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PRESS RELEASE

RedHorse CRM Workflow Leads Microsoft Dynamics CRM for Small Business

RedHorse CRM v3.4 brings a wealth of automatic workflow functions to small businesses while at the same time eliminating the need to purchase and configure additional pieces of software, compared to MS-CRM. RedHorse CRM v3.4, covers all business modules: marketing, customer service, tickets, projects, contracts, and communications. RedHorse CRM delivers fast response with workflow operations, compared to sluggish response from other systems.

La Quinta, CA, May 8, 2011:

Redhorse Workflow Trumps Ms-Crm For Small Businesses

RedHorse Systems announces an upgraded CRM which greatly expands workflow coverage without the EXTRA hardware and software needed to operate MS Dynamics CRM. With today's introduction of RedHorse CRM v3.4, businesses can apply workflow to all business modules: marketing, customer service, tickets, projects, contracts, and communications.

RedHorse CRM offers a wide range of automatic workflow functions. To perform the same functions, MS-CRM would require users to purchase and configure additional software, such as: SharePoint and Microsoft Exchange. Users who have compared the two were also impressed with the speed of response shown by RedHorse CRM. Customers no longer have to limit their database size or suffer the lag in system response.

"RedHorse CRM v3.4 expands workflow to all business processes, allowing better responsiveness in every business area, not just marketing," said Connie Koch, founder. "Incoming emails can trigger the proper actions, even if all personnel are busy at the moment, even before emails are read. This gives our customers a tremendous advantage in these competitive times." While automatic analysis of incoming emails is one trigger for action, there are many other triggers

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available, such as interactive web forms, outbound communications, service requests, support escalations, warranty registration, and sales lead capture.

Workflow uses an independent engine and manager to permit continued operation whether or not the RedHorse business system is active. It does so by running as a Windows background service.

Redhorse Crm Approaches Enterprise Level Capability

Comparisons with RedHorse CRM v3.4 and customized Enterprise level business software have been made. Workflow functions which were formerly never seen outside Enterprise software are available in RedHorse v3.4. "Any company serious about using Business Process Management (BPM) to improve logistics and support will want to see what this software can do for them," said Koch. Possible users of this software are: financial services, insurance, business services, construction, and manufacturing.

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit http://www.redhorsesystems.com. RedHorse CRM is sold through a network of dedicated Value-Added-Resellers who configure the software to match each client's business processes.

About Redhorse Systems Inc.

RedHorse Systems is the developer of affordable small and medium sized business (SMB) software. RedHorse CRM integrates closely with both Microsoft® Outlook® and Intuit QuickBooks to create a complete business system which contains within it the abilities to do quoting and proposals, automatic bookings, work tickets, and project management, as well as marketing campaigns which include lead tracking.