OVHcloud Acquires Texas-Based BuyDRM to Bring Security to the Cloud

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Acquisition includes key talent and intellectual property around cryptography

July 27th, 2021 – Austin, TX- OVHcloud, the European leader in cloud computing, announced that it has acquired BuyDRM, Inc., an American company specializing in security technologies for digital rights management (DRM) applications. The entire BuyDRM team and its founders has joined the Group's workforce to build together a single roadmap dedicated to security.

Since inception in 2001, BuyDRM has developed a strong expertise in terms of security through cryptographic systems. The performance and accuracy of BuyDRM's solutions have made it possible for the company to rapidly gain significant market share, particularly in the media and entertainment sector where many of the most prestigious brands rely on its expertise to secure their multimedia flows. BuyDRM notable customers include ABC (Australian Broadcasting Corporation), Blizzard Entertainment, Crackle Plus, EPIX, FuboTV, Rakuten Viki, Sony New Media Solutions and Zee5.

"With BuyDRM, OVHcloud is best positioned to quickly grow our Platform as a Service (PaaS) offerings in the cloud with a focus on security," said Michel Paulin, CEO of OVHcloud. *"We welcome BuyDRM to the OVHcloud family and are looking forward to seeing the union deliver on the promise of true security and data sovereignty in the cloud."*

BuyDRM's expertise will be seamlessly integrated into all OVHcloud solutions, while its potential of development at scale will enrich the service portfolio of the European cloud leader. The cutting-edge skills of these new teams will be a key asset in OVHcloud's security roadmap, both for securing access to services and for designing new security mechanisms integrated into its cloud solutions.

"We are delighted to join OVHcloud and to deploy our solutions on an industrial scale in the cloud. We are convinced that our skills will complement and enhance each other to further secure the data of cloud users, regardless of their technological challenges," stated Christopher Levy, CEO of BuyDRM.

Security of applications as well as the security of the data generated through it has become a critical stake for every organization. Building on their robust growth trajectories, BuyDRM and OVHcloud share common ambitions and values: a capacity to scale, a strong commitment to competitive pricing, but also a core commitment to openness and reversibility.

"By acquiring BuyDRM, we have not only gathered additional resources to accelerate our security roadmap, but above all, to develop together advanced and innovative solutions to support our customers in their adoption of cloud technologies," explains Thierry Souche, CTO of OVHcloud.

This acquisition follows the OVHcloud strategy of targeted acquisitions focused on technological solutions. The ambition is to accelerate the development of integrated PaaS solutions that are based on an open infrastructure and are trusted and strictly respectful of data sovereignty.

To date, OVHcloud offers a catalog of PaaS solutions that will be completed in the fall with new high-performance storage and Kubernetes containerized development services that will enrich its Platform as a Service offering.

"Working with the OVHcloud team to complete this strategic transaction and combine these dynamic organizations creates a unique opportunity to deliver on security innovation in the cloud and enables continued growth of the products and services offered globally" stated Ron Baker, Chief Strategy Officer and former Chairman of BuyDRM. *"The entire BuyDRM team is eager to move forward with OVHcloud in this exciting marketplace."*

ABOUT BUYDRM
BuyDRM™ is a leading global provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and hospitality industries. The KeyOS Multi-DRM platform powers many of the largest brands in media and technology and is a recipient of the prestigious Frost & Sullivan Global Content Protection Entrepreneurial Company of the Year Award.

With decades of market-leading experience implementing commercial DRM solutions and media technologies, BuyDRM has amassed substantial success stories for many of today's largest brands. BuyDRM clients include ABC (Australian Broadcasting Corporation), Blizzard, EPIX, FuboTV, Rakuten Viki, Sony New Media Solutions, Crackle Plus and Zee5.

For more information please visit https://www.buydrm.com

ABOUT OVHcloud
OVHcloud is a global player and the leading European cloud provider operating 400,000 servers within over 30 data centers across four continents. For 20 years, the Group has been leveraging an integrated model that provides complete control of our value chain, from designing our servers to managing our data centers to orchestrating our fiber-optic network. This unique approach enables OVHcloud to independently cover the full spectrum of use cases for our 1.6 million customers across 140 countries. OVHcloud now offers customers the latest-generation solutions that combine high performance, predictable pricing, and complete data sovereignty to support their unfettered growth.

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