



# PPM User Guide

Altvia Correspond: Investor Edition enables your communication with Investor Contacts by generating and delivering documents via email and ShareSecure for capital calls, distributions, tax documents, and general correspondence.

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## Master Investor Contacts

Master Investor Contacts (MICs) allow you to set up a standard set of Contacts for an Account that can be leveraged to bulk send PPMs. Simply add a particular Contact as a Master Investor Contact, set her PPM Preference to Email, ShareSecure, or both, and that Contact will be pre-added as a recipient whenever you send PPMs out to that Account.

Master Investor Contact Correspondence Preferences					
CORRESPONDENCE TYPE	<input type="checkbox"/> SHARESECURE	<input type="checkbox"/> EMAIL	<input type="checkbox"/> FAX	<input type="checkbox"/> MAIL	<input type="checkbox"/> OTHER
Capital Call	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distribution Notice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General Correspondence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PPM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Mass Editing Master Correspondence Preferences

You can edit Preferences for all MICs related to a single Account by clicking the Edit Master Preferences button on Account. Additionally, you can update each MIC's Investor Contacts as you go using the Update Investor Contacts button associated with each grid.

## Prerequisites for Sending PPMs

In order to send PPMs, you'll need to ensure that the following conditions have been met. Please don't hesitate to [reach out to the Altvia Care team](#) if you're unsure about any of them:

- PPMs have been configured in AIM.
- For ShareSecure deliveries: The user who will be preparing and sending your IC Batch is a ShareSecure administrator whose API key has been correctly configured in AIM and who has permission to publish documents in ShareSecure.
- For document generation from a template: You've worked with Altvia to set up the templates you'll create your account-specific documents from.

## Sending a Batch

### Batch Details and Categories

- You can start your batch from four places: 1) the Entity you'd like to send from; 2) a specific Account you'd like to create a PPM for; 3) a Fundraising record you'd like to create PPM for; or 4) or the Correspondences tab.

Entity Number	Target Size (\$)	Current Size (\$)	% To Target Size
10	\$250,000,000	\$0	0.0%

Entity Name	Maple Partners X
Entity Number	10
Target Size (\$)	\$250,000,000

- Fill out batch details: Select the appropriate Investor Correspondence batch type, and enter information related to the batch. If you'd like to deliver PPM documents to ShareSecure, indicate that here. Additionally, if you'd like to create Interactions for each PPM that's generated and sent out with an email, you can choose to do so here.

Correspondence Details | Select Recipients | Manage Documents | Compose Email | Review

PPM Batch Name: Fund III PPM Batch 1

Owner ID: Maple Peak Admin

Entity: Maple Partners III, LP

Starting Number: 25

Date: Oct 6, 2020

Deliver To ShareSecure:

Create Interactions:

Cancel Save



- Add ShareSecure categories: Before pressing save, add any ShareSecure categories you would like to have applied to all documents in this batch. You can tag the batch either with existing ShareSecure categories, or you can create new ones.

## Choose Recipients

### Adding Accounts

On this screen, you can add any Accounts you'd like to send a PPM to within this batch in one of three ways:

- **Fundraising stage:** You can add all Accounts with an active Fundraising opportunity associated with your chosen Entity, or you can narrow your selection down to Fundraising opportunities in a single stage.

A screenshot of the AIM software interface. The browser address bar shows a URL starting with "maplepeak2.lightning.force.com". The page title is "Fund III PPM Batch 3". The navigation menu includes "AIM", "Home", "Correspond", "Entities", "Reports", "AIM Feedback", "AIM Usage", "Accounts", "Contacts", "Interactions", "Fundraising", "Investors", "Deals", "Dashboards", "ShareSecure Command Center", and "More". The main content area has a progress bar with "Select Recipients" highlighted. Below this, there are sections for "Import Accounts" with a button "Import All Active Fundraisings from Entity" and a dropdown menu "All Active Stages". There is also a "Reports" section with a button "Add Account Records from Report". An "Add Account" section contains a search box "Q Search Account..." and an "Add Account" button. A "Save and Continue" button is centered below. At the bottom, a table header is visible with columns: "ACCOUNT", "RECIPIENTS", "PPM NAME", and "PPM NUMBER".



- **Add from report:** If you'd like to add a group of Accounts using a Salesforce report, you can do so. Just be sure to include the Account ID as a column in the report you use.

The screenshot shows the AIM interface for 'Fund III PPM Batch 3'. The 'Import Accounts' section is active, with a dropdown menu set to 'All Active Stages'. A 'Reports' section is visible, indicating that account records are being imported from a report. Below this, a table displays two records:

ACCOUNT	RECIPIENTS	PPM NAME	PPM NUMBER		
Harvard Endowment	Warren Russell (warren.russell@app-xdemo.com)	PPM 65 - Maple Partners III, L.P. - Harvard Endowm	65	Add Contacts	Remove
State University Endowment	Dion Almond (dion.almond@app-xdemo.com) Victor Berger (victor.berger1@app-xdemo.com) Demetrius Grant (dgrang@app-xdemo.com)	PPM 66 - Maple Partners III, L.P. - State University E	66	Add Contacts	Remove

- **Ad hoc:** Finally, if you'd like to add a single Account, you can do so as demonstrated below.

This screenshot is identical to the one above, showing the AIM interface for 'Fund III PPM Batch 3'. The 'Import Accounts' section is active, and a table displays two records:

ACCOUNT	RECIPIENTS	PPM NAME	PPM NUMBER		
Harvard Endowment	Warren Russell (warren.russell@app-xdemo.com)	PPM 65 - Maple Partners III, L.P. - Harvard Endowm	65	Add Contacts	Remove
State University Endowment	Dion Almond (dion.almond@app-xdemo.com) Victor Berger (victor.berger1@app-xdemo.com) Demetrius Grant (dgrang@app-xdemo.com)	PPM 66 - Maple Partners III, L.P. - State University E	66	Add Contacts	Remove



Once you've added the Accounts you'd like to send PPMs to in this round, you can make manual adjustments to PPM numbers or PPM names (PPM names will be assigned as the names of the documents you generate in the next step. Out of the box, this naming convention is **PPM Number - Entity Name - Account Name**.

## Adding Contacts

Once you've added Accounts, you can select Contacts who should receive the PPM for each Account in two ways:

- **Prepopulate recipients using Master Investor Contacts:** If you'd like to preselect Contacts who should receive PPMs for a particular account, use [Master Investor Contacts](#) to do so. If you choose to use this option, any accounts added to a particular PPM batch will appear with those Contacts already selected as recipients.
- **Ad hoc Contact addition:** If you'd prefer not to leverage Master Investor Contacts to prepopulate PPM recipients for each Account, you can add Contacts one by one using the **Add Contacts** button. When recipients are added in this ad hoc manner, we will attempt to deliver PPMs to that Contact using all delivery methods you've selected when building your batch (Email, ShareSecure, or both).

The screenshot shows the AIM software interface for configuring a PPM batch. The main heading is "Fund III PPM Batch 3". Below this, there are several sections:

- Import Accounts:** Includes a button "Import All Active Fundraisings from Entity" and a dropdown menu "All Active Stages".
- Add Account:** Includes a search box "Search Account..." and an "Add Account" button.
- Reports:** Includes a "Reports" section with a note "Must Include Account Id column" and an "Add Account Records from Report" button.
- Table:** A table showing 3 records of accounts and their recipients. Each record has "Add Contacts" and "Remove" buttons.

ACCOUNT	RECIPIENTS	PPM NAME	PPM NUMBER		
Buchanan Advisors	Elsa Casey (elsa.casey@app-xdemo.com)	PPM 67 - Maple Partners III, L.P. - Buchanan Advisc	67	Add Contacts	Remove
Harvard Endowment	Warren Russell (warren.russell@app-xdemo.com)	PPM 65 - Maple Partners III, L.P. - Harvard Endowrr	65	Add Contacts	Remove
State University Endowment	Dion Almond (dion.almond@app-xdemo.com) Victor Berger (victor.berger1@app-xdemo.com) Demetrius Grant (dgrant@app-xdemo.com)	PPM 66 - Maple Partners III, L.P. - State University E	66	Add Contacts	Remove



## Manage Documents

There are two types of documents you can use to generate a PPM. Descriptions of each below:

- **Static Documents:** Static documents are documents that do not contain any information that varies among Accounts, so each recipient will see the same document containing the same text. Static documents will be uploaded from a user's local machine.
- **Template Documents:** Dynamic documents are created by populating a template with data unique to an Account. The data must be stored in fields on the PPM object in order to be populated correctly using Investor Correspondence. Please refer to the "AIM Docs Template Wizard" tab when creating a template and adding fields to it.

You can create/upload documents either by navigating to their individual tabs or using the Add Document button on the **View All Documents** tab.

The screenshot shows the 'Fund III PPM Batch 1' interface. At the top, there are navigation tabs: 'View All Documents', 'Static Documents', and 'Template Documents'. The 'View All Documents' tab is active, and the 'Add Document' button is highlighted with a red box. Below the tabs, there is a table with columns 'Name' and 'Type'. The table contains one entry: 'Maple Partners Fund III PPM' with the type 'Template'. There is also a 'View' button next to the entry.

## Static Documents

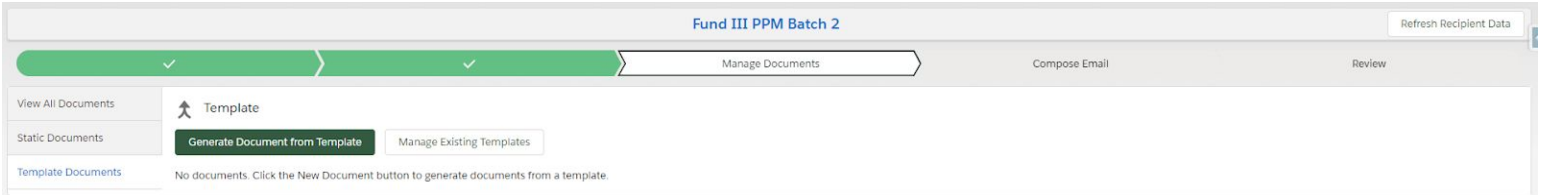
Static documents will be shared with all batch recipients (unless you manually remove them from certain Investors). You can customize the Document Name when you're uploading the document from your machine, and you can assign ShareSecure categories that will be applied only to this document. If you'd like to watermark your static document, you can also do so by selecting from your watermark templates.

The screenshot shows the 'Add Static Documents' form. It includes a 'Choose file' section with 'Upload File' and 'or Drop File' options. Below this, the 'Document Name' field is populated with 'Maple Partners Fund III PPM'. The 'Watermark Template' section has a checkbox for 'Watermark Only First Page?' and a list of 'Watermark Templates (1)'. The list has columns for 'Name', 'Type', and 'Last Updated'. The first entry is 'PPM Watermark' with type 'Microsoft Word' and last updated 'Oct 6, 2020'. There is a 'View' button next to the entry. The 'ShareSecure Categories' section has a search field for categories. At the bottom, there is an 'Upload' button.



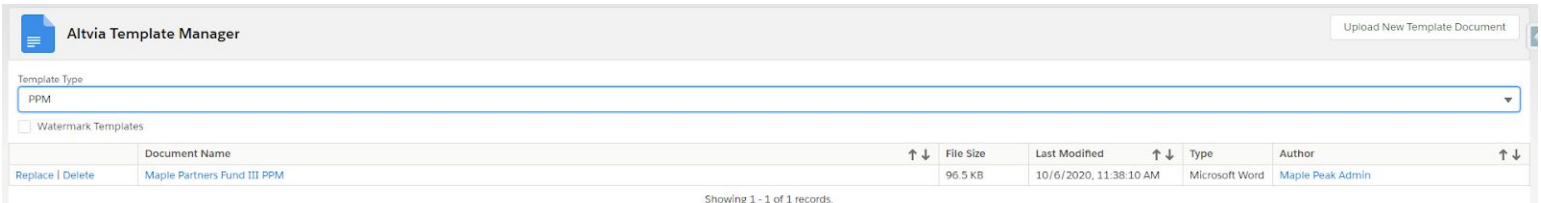
## Template Documents

By navigating to the template documents tab, you can add or replace templates to base dynamically generated documents on, or you can generate documents for the batch you're working on.



## Managing Existing Templates

Clicking the Manage Existing Templates button on the Template Documents tab will take you to a page where you can both add new template documents and replace or delete existing documents, all of which will be options when you generate a dynamic, Account-specific document in the next step. All documents that are uploaded as templates for dynamically generated documents must be **docx** files.



To use a template as a watermark, as mentioned in the [Static Documents section](#) above, select the Watermark checkbox when uploading your document.

Add a Template Document

Choose file  
Upload File or Drop File

Document Name

Correspondence Type  
PPM

Use As Watermark

Upload



## Generating Template Documents

Once you've gotten set up with the templates you'd like to use, you'll be able to use them to generate documents that incorporate Account-specific merge data. Once you choose a template for your batch, you can choose Account-specific overrides for any Investors who need tweaked versions of your template.

Generate Documents

Templates (5) Q Search rows...

Name	Last Updated	
<input type="radio"/> template to split doc.docx	Oct 1, 2019	<a href="#">View</a>
<input type="radio"/> Merge Field Template.docx	Oct 2, 2019	<a href="#">View</a>
<input type="radio"/> Distribution Template (1).docx	Oct 2, 2019	<a href="#">View</a>
<input checked="" type="radio"/> Capital Call Template.docx	Oct 2, 2019	<a href="#">View</a>
<input type="radio"/> Capital Call Template II (Override).docx	Dec 17, 2019	<a href="#">View</a>

Override Template Q Search Investors

Investor	Template
AT&T Inc - Caro Partners I	Capital Call Template II (Override).docx
Alan Patricof - Caro Partners I	Capital Call Template.docx
Alaska Permanent Fund Corporation - Caro Partners I	Capital Call Template.docx
Broomfield Family Office - Caro Partners I	Capital Call Template.docx
Buchanan Advisors - Caro Partners I	Capital Call Template.docx

Once you've generated your documents, you'll have a few options for interacting with your generated documents.

Fund III PPM Batch 2 Refresh Recipient Data

Manage Documents Compose Email Review

View All Documents Static Documents Template Documents

Template Generate Document from Template Manage Existing Templates

Maple Partners Fund III PPM

**Inspector**  
Use the inspector to double check merge data.  
[Launch Template Inspector](#)

**Regenerate**  
If you've changed merge data or templates themselves, you can regenerate your documents here.  
[Regenerate Documents](#)

**Delete**  
If you'd like to delete all documents generated from this template, do so here.  
[Delete Documents](#)





Use the **Template Inspector** to double check all of the data that's been merged into your documents, for each Account. This searchable table includes a row for each Account, and each column is a merge field included in the document.

Review Template Doc: Maple Partners Fund III PPM

Search Investors...

Account	AIM__Account_Name__c	AIM__PPM_Number_String__c
<a href="#">Buchanan Advisors</a>	Buchanan Advisors	37
<a href="#">Harvard Endowment</a>	Harvard Endowment	35
<a href="#">State University Endowment</a>	State University Endowment	36

If you need to make any changes to the data that's been merged into the template documents (or to the templates themselves), you can do so by clicking the **Regenerate Documents** button.

Finally, if you need to remove all the documents you've generated and start over, use the **Delete Documents** button.

## One-Off Account-Specific Documents

If you ever need to add a one-off document for a specific Account, you can upload it in the table in the bottom half of this page. Simply locate that Account and use the + icon to upload your document.

Fund III PPM Batch 1 Refresh Recipient Data

Manage Documents Compose Email Review

View All Documents All Documents

Static Documents Add Document

Template Documents

Name	Type	View
Maple Partners Fund III PPM	Template	<a href="#">View</a>

Preview Documents Generate Full Batch PDF Remove All Documents Save and Continue

Search recipients...

Showing 1-3 of 3 records.

Account	Document	Document Type	Categories	
Buchanan Advisors <span>(+ Add Document)</span>	PPM 27 - Maple Partners III, L.P. - Buchanan Advisors.pdf	Template (Maple Partners Fund III PPM)	PPM	
Harvard Endowment <span>(+ Add Document)</span>	PPM 25 - Maple Partners III, L.P. - Harvard Endowment.pdf	Template (Maple Partners Fund III PPM)	PPM	
State University Endowment <span>(+ Add Document)</span>	PPM 26 - Maple Partners III, L.P. - State University Endowment.pdf	Template (Maple Partners Fund III PPM)	PPM	



## Compose Email

On this screen, you'll indicate whether you'd like to send an email as part of your batch.

If you'd like to send an email, you'll be required to fill in a subject and body. You can use merge fields in both the subject and body, and we've provided you dropdowns you can use to copy-paste the exact text you'll need to use two types of merge field:

- **Email Body Merge Field:** In this dropdown, you'll find merge fields that you might use in the subject or body of your email – for example, *Account Name* or *PPM Number*.

After you've composed your email, there are two more choices you can make:

- **Send Documents as Attachments?:** This checkbox will default to true. If you deselect this option, none of the documents generated or uploaded in the previous steps you took to put this batch together will be attached to emails Investor Contacts receive.
- **Include CC List?:** If this is selected, a line will be added to this email indicating which other recipients associated with an Account have received this email. For example, if one Account has two recipients named Joe Smith and Jane Doe who will receive this email, the line added to the end of the email delivered to Joe Smith would be "cc: Joe Smith (joesmith@email.com), Jane Doe (janedoe@email.com)". You can use the Preview Email button at the bottom of this email to see exactly how the email for a particular Account will look with this box checked.

Finally, you'll be able to choose a preset signature to append to the end of the email. Clicking the Manage Signatures button will allow you to add a new signature or designate a different primary signature.

When you've finished composing your email, you can preview it for specific Accounts using the button at the end of the screen, and you can also save your work as a template to use in a later batch.



If you would **not** like to send an email, simply set the toggle on top of the page to the No setting. Do note that anytime a document is shared with a user via ShareSecure, s/he will receive a separate email from ShareSecure (unless notifications have been paused in ShareSecure or the user opted not to receive notifications from ShareSecure).

Fund III PPM Batch 1 Refresh Recipient Data

Compose Email Review

Send Email?  No

Template: None Selected

Email Body Merge Fields: Select merge field Copy and paste into editor

Subject: {!Name}

Salesforce Sans 12

## Refreshing Recipient Data

As you put your batch together, if you notice any email addresses or preferences that need to be changed, you can do so by clicking into the recipient in question and making updates. In order for those changes to take effect in any batches that have already been started, you'll need to click the new **Refresh Recipient Data** button you'll see in the upper righthand corner of any screen in the wizard.

Fund III PPM Batch 1 Refresh Recipient Data

Review

Send Drafts to ShareSecure Confirm & Deliver

### Correspondence Details

Name	Fund III PPM Batch 1	Individual Recipients	4
Correspondence Type	PPM	Documents	1
Created At	10/6/2020, 11:26:04 AM	Categories	PPM
Status	Unsent		

What do these tabs mean?

Accounts Receiving Correspondence Accounts Who Won't Receive Correspondence

You can refresh data as many times as you'd like as you put your batch together. The best practice we suggest is to click Refresh Recipient Data right before sending your batch to ensure that you're taking advantage of the most up-to-date data in AIM.



# Review Batch, Send Drafts, and Deliver

## Review Batch Data

We've provided a few tabs to help you make sure that everyone who's supposed to be receiving this batch is going to get the correct materials:

- Accounts Receiving Correspondence:** This tab displays all Accounts who have recipients who will receive your batch. The table displays all recipients grouped by Account, the documents they'll receive, which categories those documents will be assigned, and delivery mode(s). Additionally, you can preview emails that recipients with email correspondence preferences will receive.

Fund III PPM Batch 1
Refresh Recipient Data

Send Drafts to ShareSecure
Confirm & Deliver

**Correspondence Details**

Name	Fund III PPM Batch 1	Individual Recipients	4
Correspondence Type	PPM	Documents	1
Created At	10/6/2020, 11:26:04 AM	Categories	PPM
Status	Unsent		

What do these tabs mean?

Accounts Receiving Correspondence   Accounts Who Won't Receive Correspondence

**Harvard Endowment**

Recipient	Document Type	Document	Categories	Delivery Methods	
Warren Russell <small>(warren.russell@app-xdemo.com)</small>	Template	PPM 25 - Maple Partners III, L.P. - Harvard Endowment.pdf	PPM	Email, ShareSecure	<a href="#">Preview Email</a>

**State University Endowment**

Recipient	Document Type	Document	Categories	Delivery Methods	
Demetrius Grant <small>(dgrang@app-xdemo.com)</small>	Template	PPM 26 - Maple Partners III, L.P. - State University Endowment.pdf	PPM	Email	<a href="#">Preview Email</a>
Dion Almond <small>(dion.almond@app-xdemo.com)</small>	Template	PPM 26 - Maple Partners III, L.P. - State University Endowment.pdf	PPM	ShareSecure	

- Accounts Not Receiving Correspondence:** This tab displays a list of Accounts who should be receiving documents as part of this batch – in other words, Accounts you added on the Choose Recipients page – but will not, either because 1) they lack recipients or 2) their recipients lack Correspondence Preferences for this batch type.

Fund III PPM Batch 1
Refresh Recipient Data

Send Drafts to ShareSecure
Confirm & Deliver

**Correspondence Details**

Name	Fund III PPM Batch 1	Individual Recipients	4
Correspondence Type	PPM	Documents	1
Created At	10/6/2020, 11:26:04 AM	Categories	PPM
Status	Unsent		

What do these tabs mean?

Accounts Receiving Correspondence   Accounts Who Won't Receive Correspondence

**Buchanan Advisors – No Correspondence Preferences**

Recipient	Document Type	Document	Categories	Delivery Methods
Elsa Casey <small>(elsa.casey@app-xdemo.com)</small>	Template	PPM 27 - Maple Partners III, L.P. - Buchanan Advisors.pdf	PPM	No Correspondence Preferences



- **Email Recipients Missing Email Address:** In this tab, you'll find a list of recipients whose Correspondence Preferences indicate they should receive this batch via email **but don't have an email address filled in.**

If you notice any data points you need to fix on this page, you can do so by clicking into the recipient in question and making updates. In order for those changes to take effect in your batch, however, you'll need to click the new **Refresh Recipient Data** button you'll see in the upper righthand corner of any screen in the wizard.

## Send Drafts to ShareSecure

Pressing the **Send Drafts to ShareSecure** button will deliver all ShareSecure deliveries in a draft state, meaning that your recipients will not be able to see them (draft documents in ShareSecure are visible only to admins).

This screenshot shows the 'Fund III PPM Batch 1' interface. At the top, there is a progress bar with four green segments, each containing a white checkmark, followed by a dark grey segment labeled 'Review'. In the top right corner, there is a 'Refresh Recipient Data' button. Below the progress bar, there are two buttons: 'Send Drafts to ShareSecure' (highlighted with a red box) and 'Confirm & Deliver'. Underneath, the 'Correspondence Details' section is displayed as a table.

Correspondence Details	
Name	Fund III PPM Batch 1
Correspondence Type	PPM
Created At	10/6/2020, 11:26:04 AM
Status	Unsent
Individual Recipients	4
Documents	1
Categories	PPM

Once you send your deliveries to ShareSecure as drafts, you can do a final spot check on documents, recipients, and categories before you officially share them. If you notice a problem with your drafts, you can remove them from ShareSecure, make modifications, and re-draft.

This screenshot shows the 'Fund III PPM Batch 1' interface after the 'Send Drafts to ShareSecure' action. The progress bar now has a fifth, white segment labeled 'Review'. The 'Refresh Recipient Data' button remains in the top right. Below the progress bar, there are three buttons: 'Remove Drafts from ShareSecure' (highlighted with a red box), 'View In ShareSecure', and 'Confirm & Deliver'. The 'Correspondence Details' table is updated to reflect the current state.

Correspondence Details	
Name	Fund III PPM Batch 1
Correspondence Type	PPM
Created At	10/6/2020, 11:26:04 AM
Status	Drafts sent
Individual Recipients	4
Documents	1
Categories	PPM

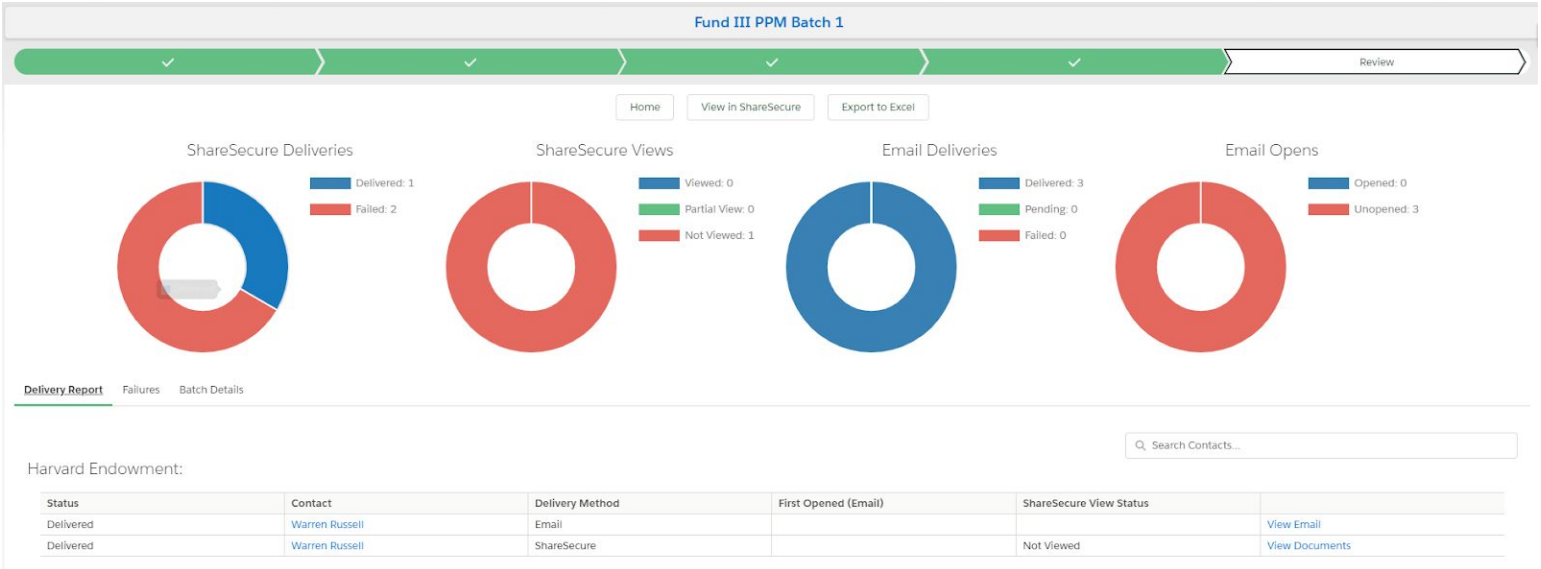
## Confirm & Deliver

Once you're ready to send your batch, click this button!



## Using the Delivery Report

Once your batch has started making its way out to recipients, you'll be redirected to a delivery report.



You can use the charts at the top of the page to filter down to subsets of recipients. For each delivery, you'll be able to either view documents in ShareSecure or the email you've sent.

If any of your deliveries have failed, navigate to the Failures tab to figure out what happened, make the modifications we suggest, and retry delivery.