



SYNC ACCESS

syncAccess is a fully customizable pay meter solution that helps newspaper publishers **develop, configure, own and evolve** their mobile and digital products.

Whether the objectives are to:

- increase print subscriber retention,
- develop new, digital only customers,
- own and manage your digital customers,

syncAccess delivers a cloud-based pay meter solution giving publishers complete control. Begin with integration to your existing circulation systems, add single sign-on support and wrap it up with a code base that doesn't require re-writes for deployments on multiple platforms.

Develop

Digital products knowing the revenue they generate is yours, not your service providers.

Configure

Digital products your customers want, the way you want to offer them.

Own

Your customer relationships. Don't let anyone come between you and your most valuable asset.

Evolve

Digital products to match the speed of Internet and mobile technology innovation without requiring code re-writes.

syncAccess, brought to you by Synchronex, is delivering the future of pay meter solutions, today.

Visit us at Synchronex.com to learn more about our solutions and request a demo.



The Commercial Appeal

‘With syncAccess we’ve been able to deliver a custom digital pay model across all applications and websites. Integration with our back-end systems was seamless and we have full ownership of our subscribers.

No other company was able to offer such a complete solution.”

Joe Pepe
President and Publisher
CA Media

KEY FEATURES

syncAccess key features include:

- ☀ **Your Customers / Your Revenue**
syncAccess does not work on a revenue share. You are free to pursue any number of strategies as your customer's tastes, and the market, continues to evolve.
- ☀ **Authentication & Single Sign-On**
Eliminate the need for your customers to have multiple logins and passwords. syncAccess integrates with your existing authentication systems to provide the easiest and fastest registration and login processes possible. syncAccess delivers a complete authentication solution.
- ☀ **Flexible Product / Service Offerings**
With complete control over your offerings, you determine what's best for your customers. Whether you are interested in offering print only, print and digital or digital only solutions, syncAccess can help.
- ☀ **Native Multi-Device Support**
Deliver secure access to your solutions on computers, laptops, iPads, iPhones, Android phones & tablets and more - all while maintaining consistent login processes, features / functionality and user experiences.
- ☀ **Circulation / Subscription / eCommerce Integration**
A centralized system for all of your solutions and applications, syncAccess seamlessly integrates with your existing circulation, subscription and eCommerce systems. No longer are you required to manage separate systems for a complete look at your customer base.
- ☀ **Comprehensive Administration Portal**
Reporting and administration is critical to your company's success. syncAccess provides a complete set of reports and administration tools to help you manage your solutions as efficiently and effectively as possible.

Paywalls Change Journalism

"As long as the newspaper was a bundle, no one ever had to care that people were buying it for radically different reasons. But once you go online, and people can unbundle things ... the individual choices made by individual readers come to matter a lot."

Clay Shirky
Author, Consultant, Writer, Teacher

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