



# ETI Software Solutions Selects Synacor's Advanced Cloud ID As Reference Platform for Its Customers

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Top solutions provider for telecom, cable and broadband operators unlocks better TV Everywhere experiences with only ID management and authentication platform to simplify logins anywhere users access devices

BUFFALO, N.Y. & ATLANTA--(BUSINESS WIRE)-- Synacor (NASDAQ: SYNC) today announced its advanced Cloud ID identity management and authentication platform has been selected by ETI Software Solutions as its reference platform to support streaming media deployments for all its telecom, cable and broadband operators. The Georgia-based software developer and systems integrator develops service assurance, provisioning and monetization solutions for operators across the globe, including Frontier Communications, Windstream and Cincinnati Bell.

Synacor Cloud ID is the industry's only end-to-end identity platform that simplifies the subscriber login experience anywhere end-users access their video services. Whether viewing at home via a Wi-Fi network, connected TV or on a mobile device, users can get to the services and content they want faster and with less hassle.

"We help our customers reduce churn, create new paths to revenue and increase profit margins, making advanced Cloud ID a perfect fit for our Vision360 solution portfolio," said Frank Gine, CEO, ETI Software. "TV Everywhere and direct-to-consumer streaming services are critical to maintain a competitive and profitable video offering. After evaluating multiple solutions, we chose Synacor as our identity management platform so we can guarantee seamless deployments and great subscriber experiences for our customers."

ETI customers will be able to integrate advanced Cloud ID into over-the-top (OTT) services that let subscribers securely access account management systems with unified credentials. This functionality supports seamless viewing of authenticated video across multiple devices without having to repeatedly enter passwords. Synacor's **recently announced Forever Login** will enable ETI customers to register trusted devices as part of an operator's sign-in process, providing access to content from virtually anywhere.

"This is an important upgrade for ETI's customers across the country," said Dana Golden, VP, North America Sales & Marketing, Synacor. "OTT service adoption increases significantly when apps are easy to use, and ETI's inclusion of

Synacor in its Vision360 portfolio ensures that its customers can enjoy a streamlined viewing experience at home or on the go. Our work with ETI reflects the capabilities of our Identity Management Platform, as well as our growing success in working with video operators and content providers across new verticals.”

## About Synacor

Synacor (Nasdaq: SYNC) is the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, device manufacturers, governments and enterprises. Synacor’s mission is to enable its customers to better engage with their consumers. Its customers use Synacor’s technology platforms and services to scale their businesses and extend their subscriber relationships. Synacor delivers managed portals, advertising solutions, email and collaboration platforms, and cloud-based identity management.

**[www.synacor.com](http://www.synacor.com)**

## About ETI Software Solutions

A global leader in communications technology and services for over 25 years, ETI Software Solutions delivers the tools telecom, broadband, video, utility, OTT and IoT providers need to manage complex systems more efficiently, reduce operating costs and ensure optimal quality of service. For more information, visit **[www.etisoftware.com](http://www.etisoftware.com)** or email **[media@etisoftware.com](mailto:media@etisoftware.com)**.

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