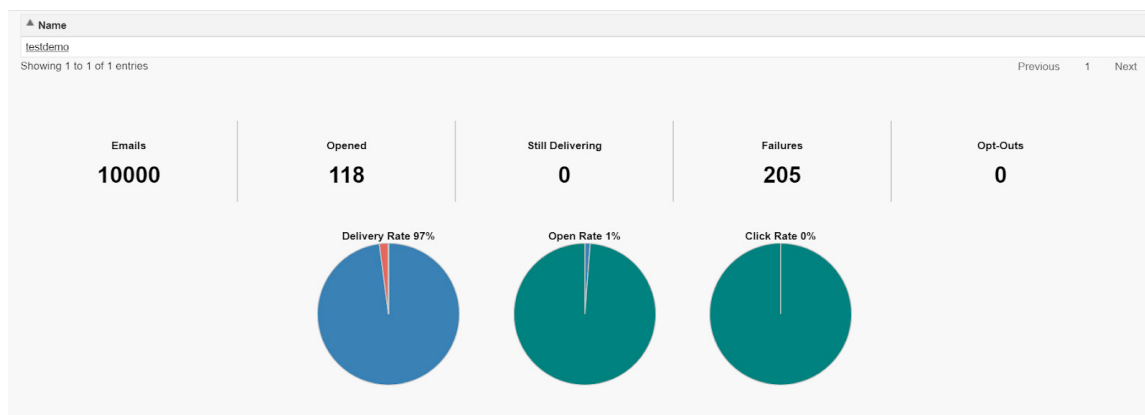


# ALTVIA CORRESPOND (MARKET EDITION)

## A ONE-TO-MANY COMMUNICATION SOLUTION

Private Equity is facing major shifts in the market. Competition for both capital and deals is significantly increasing. At the core of these market changes is communication, with transparency becoming a centerpiece in the GP-LP relationship. How can you more efficiently create and strengthen relationships with targeted communications? How can you leverage insights from your communications to make better decisions about fundraising and deal opportunities? The answer is a purpose-built one-to-many communication tool for alternative investors that is fully integrated with Salesforce.



## KEY BENEFITS



### INTEGRATED COMMUNICATIONS

Use one system to manage your data, mass communications and contact lists



### SMART LISTS

Create dynamic email lists from your AIM data to send targeted communications



### SMART FOLLOW UP

Increase your email conversion rate with scheduling and follow up



### ENHANCED ANALYTICS

Leverage data from your communications to drive more informed decision making



### FLEXIBLE EMAILS AND TEMPLATES

Quickly launch emails to your contact list with the saved template feature



### MODERN FEATURES

Utilize your contact list to grow relationships with personalized communications with your contacts



## OUR SOLUTION

We are redefining how GPs, LPs, and Portfolio Companies communicate and relate. Our communication solution provides a broad range of capabilities within AIM (the CRM solution for Private Equity on the Salesforce platform) from prospecting to investor communications. Altvia Correspond Market Edition enables you to seamlessly manage your mass communications for prospecting, fundraising, deal announcements, roadshows and more - right inside of AIM. This gives you one central system for all your data and communications, which enables you to gain insights and grow your relationships.

"The Altvia team has been fantastic, bringing efficiencies to every facet of our business-fundraising, marketing, deal execution and fund administration. They understand what we do and their team has changed how we manage our business.

**-MICHAEL PAINTER, MANAGING PARTNER, PLEXUS CAPITAL**

## WHY CHOOSE ALTIVIA?

### A HOLISTIC SYSTEM

Our software and services support internal and external teams and provide a path to hundreds of integrations to support client's business growth.

### PREMIUM SERVICES

We have a team of experts, with decades of experience, who work with clients to support system adoption, change management, and unique business needs.

### BUILT ON SALESFORCE

Altvia is a private equity solution, built on top of the #1 CRM platform in the world, Salesforce.

**13**  
Years in  
Business

**2**  
Global Offices  
(US and UK)

**2,300+**  
Users

**170+**  
Clients

See How Altvia Works

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