

# A LIFTOFF TO MANAGING SKYROCKETING MOBILE CONTENT

Device manufacturers are creating more powerful, more capable, and more feature-packed devices.

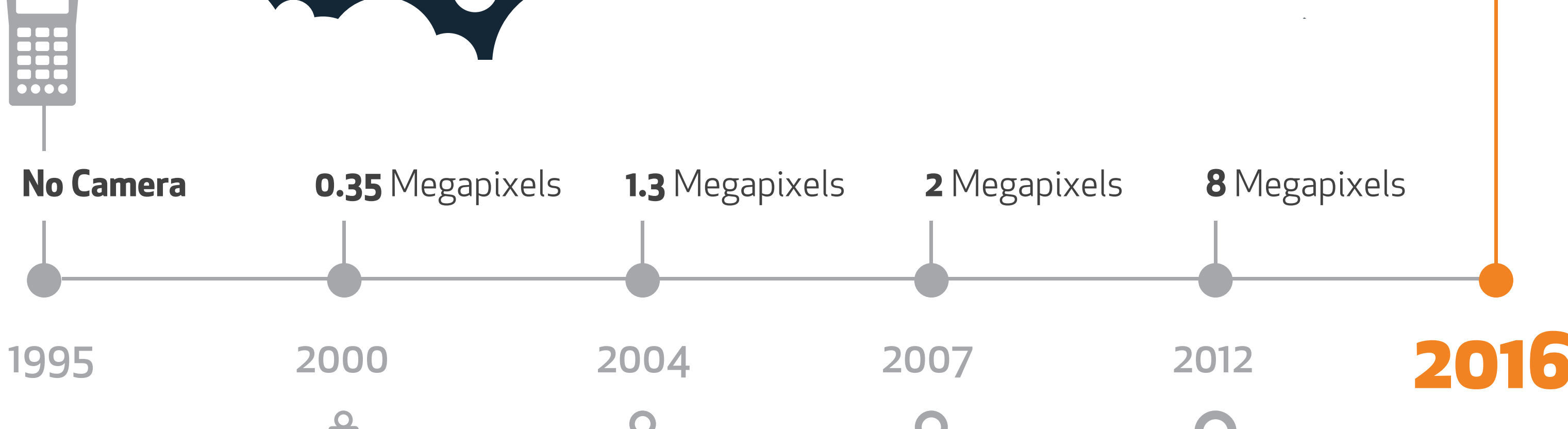
As the wireless market matures, service providers are facing new challenges in managing the transfer of customer's data from their old device to their new one.

## Feature-packed devices now come with:

- 12 Mega Pixel Cameras
- 4K Videos
- Live Photos
- HDR Quality Photos & Videos

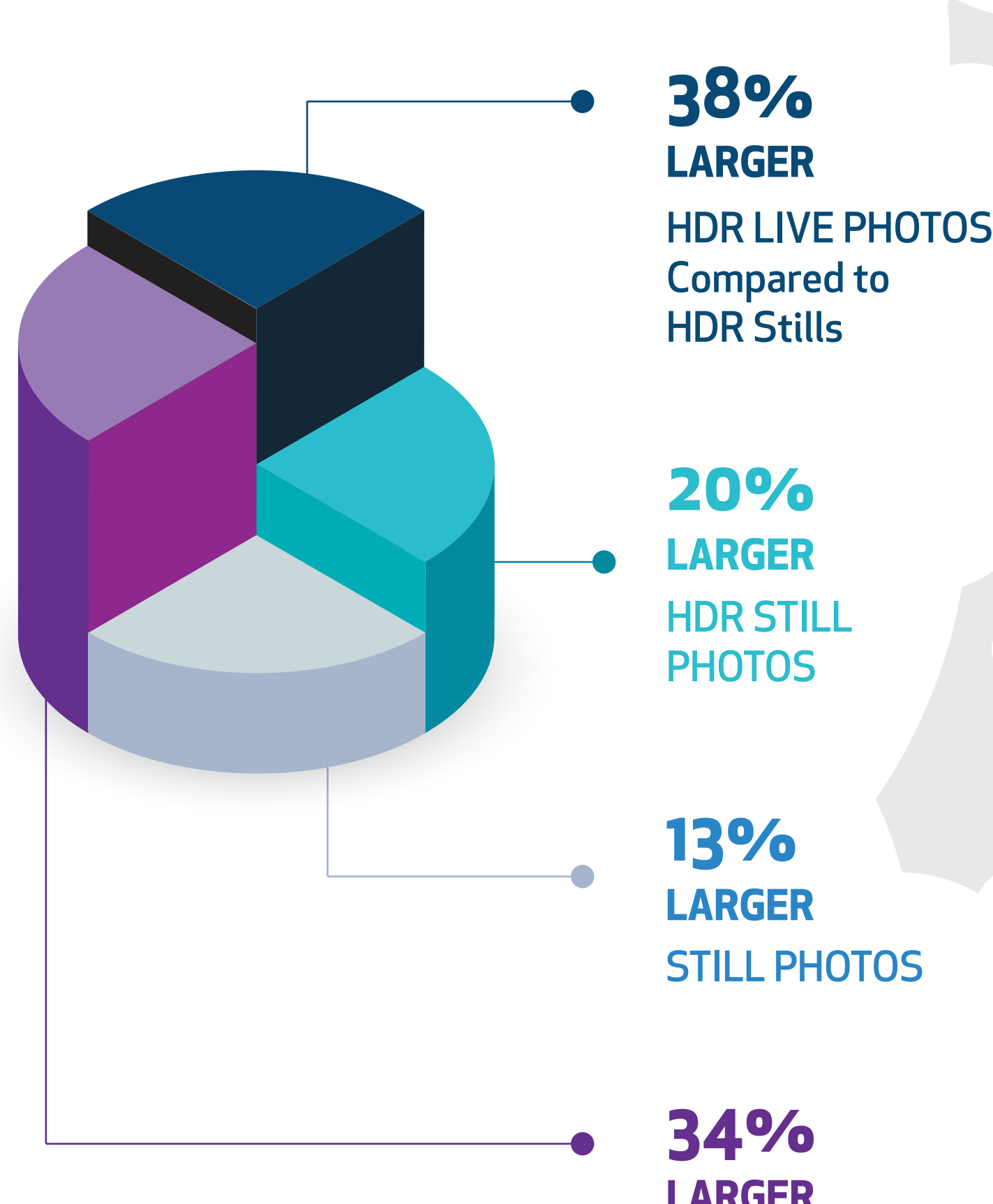


WAY BIGGER FILES



## BETTER FEATURES MEAN INCREASED FILE SIZES

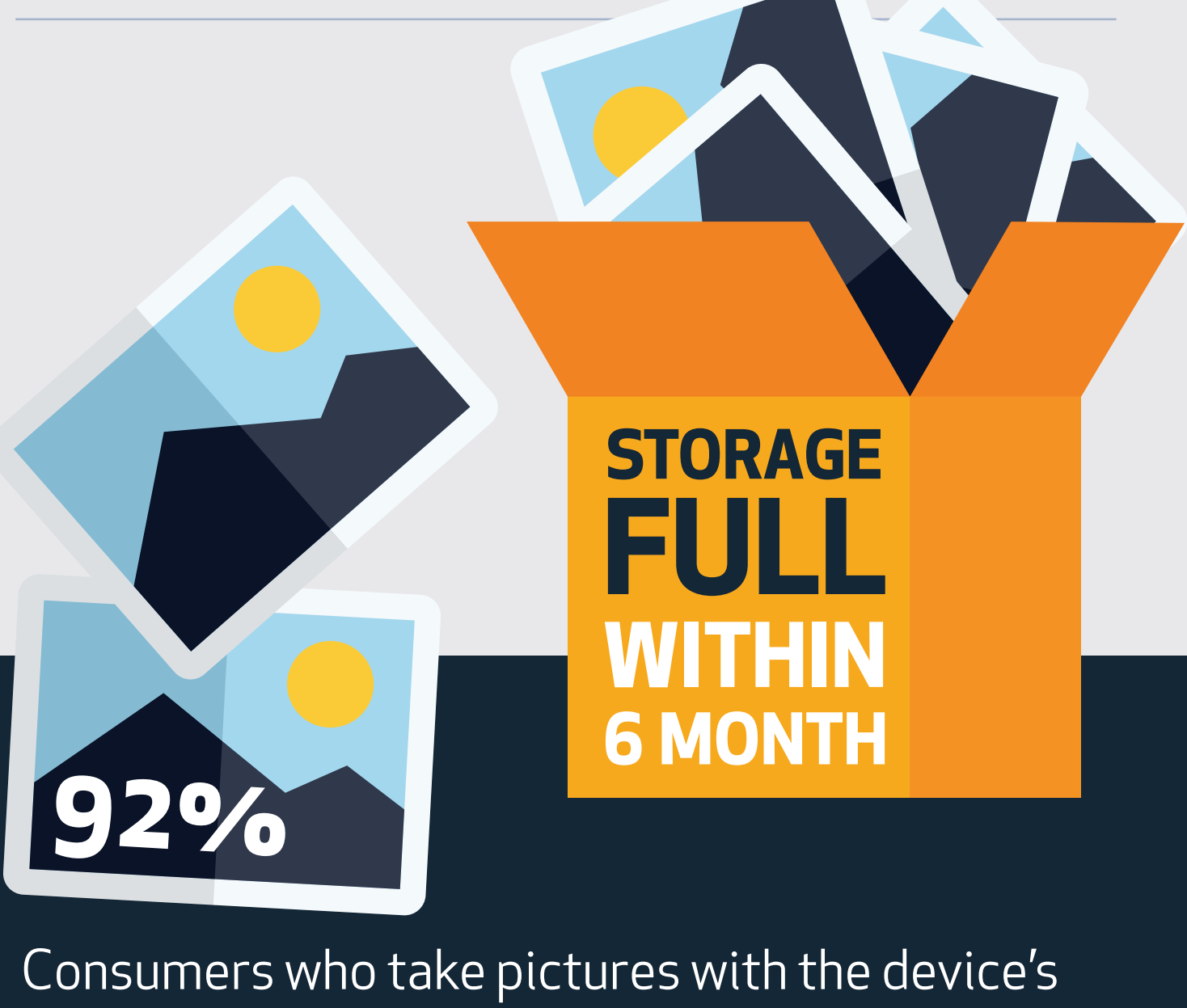
IPHONE 6 PLUS VS IPHONE 6S PLUS



JUST SNAPPING 5 PHOTOS A DAY

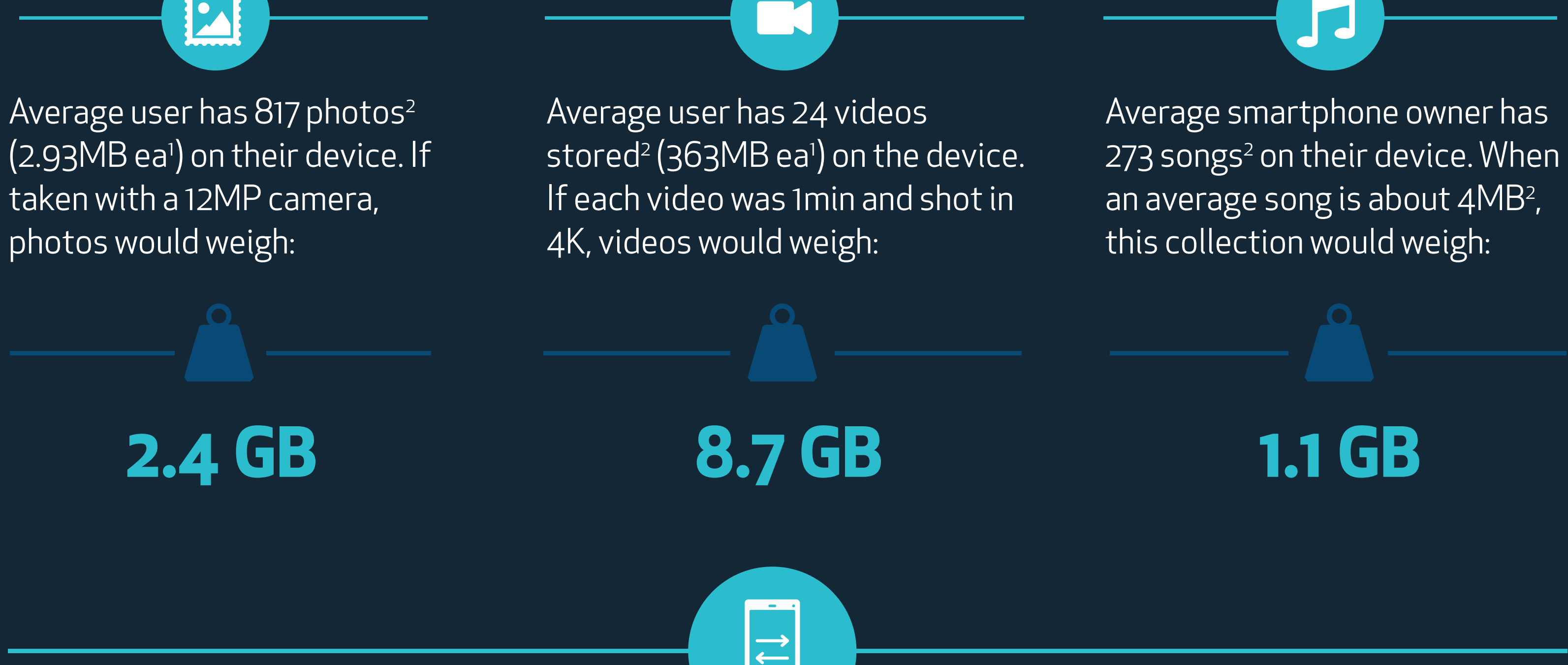
WITHOUT ever downloading a single app, email attachment, or game.<sup>1</sup>

## RESULTS IN...



Consumers who take pictures with the device's default settings, which are typically at the highest settings.<sup>2</sup>

## THE IMPACT OF ALL THAT SIZE



## TODAY

If the average mobile content transfer speed from a user's old device to their new device is 6 minutes, a wireless customer would spend:

**1 hour 13 minutes**

In a retail store with a 12GB data load

## IN A YEAR

Users will go from 10 - 15 GB of data today, to transferring 26 GB one year from now, taking:

**2 hours 10 minutes**

## RETAIL CHANNEL IS FEELING THE PRESSURE

### The Countdown to a Better Experience

Service Providers are feeling the pressure as customer wait-times increase due to large data transfers which impacts the customer experience.



## PEOPLE CARE ABOUT PROTECTING THEIR DATA

### ONE IN THREE

Users who lost their device would likely pay **\$1,000 to retrieve** all of the lost photos, videos, apps and contacts stored on the device.<sup>3</sup>

Users consider their data more valuable than their device.

### 50%

### OF PEOPLE GLOBALLY

have experienced a cracked smartphone screen.<sup>4</sup>

Smartphones are fragile, yet we trust them with our most meaningful memories.

### ONE IN 10

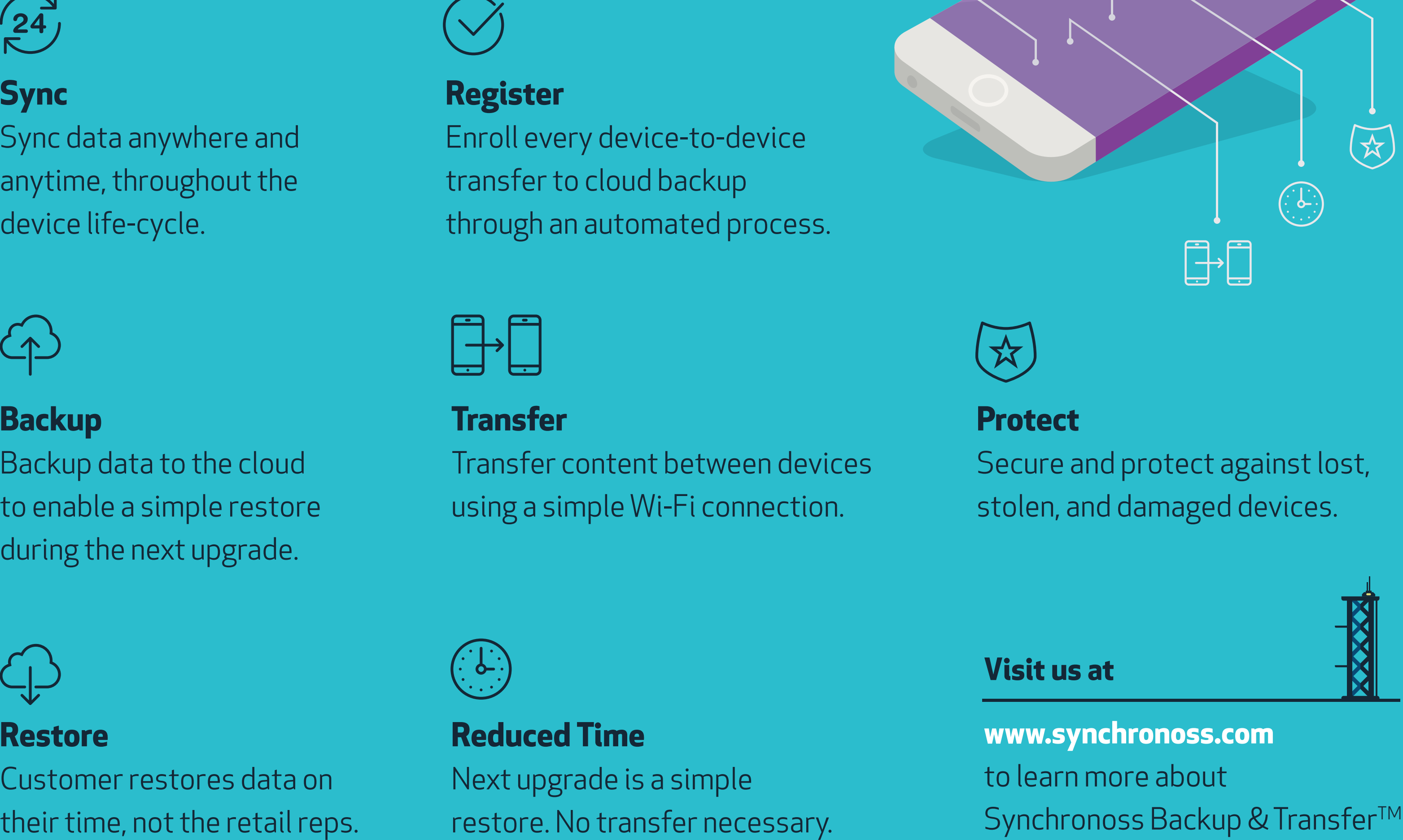
Smartphone owners are victims of phone theft.<sup>3</sup>

**68%** would put themselves in some amount of danger to retrieve their phone and data.<sup>3</sup>

## LAUNCH THE CAPABILITY YOUR BUSINESS NEEDS WITH SYNCHRONOSS BACKUP & TRANSFER™



Synchronoss Backup & Transfer™ helps service providers overcome challenges by offering a solution that has greater flexibility and capabilities than strictly a device-to-device transfer solution.



Visit us at [www.synchronoss.com](http://www.synchronoss.com) to learn more about Synchronoss Backup & Transfer™

### References

- <sup>1</sup> CNET: <http://www.cnet.com/news/iphone-6s-camera-filesizes-4k-live-photos-hdr/>
- <sup>2</sup> 451 Research, Dec 2015: <http://www.synchronoss.com/wp-content/uploads/451-Synchronoss-mobile-content-explosion.pdf>
- <sup>3</sup> Lookout and IDG Research: <https://www.lookout.com/resources/reports/phone-theft-in-america>
- <sup>4</sup> KRC Research 2015: <http://motorola-blog.blogspot.ca/2015/10/cracked-screens-and-broken-hearts-2015.html>

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