

Application Experts Rebrands as Altvia Solutions, LLC

Celebrating its 10th anniversary, Altvia's new name and website align with the firm's vision for the future

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BROOMFIELD, Colo.--(BUSINESS WIRE)--Leading private equity software solutions provider Application Experts (App-X) announced that it is now Altvia Solutions, LLC, (Altvia) following a strategic rebranding initiative to better align the company's messaging with its products, clients and vision for the future. As a key component of the project, Altvia is pleased to unveil its new website, Altvia.com.

Since the firm's founding in 2006, Altvia has worked with over 200 different fund managers, funds of funds, institutional investors, impact investors and other members of the alternative asset community. Over this period, Altvia has maintained a perfect 5-star product rating and was included as one of *Inc. Magazine's* 5000 fastest-growing private companies in 2014 and 2015.

The rebrand will allow the company's image and messaging to better reflect its innovative line of flexible software products and distinguish the firm's unique, tailored experience within this highly-specialized market.

"A brand can have a variety of meanings - to us, it's a combination of who we are, our vision and competitive positioning. Our brand is how we connect with people and represents the value we deliver," commented Kevin Kelly, founder and CEO of Altvia. "When we evaluated where we are today and where we are going, we discovered a unique opportunity to more precisely align our vision and brand to better reflect our position as a financial technology leader in the private equity industry."

The new name, Altvia, was carefully selected with much consideration for the company's goals, culture and industry expertise. 'Alt,' in addition to being a commonly-used abbreviation for alternative assets, is a root for words signifying height or ascension. In combination with the Latin 'Via,' meaning a road or way, our new name reflects Altvia's drive to be its alternative investment clients' 'path to the top.'

Altvia emphasized that the rebranding will have no impact on existing contracts and/or client commitments, and that its team and corporate structure remain unchanged. Altvia will share news about product enhancements and services on its new website, and continue to provide the best possible experience for its customers.

About Altvia Solutions, LLC

Altvia translates data into intelligence for Alternative Asset Fund Managers, Institutional Investors, and Impact Investors. As the premier provider of flexible, web-based software solutions in private equity, Altvia combines technology with proven processes to fundamentally improve the communication and relationship between GPs, LPs and Portfolio Companies. Founded in 2006, Altvia has grown to serve customers on six continents, and continues to expand its operations across the globe. To learn more, please visit: Altvia.com.

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