Synchronoss
ENTERPRISE

UNLOCK THE TRUE POWER OF ENTERPRISE MOBILITY

HELPING FINANCIAL INSTITUTIONS IMPROVE PRODUCTIVITY AND ENGAGE CUSTOMERS WITH SYNCHRONOSS MOBILITY

SECURE, COMPLIANT MOBILITY FOR THE FINANCIAL SERVICES INDUSTRY

Increasingly strict regulations. Daily, even hourly security threats. Consistent pressure to offer more at lower price points to stay competitive. Financial services organizations face operational challenges from all sides. At the same time, customers and employees alike are demanding convenient mobile solutions to help them securely transact financial business faster and be more productive.

Simply put, providing mobile access to data and applications that keep users productive—all while staying compliant with regulations and maintaining the highest levels of security—requires a new approach to secure mobility.

Synchronoss Mobility is that new approach. Whether used as a stand-alone component or as part of the comprehensive Synchronoss Secure Mobility Platform, it combines the mobile access that satisfies users with the security and compliance that satisfies IT. Even more, it allows financial services organizations to unleash the promise and power of enterprise mobility.

BENEFITS

- Improve compliance with audit trails by tracking who modifies a document and when.

- Enhance collaboration by allowing users to communicate securely in real time.

- Expand the reach of your organization by enabling mobile banking, account management, and investment activities.

- Give authorized users access to protected data on any mobile device, wherever they are.

SYNCHRONOSS HELPS
FINANCIAL INSTITUTIONS ADOPT NEW MOBILE TECHNOLOGIES THAT INCREASE PRODUCTIVITY, PROTECT SENSITIVE DATA, AND ENGAGE CUSTOMERS IN INNOVATIVE WAYS
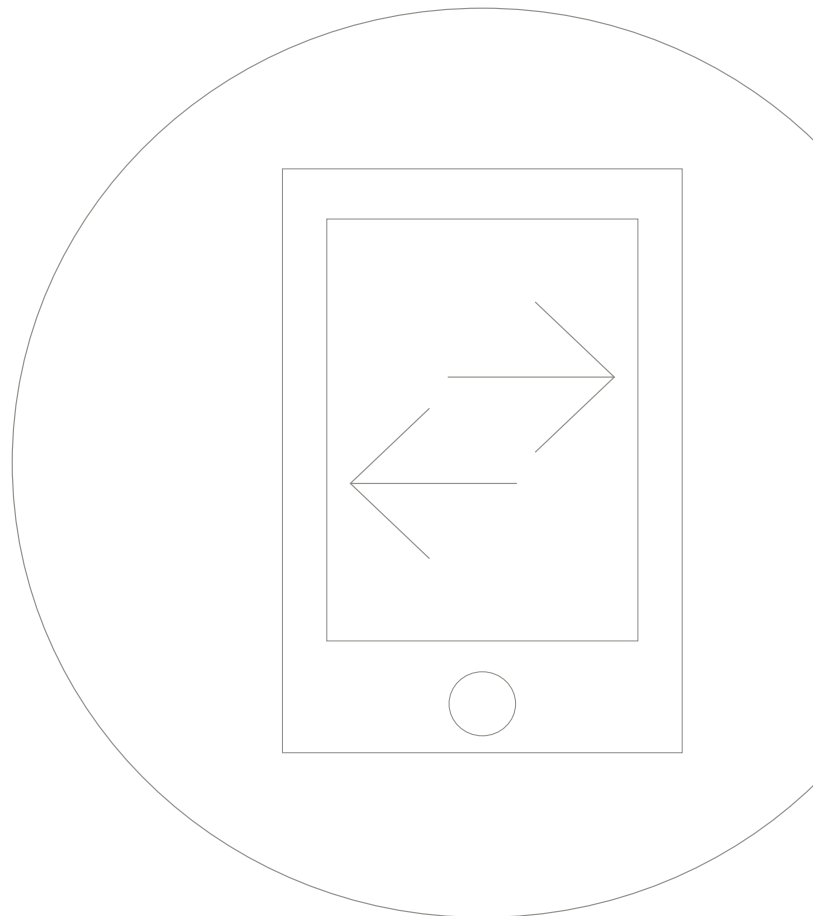
UNCOMPROMISED PRODUCTIVITY AND SECURITY

SECURITY, FLEXIBILITY, AND CONTROL

"Mobile first" across the entire enterprise is fast becoming the norm. In fact, a study by 451 Research shows that as of June 2015, for the first time, more companies (40%) are prioritizing the mobilization of general business apps over the next two years, compared with those just prioritizing mobilizing field service and sales teams.[1]

For financial services organizations, that means users can stay mobile and access more than email, contacts, and calendars. They get secure access to the custom or third-party applications that are critical to doing business. Synchronoss Mobility includes all the tools you need to stay productive.

COMPONENTS OF SYNCHRONOSS MOBILITY

Synchronoss Lagoon is a secure container that allows you to house applications securely, so you can tap into innovative new technology while ensuring that corporate and customer data is safe. By encrypting data and isolating applications from native device protocols before communicating back to the corporate data center, Lagoon ensures that personal data and applications are unaffected while corporate data is kept secure. Lagoon gives your IT team control and flexibility, including control over password policies, copy-and-paste restrictions, and the ability to wipe company data remotely without impacting personal data on a device in the event of a suspected breach or lost device. Synchronoss Orbit applications enable real, collaborative work on the go.

- **Orbit Mail** provides corporate email, contacts, calendar, tasks, and notes. Security and identity verification features keep applications fast and responsive, regardless of the user's device and location.

- **Orbit Browser** allows users to securely access intranet and Internet applications and approved cloud services without waiting for a VPN connection. It gives your IT team the option to develop innovative intranet applications, rather than mobile apps, for enhanced flexibility and security.

- **Orbit Drive** allows users to securely access, edit, annotate, and share any kind of file from your storage system. Users can assign keywords to individual files so other users can quickly find relevant information. Easily manage access by controlling who can access and share the document, when the document expires from Lagoon, and which people should receive email alerts when the document is changed. Users can also create and share simple Microsoft Office documents and take photos with the device's built-in camera.

- **The Mobile App Software Development Kit (SDK)** lets you manage custom or third-party apps and plug-ins within a secure container. Custom apps developed with the Synchronoss SDK can pull information securely from multiple cloud services, so you can turn the data generated from mobile application usage into valuable analytic insights.
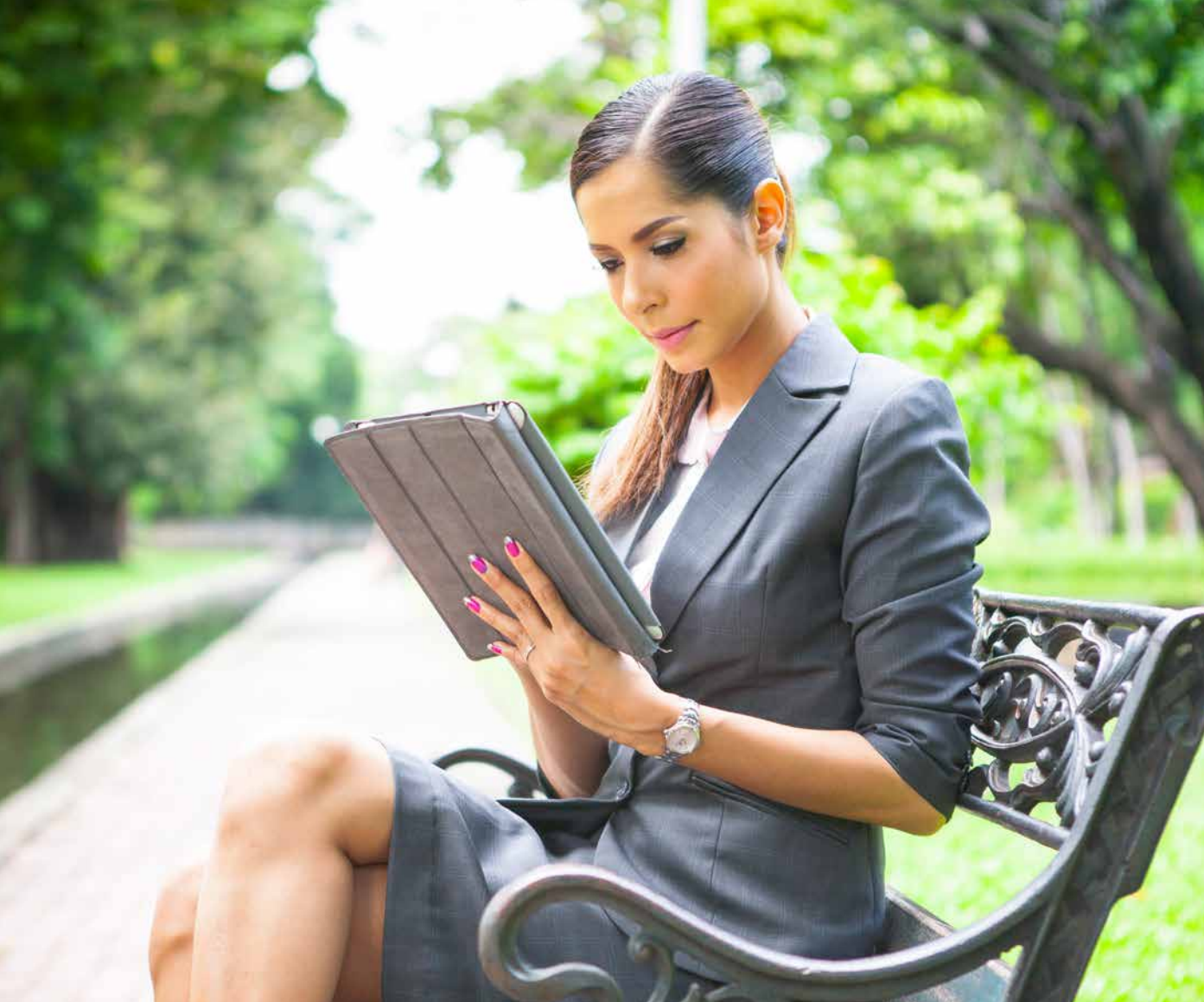
PURPOSE BUILT TO PROTECT FINANCIAL SERVICES DATA

Developed as a joint venture with Goldman Sachs, Synchronoss Mobility was built from the ground up to meet the exacting needs of the highly regulated financial services industry—including PCI and FINRA compliance. Unlike many competitors that only offer fragmented systems that have been built piecemeal over years, Synchronoss offers an advanced, secure, holistic solution.

By making any mobile device a secure, productive extension of the desktop, Synchronoss Mobility allows users to collaborate and communicate quickly and securely, without jeopardizing compliance. The secure container allows financial organizations to explore new innovative applications that can give users mobile access to the technology they need to improve customer experiences and increase productivity.

IN 2015, THE GLOBAL FINANCIAL SERVICES INDUSTRY SPENT MORE THAN 25% OF ITS TOTAL IT BUDGET ON THREE TECHNOLOGIES: MOBILITY, CLOUD, AND BIG DATA & ANALYTICS. BY 2019, IT WILL BE ALMOST 30%.[2]

FINANCIAL SERVICES A LEADER IN ENTERPRISE MOBILE ADOPTION…

EVEN BACK IN 2012 AND 2013, THE FINANCIAL SERVICES INDUSTRY HAD THE HIGHEST MOBILE DEVICE ADOPTION OF ANY INDUSTRY[3]
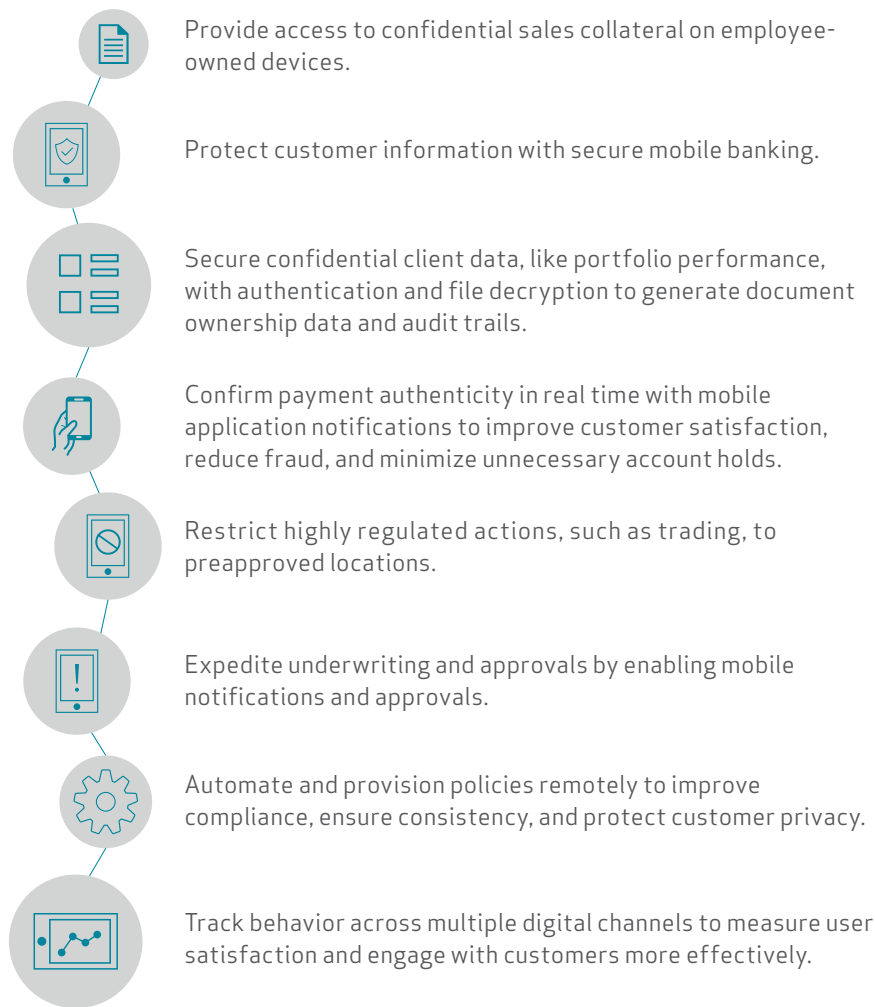
FEATURES AND CAPABILITIES

- Encrypt data using AES-256 and data in transit with Transport Layer Security (TLS).

- Manage password policies and copy-and-paste restrictions, and wipe all data from devices with altered operating systems.

- Deploy a solution that is compatible with both one-tier and two-tier Demilitarized Zone (DMZ) network topologies.

- Manage user access, applications, and policies with Synchronoss plug-ins.

- Monitor Central Processing Unit (CPU) and memory utilization and device logs live.

…BUT STILL HAS A LONG WAY TO GO TODAY

TWO-THIRDS OF FINANCIAL INSTITUTIONS HAVE YET TO OPTIMIZE AND DEPLOY ENTERPRISE-WIDE MOBILE GOVERNANCE OF DEVICES, SECURITY, AND APPLICATION ACCESS FOR EMPLOYEES[4]

FINANCIAL SERVICES USE CASES

- Provide access to confidential sales collateral on employee-owned devices.

- Protect customer information with secure mobile banking.

- Secure confidential client data, like portfolio performance, with authentication and file decryption to generate document ownership data and audit trails.

- Confirm payment authenticity in real time with mobile application notifications to improve customer satisfaction, reduce fraud, and minimize unnecessary account holds.

- Restrict highly regulated actions, such as trading, to preapproved locations.

- Expedite underwriting and approvals by enabling mobile notifications and approvals.

- Automate and provision policies remotely to improve compliance, ensure consistency, and protect customer privacy.

- Track behavior across multiple digital channels to measure user satisfaction and engage with customers more effectively.

Synchronoss (NASDAQ: SNCR) is the leader in mobile cloud innovation, delivering security, mobility, identity, and analytic solutions for enterprises, mobile carriers, and retailers around the globe. Synchronoss enterprise solutions enable employee productivity without compromising security, allowing enterprises to realize the true power of mobility. For more information, visit us at **www.synchronoss.com/smp**.

REALIZE THE PROMISE OF ENTERPRISE MOBILITY

Uncompromised productivity and security. Our Secure Mobility Platform meets today's needs and can help make tomorrow's possibilities a reality. It is designed to enhance and complement existing mobility investments, so you get a better ROI—and can finally realize the true power of mobility.

Synchronoss Enterprise delivers real mobility for enterprises with the most stringent security requirements. The Secure Mobility Platform enables highly regulated businesses to build toward modern mobility in a way that complements existing investments.

Synchronoss Enterprise, in a joint venture with Goldman Sachs and Verizon, is extending deeper into the enterprise to bridge the gap and solve the inherent complexity associated with mobility and identity.

Since 2000, we've provided cloud solutions and software-based activation to communication service providers across the globe. Companies such as AT&T, Verizon Wireless, Comcast, Time Warner Cable, Apple, and Microsoft have used our scalable technology solutions to allow their customers to connect, synchronize, and activate connected devices and services that power the connected world.

We know mobility. We know security. We can help your organization do secure business, everywhere.

1. *2016 Trends in Enterprise Mobility*, 451 Research executive summary, October 2015
2. "Worldwide Financial Services Spent $114 Billion on Mobility, Cloud, and Big Data & Analytics in 2015, According to IDC Financial Insights," IDC press release, December 2015
3. Gupta, Pankaj, "7 Best Practices for Employee Mobile Device Rollout," InformationWeek BankTech blog, August 2013
4. *Mobile Enterprise Software Survey*, IDC, August 2015

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