

TEC Communications Arms its Portfolio with Purple

New partnership enables TEC to provide business intelligence to its expanding customer base

ROCKY RIVER, OH: July 14, 2016: TEC, a leader in business IT solutions in the Cleveland area has added Purple to their portfolio to enable their customers to create meaningful customer experiences as a result of rich customer data. Purple offers expert insight and intricate knowledge to tailor the solutions for optimal efficiency, productivity and reliability.

Purple's platform enables TEC customers to:

- Deliver analytical insight
- Collect customer demographic data
- Employ mobile marketing tools through branded WiFi
- Enable venues to enhance their customers' experience

"It's great to see TEC Communications join our growing list of US partners. Their customers are demanding a way to better use connectivity within a location and Purple delivers exactly that, with simple administration, tangible results and the opportunity to grow customer revenues," said Purple CEO Gavin Wheeldon.

"We're excited to add Purple as a strategic partner. Applying creativity to our customers' technology challenges is our primary mission. Purple allows TEC to offer "smart WiFi," which gives our clients a competitive advantage gathering analytics and providing monetization of wireless guest networks. It's all about the customer experience and Purple enhances every aspect of that experience," said TEC President Melanie Schilling.

About TEC Communications

TEC Communications has been a leader in the IT solution industry for over 37 years. TEC offers leading edge solutions in Collaboration, Wireless, Cloud, Data Center, Security and Network Infrastructure. TEC does not just sell technology, it delivers results that help clients transform their business. TEC is full service provider, offering design, procurement, implementation, and managed service solutions. Find out [more](#).

About Purple

Purple is an intelligent spaces company that can help brands learn more about their customer base and help them to take action. It evolved from Purple WiFi, the cloud-based marketing and analytics WiFi platform, to take the lead in real-time analytics and marketing for venues and businesses that want to engage with visitors and understand the use of physical spaces.

With over 14 million users, Purple works with a range of brands such as Molson Coors, Legoland, Jaguar and City of York.

Purple divides its offering into [small business](#) and [enterprise](#).

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