

more powerful, more capable, and more feature-packed devices. As the wireless market matures, service

Device manufacturers are creating

providers are facing new challenges in managing the transfer of customer's data from their old device to their new one.

No Camera

1995

12 Mega Pixel Cameras

2012

Feature-packed devices now come with:

8 Megapixels

4K Videos

Live Photos

2 Megapixels

2007

1.3 Megapixels

2004

HDR Quality Photos & Videos



16

MEGA

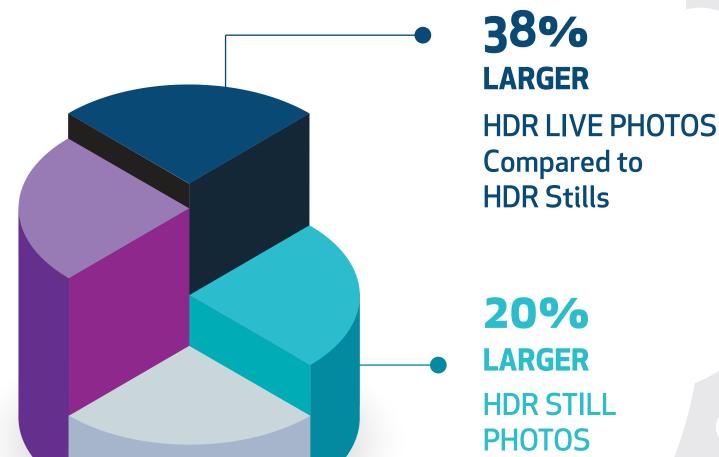
PIXELS

BETTER FEATURES MEAN **INCREASED FILE SIZES**

2000

0.35 Megapixels

IPHONE 6 PLUS **V5** IPHONE 6S PLUS



13% **LARGER**

STILL PHOTOS

34%

LARGER

LIVE PHOTOS Compared to Stills

LARGER VIDEOS



J A DAY **RESULTS IN...**

92%

highest settings.²

STORAGE

6 MONTH

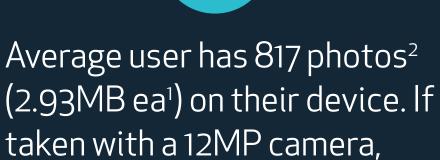
attachment, or game.1

THE IMPACT OF ALL THAT SIZE

Consumers who take pictures with the device's

default settings, which are typically at the

Average user has 817 photos² Average user has 24 videos



photos would weigh:

81

stored² (363MB ea¹) on the device.

If each video was 1min and shot in

4K, videos would weigh:

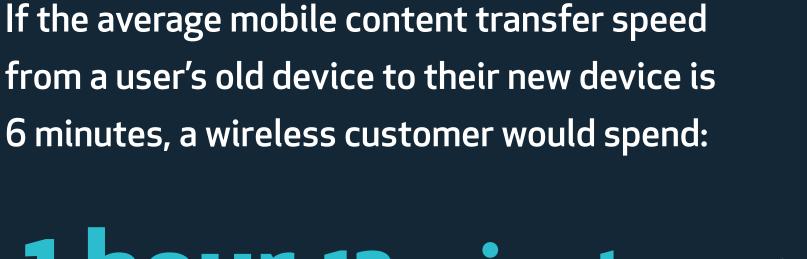


Average smartphone owner has

273 songs² on their device. When

an average song is about 4MB²,

this collection would weigh:



RETAIL CHANNEL IS

FEELING THE PRESSURE

The Countdown to a Better Experience

customer wait-times increase due to large data

transfers which impacts the customer experience.

Service Providers are feeling the pressure as

In a retail store with a 12GB data load

TODAY



IN A YEAR

Users will go from 10 - 15 GB of data today,

to transferring 26 GB one year from now,

Non-Revenue Store Traffic is Up

OF PEOPLE

GLOBALLY

have experienced a cracked smartphone screen.4

Smartphones are fragile, yet we trust them with

Transfer Time is Up

Productivity is down Customer Experience is Down

NPS is Down



taking:

PROTECTING THEIR DATA

Users who lost their device **ONE IN** would likely pay \$1,000 to THREE retrieve all of the lost photos, videos, apps and contacts stored on the device. 3 **Users consider their data more**

PEOPLE CARE ABOUT



valuable than their device.

ONEIN

Smartphone owners are victims of phone theft.3 would put themselves in some amount of danger to retrieve their phone and data. ³

our most meaningful memories.



challenges by offering a solution that has greater flexibility and capabilities than strictly a device-to-device transfer solution. 24

Enroll every device-to-device

through an automated process.

transfer to cloud backup

LAUNCH THE CAPABILITY

YOUR BUSINESS NEEDS

WITH SYNCHRONOSS



24

Sync

Restore

Backup

Sync data anywhere and

anytime, throughout the

device life-cycle.





Customer restores data on

their time, not the retail reps.



Synchronoss Backup & TransferTM helps service providers overcome

Register

Transfer Transfer content between devices





Secure and protect against lost,

stolen, and damaged devices.





Next upgrade is a simple restore. No transfer necessary.

References ¹ CNET: http://www.cnet.com/news/iphone-6s-camera-filesizes-4k-live-photos-hdr/

^{3.}Lookout and IDG Research: https://www.lookout.com/resources/reports/phone-theft-in-america

⁴ KRC Research 2015: http://motorola-blog.blogspot.ca/2015/10/cracked-screens-and-broken-hearts-2015.html

Reduced Time





Visit us at

^{2.}451 Research. Dec 2015. http://www.synchronoss.com/wp-content/uploads/451-Synchronoss-mobile-content-explosion.pdf