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AT&T and Apple stores will go through considerably less trouble with the iPhone's activation Apple

By: Elena Balan, Communications News Editor

[AT&T Receives Help for Handling the iPhone Activation](#)

AT&T will be using ConvergenceNow for the iPhone activation

AT&T has had to handle a huge number of new subscriptions since the iPhone's [launch](#), on the 29th of June. Due to this huge demand, activation has failed in the case of several units of Apple's phone. It looks like handling services for personal customers is harder than it might seem at first. AT&T has asked for help in order to do this in a problem-free way which will leave aside the problems which have been met until now. For this, Synchronoss Technologies will support the launch and operational processes of the Apple iPhone. In order to bring all these services, Synchronoss will provide their ConvergenceNow technology for AT&T to use and offer further on to their subscribers. This is a software platform which automates, synchronizes and optimizes the electronic service fulfillment and order management. This is made across network services, wireless, IP and wireline solutions. "Providing the software enablement platform that connects the must-have converged [device](#), for music, video, web and all mobile phone enthusiasts, with the largest wireless carrier in the United States is a significant milestone for us, said Stephen Waldis, president and CEO of Synchronoss Technologies. Moreover, "The activation experience that we've developed for AT&T and Apple, which allows customers to activate in the comfort of their homes, is a paradigm shift from the traditional process at retail stores today", he further added. The ConvergenceNow software platform manages to bring a customer experience which is based on the traditional activation process, but with considerable differences. The main one is that customers now have the ability of activating their devices whenever they wish and right from their homes, without having to go to AT&T stores. With this, the customer experience opens to new possibilities which considerably enhance the entire experience of [activating](#) a phone, in this case, the iPhone.