Alternative:

Henrietta Cloud Corporation (HCC) will opt for a mixed strategy by acquiring comments analytics [3] and adding personalized features for the content creators and entertainment industry. Such a strategy helps HCC to capture the market quickly. Additionally, customization leads to a better user experience.

This approach allows for faster progress, instead of building new software from scratch. It also helps to reduce upfront costs and connect with a large user base. Additionally, HCC gains the expertise and experience of the platform's team for integration with existing infrastructure. However, this path may introduce cultural friction from integrating a new team. To address this issue, HCC needs better teamwork and communication to reduce conflicts between different cultures.

Furthermore, HCC benefits from security measures present in comments analytics [4]. Since, the acquired system already features encryption protocols and access controls that follow industry regulations such as the General Data Protection Regulation (GDPR) [5]. HCC will implement additional security features to protect content creators' sensitive information from emerging threats such as disinformation campaigns, and financially motivated abuse.

HCC will enhance the platform's scalability by integrating it with its cloud infrastructure. Moreover, it improves performance by using a scalable architecture pattern called microservices. This will ensure real-time scalability which leads to higher uptime and response time.

Overall, the hybrid approach consists of build and buy providing HCC with a strategic opportunity to acquire the comment analysis market quickly. Meanwhile, it retains control over customization and innovation to align with its quality, brand promises, and customer needs.

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Suggestions given by Kavankumar Pankajumar Brahmbhatt (B00981502):

- Include information about risks related in alternative.
- You should include more references to strengthen your claims.
- The date format in the references is different into some references so make it in the same format throughout the document.

Suggestions given by me:

- Make sentence shorter.
- Use active voice as much as possible.
- Replace words like can, and would as it show possibilities.