



## Revolutionizing the Customer Experience

When Synchronoss Technologies went public in 2006, they knew they needed to take their media relations strategy to the next level, expanding the scope to include national newspapers, business magazines and broadcast outlets such as CNBC and Fox Business News. Complementing the company's in-house marketing department, Synchronoss looked no further than a few miles south of its Bridgewater, NJ headquarters to select Springboard Public Relations.

Springboard collaborated with Synchronoss to position the launch of its ConvergenceNow software platform targeting Communications Service Providers (CSPs). ConvergenceNow is a market-shifting technology that allows CSPs to optimize the digital customer experience when ordering and activating mobile devices and wireless, telecom and cable services.

Building on the ConvergenceNow launch, Synchronoss was instrumental in delivering the innovative activation experience of the first-generation Apple iPhone which was rolled out by AT&T in June 2007. This was a significant milestone for Synchronoss and its ConvergenceNow platform, and Springboard utilized the event to launch a major media relations strategy that garnered significant media coverage.

To celebrate the first anniversary of its Initial Public Offering (IPO), Springboard worked with Synchronoss to coordinate a successful customer, media and analyst roundtable event at NASDAQ Studios which culminated with CEO, Stephen Waldis and the executive team ringing the closing bell.

As part of these two media relations campaigns, Springboard's efforts garnered coverage in more than two dozen publications including *Investors Business Daily*, *The Street*, *Bloomberg News*, *Forbes.com* and *CBS MarketWatch*. The resulting media coverage also included an appearance by Synchronoss' CEO on CNBC's "Fast Money." The segment clearly resonated with the show's audience – as the company's Web site was hit over four times its normal rate - illustrating the true power of public relations. Two years into the partnership, Springboard continues to drive PR value for Synchronoss as the company extends its reach, grows existing partnerships and forges new technology alliances.

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