOTH WIRELESS CARRIERS & NATIONAL RETAILERS

### COMMUNICATION SERVICE PROVIDERS

#### Promote Customer Self Service

MCT is platform agnostic, giving customer choice when choosing an operating system. Retail representatives can get customers out of the store faster, while online customers can perform content transfer in the comfort of their own home.

- Accelerate cloud adoption by enrolling customer at the end of the device transfer process
- Ability to preload applications on locked down operating systems during the transfer
- Ability to include MCT as part of the device setup process
- Support multiple transfers during busy holiday season and hero device launches
- Reduce non-revenue online traffic in the retail channel by promoting self-service

### NATIONAL RETAILERS

#### Drive Initiatives & Product Awareness

Control the user experience by preloading applications on new devices that drive corporate initiatives. Mobile Content transfer can help retailers promote other applications by prompting users to download applications after their transfer is complete.

- Seed corporate applications that drive initiatives and product awareness that results in increased revenue
- Promote assisted sales process
- Drive brand awareness in the mobile space
- Remove barriers for network switchers

# PARTNER WITH A WORLD LEADER IN CLOUD SERVICES

Synchronoss is a world leader in cloud solutions and software-based activation for communication service providers across the globe. Our proven and scalable technology solutions make it easy to activate, sync, manage and optimize connected devices and services. Whether those devices are in the traditional set of handheld and desktop computers, or the emerging field of computerized vehicles, apparel, appliances, and infrastructure, Synchronoss is the catalyst that allows individuals to leverage technology through connectivity.

Our solutions help customers acquire, retain and service subscribers quickly, reliably and cost-effectively by simplifying the processes associated with managing the customer experience for activating and synchronizing connected devices and services.

With 100+ seminal patents, Synchronoss has one of the largest, most comprehensive technology platforms in production, widely used by the largest service providers and their 3 billion-plus mobile subscribers located around the world. Synchronoss' industry-leading customers include tier 1 service providers such as AT&T Inc., Verizon Wireless and Vodafone, tier 1 cable operators/MSOs such as Cablevision, Charter Communications, Comcast, and Time Warner Cable and large OEMs such as Apple, Microsoft, and Samsung. These customers utilize our platforms, technology and services to service both consumer and business customers, including over 300 of the Fortune 500 companies.

## OTHER SERVICES:



*Personal Cloud™*

The Synchronoss Personal Cloud enables Carriers to offer customers a branded, white-label mobile cloud solution that delivers new revenue opportunities.



*Backup & Transfer™*

Synchronoss Backup & Transfer is a unified experience that enables device-to-device transfer, cloud backup and cloud restore in one configurable white label client.



*Integrated Life™*

Cloud solution that enables a seamless connected experience regardless of channel, device, or operating platform.



*Activation*

Carrier-grade, software-as-a-service platform that provides a flexible and scalable solution to simplify activations, order management, and provisioning of devices and services.



*Broadband*

Comprehensive tools to improve network planning, modeling, design, management and serviceability.

About Synchronoss: Synchronoss, (NASDAQ: SNCR) is the mobile innovation company that provides cloud solutions and software-based activation for connected devices across the globe.

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