



Why Cloud Matters to Service Providers

Since the introduction of the smartphone, customer value has shifted away from network to devices and third party services. As a result, service providers must find new ways to differentiate themselves while increasing revenue, keeping costs to a minimum, retaining subscribers and attracting new ones. For end users, the realization of losing personal data is steadily increasing as more of their digital lives are stored on mobile devices. In a recent survey by 451 Research, 86% of respondents reported that their personal content is as valuable as the device itself; 53% say they don't use cloud storage at all, justifying the need for a secure and convenient way to store content.

Personal Cloud Can Help

Personal Cloud can help shift the focus back to the service provider by becoming the main utility for accessing content. By offering Personal Cloud, users depend less on devices for storing and accessing files. This lets users access their content anywhere and on any device, thus shifting value away from the device vendors to the cloud providers, a desirable outcome for service providers.

ADOPT

Service providers can drive cloud adoption through a variety of options including cloud enrollment at the end of the data transfer process, pre-loading Personal Cloud onto new devices, including cloud as part of the OEM device setup process, or making cloud storage part of the service plan. Adoption is critical for service providers to operate a successful cloud service. As the cloud subscriber base grows, the potential for additional revenue, reduced operating costs and engaged customers also increases.

ENGAGE

Once a user has adopted cloud, the process of engagement can begin. Personal Cloud drives engagement by consolidating cloud content and delivering the right information at the right time to a specific user, creating a unique opportunity for the user to engage with their most precious memories. These opportunities make cloud content more valuable to the user by generating experiences that are both relevant and personalized.

MONETIZE

When a customer is engaged, the likelihood that they will take advantage of additional services significantly increases, thus increasing the opportunity for monetization. The purpose of monetization is to leverage Personal Cloud to drive additional revenue for the service provider. Personal Cloud drives monetization by offering the capability to deliver premium service and third party offerings to the end user. Service providers benefit from monetization through increased revenue derived from these additional customer purchases.

Protecting Users' Most Precious Memories

Personal Cloud allows users to backup, sync, restore, access, create, and share their valuable content across smartphones, tablets, computers and other connected devices - accessible from anywhere at any time, by offering clients support on a variety of platforms, including Android, iOS, web and desktop.

Using Synchronoss Personal Cloud, End Users Can:

Protect Memories



Backup, sync, and restore functionalities; protect photos, videos, messages, documents, contacts and music so customers can relive memories at a later date

Access Content Everywhere



Whether streaming music to a home entertainment system or beaming photos on a TV, Personal Cloud gives customers freedom to access their content where and when they need to

Share Life



Share photos, videos, and even important documents that are too large to email. Manage what's shared and who has access to it through the functionality of Personal Cloud

Relive Experiences



Smart Albums for every adventure. Stories that allow users to relive their experiences



Create a New Experience with Cloud

The combination of protection and management of content with compelling engagement and monetization opportunities differentiates the cloud offering. Cloud also drives operational efficiencies and improves the user experiences across retail, online, and customer care by:

Reducing In-Store Transaction Time



Synchronoss Personal Cloud simplifies the device setup and upgrade processes, decreases customer transfer traffic, improves overall customer experience, and strengthens the value proposition.

Here's How:

- After the content transfer is completed, the store representative enrolls the customers into Personal Cloud
- Content is immediately backed up to the cloud
- During the life-cycle of the device, the user's content is automatically synced and always up-to-date
- The next upgrade is a simple restore on the customer's time, not the rep's, nearly eliminating long data transfers

Improving Customer Care Experience



Synchronoss Personal Cloud is a universal solution for care reps that reduces training cost and call resolution time.

Here's How:

- Valuable content restore option for situations requiring customers to revert back to factory settings
- Reduces the number of calls focused on questions about transferring data
- Data restore options for lost, stolen, or damaged devices

Complete Online Experience



Synchronoss Personal Cloud can help the online channel by promoting customer self-service, reducing non-revenue generating retail traffic, and improving the overall customer experience.

Here's How:

- Customer purchases a new device online
- Customer backs up their old device before the new device arrives
- Once the new device arrives, the customer easily restores the content they want, and the rest stays in the cloud.