

Altvia Correspond Market Edition Launched

New mass communications tool utilizes one system for all private equity mass communications needs, including prospecting, fundraising and deal announcements

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BROOMFIELD, Colo.--(BUSINESS WIRE)--Leading private equity software provider Altvia Solutions, LLC, (Altvia) today announced the launch of Altvia Correspond Market Edition, a dynamic product designed for private equity firms to seamlessly manage mass communications for prospecting, fundraising and deal announcements.

The addition comes on the heels of the firm's recent 10-year anniversary rebrand, with the newly coined "Altvia Correspond" solution set that includes the new Market Edition and the Investor Edition, formerly AIM Investor Correspondence.

Market Edition permits users to build and save email smart lists, create professional email templates and send emails to 50,000 contacts per mailing without leaving AIM, the firm's CRM solution for private equity on the Salesforce platform.

"Altvia Correspond Market Edition seamlessly integrates with AIM, boosting productivity and improving data integrity," said Kevin Kelly, founder and CEO of Altvia. "Market Edition enables private equity firms to leverage better insights from their data, to strengthen existing relationships or build new ones and to stack the deal pipeline."

Altvia has witnessed the evolution of the private equity industry over the past decade, working with more than 200 different fund managers and other members of the alternative asset community. Over this period, the firm identified the need to improve GP-LP communications and provide private equity firms with an enhanced, integrated communications tool as competition rises for both capital and deals.

"Market Edition was designed with these issues in mind, to provide PE firms with an informational edge by leveraging the data they already have within AIM, contributing to operational efficiency and enhancing fundraising efforts," said Jeff Williams, Vice President of Products. "Together with Investor Edition, users now have access to an end-to-end solution for communicating with their entire network."

The Altvia Correspond Market Edition product launch was timed to coincide with the Ninth Annual PartnerConnect West, held on September 27th and 28th in San Francisco, where Kelly is speaking on a panel dedicated to LP Communications Best Practices: What Investors Want For Reporting, Communications, Annual Meetings, And More.

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.

Contacts

BackBay Communications

Peter Czyryca, 617-391-0774

Peter@BackBayCommunications.com