



Alternative Investment Management Solution Now Available on the Force.com AppExchange

Alternative Investment Management (AIM) by Application Experts, LLC is a flexible web-based solution that addresses emerging transparency and regulatory issues facing Alternative Asset Fund Managers, Funds of Funds, Pensions, Endowments and Family Offices.

Denver, CO ([PRWEB](#)) May 15, 2009 -- Application Experts, LLC, the leading provider of web-based solutions for Alternative Asset Fund Managers and Investors, today announced the availability of its Alternative Investment Management (AIM) solution on the Force.com AppExchange. AIM centralizes institutional knowledge related to investment due diligence, portfolio management and fundraising activities, addressing the emerging transparency and regulatory issues facing this industry. In addition, AIM provides operational efficiencies around Limited Partner communications and portfolio management.

Tom Danis, Managing Partner of RCP Advisors, a Chicago-based Fund of Funds, states, "As a private equity fund of funds, RCP differentiates itself through its exclusive focus on the small buyout niche. The fact that AIM was built as a solution for Fund Managers and Investors, coupled with Application Experts' intimate knowledge of our industry, has made AIM the most powerful tool in our investment process. The ability to continually customize AIM combined with Application Experts' responsive service allows RCP to constantly improve how we leverage our technology to produce superior returns for our investors."

AIM is in use today at Fund Managers, Funds of Funds, Endowments, Social Investors, Family Offices and Wealth Management firms that range in size from one of the largest Educational Endowments in the US to a newly formed 4 person Fund of Funds. Clients include UTIMCO, Indiana University Foundation, RCP Advisors and Maranon Capital. For a full list of clients, visit <http://www.app-x.com/clientlist/>.

AIM is accessed securely over the web and runs entirely on the Force.com platform so it is not necessary to install or maintain any hardware or software to use it. It is compatible with Windows and Macintosh operating systems and comes pre-configured for secure access on iPhones, Blackberries and other mobile devices. It is delivered as a turn key solution that can be deployed in weeks rather than months and is priced so it is accessible to organizations both large and small.

Some of the benefits of AIM include:

- Greater transparency in operations and decision making
- Data-driven and more timely investment decisions
- More effective fundraising
- Reduced time spent on reporting
- Real-time access to data

"Having AIM available on the AppExchange greatly increases Application Experts' ability to deliver its solution to Alternative Asset Fund Managers and Investors, both large and small," says Kevin Kelly, CEO of Application Experts.



The AIM listing on the AppExchange can be found here:

<https://sites.secure.force.com/appexchange/apex/listingDetail?listingId=a0N300000019DUEEA2#>

About Application Experts

Application Experts, LLC is the leading provider of flexible web-based solutions that address the emerging transparency and regulatory issues facing Alternative Asset Fund Managers and Investors related to investment due diligence, portfolio management and fundraising.

Application Experts was founded in 2006 and is headquartered in Denver with offices in Boston and Chicago.

More information on Application Experts is available at <http://www.app-x.com>.

Contact

Kevin Kelly

CEO

Application Experts, LLC

303-565-5923

###



Contact Information

Kevin Kelly

Application Experts

<http://www.app-x.com>

303-565-5923

Jill Montera

Application Experts

<http://www.app-x.com>

303-565-5926

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)