

## **Business Acquisition Press Release Video**

In business news today, Purple Cloud has acquired ABC Tech, a security design company. Purple Cloud is a small but well respected competitor in the rapidly growing security sector. Purple Cloud's founder Andrew Tecnoti told Bloomberg News this move is part of a focused strategy to rapidly acquire companies that offer promising security technologies. Tecnoti said the acquisition allows Purple Cloud to accelerate product development and increase market share by taking advantage of new market opportunities.

With this acquisition, Purple Cloud gained a product solution that is completely different from any other software security application offered in the market. The product acquired offers an elegant solution that is achieved with a single update to the user's computer operating system. This will circumvent the distribution of daily updates to address new security threats. Thus, Purple Cloud can avoid spending more capital on building or acquiring extensive infrastructure and hiring more high-priced support staff. Purple Cloud's plans to rapidly execute this solution could catapult it into being the dominant market leader with record revenue growth and dramatic profits.