



SYNCHRONOSS BACKUP & TRANSFER

SYNCHRONOSS BACKUP & TRANSFER OFFERS SERVICE PROVIDERS A SECURE, FAST, AND EASY TO USE SOLUTION THAT ENABLES DEVICE-TO-DEVICE TRANSFER, CLOUD BACKUP AND RESTORE IN ONE CONFIGURABLE WHITE LABEL CLIENT.



NEW CHALLENGES FOR SERVICE PROVIDERS

As the wireless market matures, service providers are facing new challenges in managing the transfer of customer's data from their old device to their new one. Device manufacturers are creating more powerful, more capable, and more feature-packed devices,



4K VIDEO



1080P HD
VIDEO



LIVE PHOTOS WITH
MOVEMENT & SOUND



HDR QUALITY
PHOTOS & VIDEO



12 MEGAPIXEL
CAMERAS

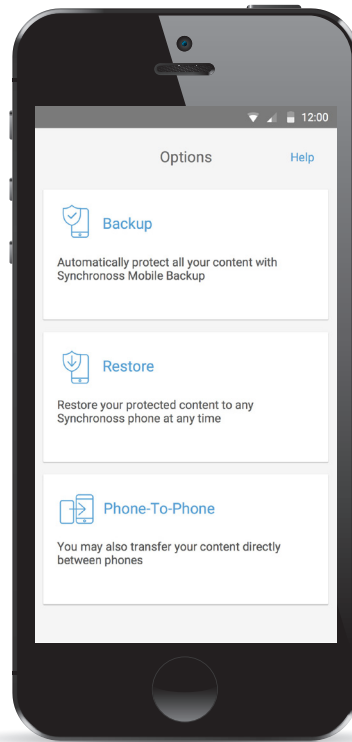
The file sizes of these new data rich content types are creating larger data loads that continue to be localized on devices. Customers are also generating significantly more content, taking photos and videos more often than in the past. This significantly increases the amount of time needed to transfer data and in some cases the transferrable assets are larger than the memory footprint of the new device, preventing the customer from transferring all of their data.

In addition, wireless customers now have the opportunity to upgrade devices more frequently with leasing and early upgrade programs, thus increasing the frequency of transfers that a carrier needs to manage per customer. These changes are putting pressure on service providers through larger and more frequent data transfers, resulting in increased customer wait times, reduced retail productivity rates, a decline in the quality of the customer experience, reduced NPS scores and increases in non-revenue generating store traffic.

SECURE, FAST, WIRELESS

SYNCHRONOSS BACKUP & TRANSFER

Synchronoss Backup & Transfer helps service providers overcome these challenges by offering a solution that has greater flexibility and capabilities than strictly a device-to-device transfer solution. Using one configurable client, Synchronoss Backup & Transfer supports device-to-device transfer, cloud backup, cloud sync, cloud restore, retail, online and care support.



KEY BENEFITS

- Eliminates customer barriers when upgrading or switching networks
- Keep users data synced throughout the device lifecycle
- Makes every subscriber a cloud customer
- Reduces churn by protecting and securing valuable subscriber data
- My account integration, app seeding and secure data protection functionalities.
- Reduces costs by offering a universal, scalable solution
- Improves NPS score

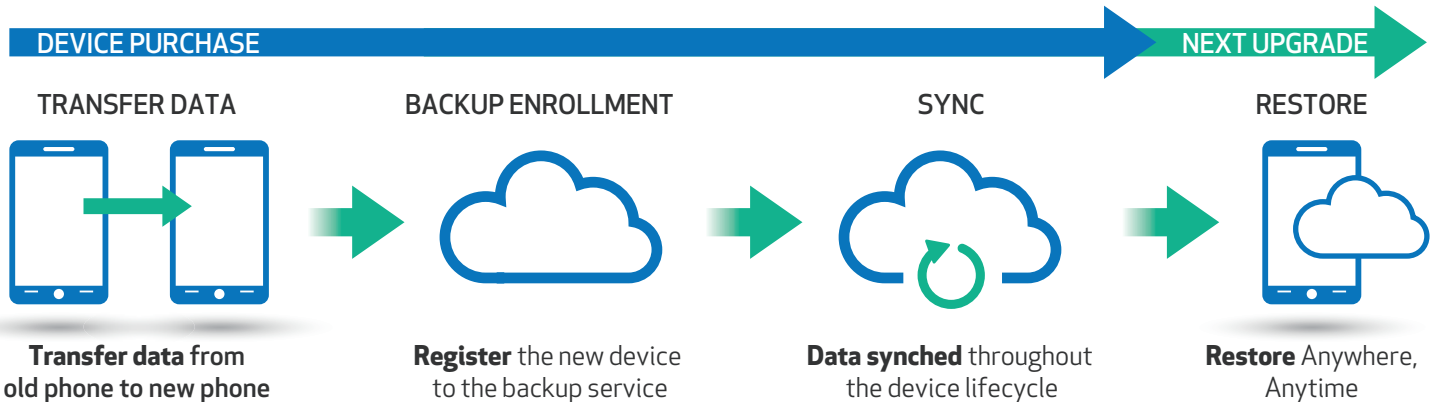
RETAIL CHANNEL

DECREASE RETAIL TRANSACTION TIME

Synchronoss Backup & Transfer improves overall retail customer experience by decreasing transaction time. Retail representatives first perform a device-to-device content transfer. Once completed the customer can enroll in the backup service which keeps their data synced throughout the lifecycle of their new device. The customer's next upgrade is seamless. They simply purchase their device and leave the store. Since their content was already synced with the backup service, they can restore their data anywhere and anytime.

KEY BENEFITS

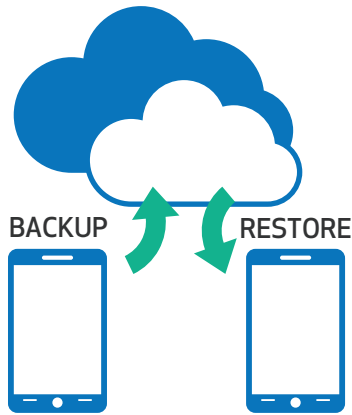
- Eliminates in-store content transfers by making every customer a cloud customer
- Improves overall customer experience, through reduced wait times
- Multiple transfers can occur at one time, easily adjusting to customer traffic flow
- Allows reps to focus on plan upgrades, accessory sales and other key initiatives
- Universal solution for reps to use for all customers, reducing training and customer interaction times



ONLINE CHANNEL

PROMOTE SELF-SERVICE

Synchronoss Backup & Transfer empowers online customers to perform their own content transfer, in the comfort of their own home, with no need to visit a retail store. Once the customer has made an online device purchase, the service provider can send the customer a notification message that includes instructions on how to backup the content from their old device to the cloud, before their new phone arrives. Once the new phone is delivered, the customer simply restores their data from the cloud, eliminating the need for a device-to-device transfer. This shift to a self-service model takes cost out of the business and drives profitability by reducing non-revenue generating retail traffic. Retail reps then have more time to focus on revenue impacting transactions.



KEY BENEFITS

- Drives more transactions through online channel by providing a complete at home solution
- Promotes cloud adoption within the online channel
- No care call or retail visit required
- Simple do-it-yourself step by step process

CUSTOMER CARE CHANNEL

REDUCE RESOLUTION TIME

Synchronoss Backup & Transfer provides benefits the care channel can leverage through the backup and restore option. In an instance where a factory reset is required, the care rep can walk the customer through backing up their content, perform the factory reset and then restore all necessary content back to the device, resolving the issue quickly with no customer data loss. Another instance where backup and restore can help is when the old device has been damaged and a device-to-device transfer is not possible. As long as the customer has regularly backed up their content, they would be able to perform a simple restore. As a result, there is a significant opportunity for the customer care channel to improve customer satisfaction and make NPS improvements.

KEY BENEFITS

- Universal solution for reps to use for all customers, reducing training and call resolution times
- Remote assistance through care rep can reduce retail visits
- Reduces number of calls regarding transfer of data questions/solutions



END USER

SECURE & PROTECT

As subscribers continue to generate more content and rely on their smartphones to store more of their valuable data, the content has become more important than the device itself. In a recent survey, 1 out of 3 US phone theft victims said they would likely pay \$1000 to retrieve their photos, videos, apps and contacts. As a result, Synchronoss Backup & Transfer offers a convenient, quick and flexible solution that provides peace of mind that subscribers' valuable content is safe and secure.

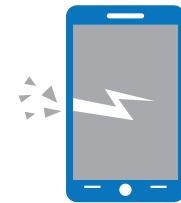
KEY BENEFITS

- Restore at anytime, to any device
- Removes the attachment of your content from your device
- Secure protection of data, regardless if phone is damaged, lost or stolen
- Fast device setup, no care call or retail store visit needed
- Flexibility to choose what content to transfer or backup and schedule backups
- Supports data classes most important: contacts, call logs, messages, photos, videos, music and more

LOST



SCREEN DAMAGE



WATER DAMAGE



THE SOLUTION

Current subscribers not only need assistance to help them move content between devices, but they need to have access to storage beyond the mobile device – especially as device upgrade programs encourage much more frequent phone swap-outs and more content is being generated by each subscriber. Today, mobile users rely on two main capabilities to help them move content: one, backing up data to a cloud service and then restoring it to their new phone; and two, having an in-store sales rep assist with the content transfer process. Both use cases put mobile operators at the center of the mobile storage and transfer equation, either providing a cloud-based storage or hands-on help to assist customers with their mobile content management and storage needs,

Synchronoss Backup & Transfer combines these two functions into one configurable solution that not only helps the subscriber solve their content management challenges, but adds value to the service provider by reducing operating costs, eliminating customer barriers, reducing churn and promoting self service.



Phone-To-Phone

Easily transfer data from one device to another using Wi-Fi.



Backup

Backup and keep users data synced with the cloud. Make the next upgrade simple.



Restore

Restore protected content to any device.

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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