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PRESS RELEASE

RedHorse CRM Releases Business Analytics for Small Business

Business Analytics are now available to small businesses with RedHorse Systems' announcement of an upgraded CRM which contains new Dashboard features that gives the small business owner an instant picture of how their business is doing. The new graphical view of business information is intuitive, making it instantly clear what is doing well, and what needs attention.

La Quinta, CA, October 31, 2011:

RedHorse CRM Turns Raw Data Into Actionable Information

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"Why print reports when the Dashboard not only can show the owner a graphical view of their business, but also allows them to drill down into the details right from the Dashboard," said Connie Koch, founder. With today's introduction of RedHorse CRM v4.0, business analytics are now affordable to small businesses.

The Dashboard can display analytical information on any data present in the database, and the design can be modified to uniquely suit the business.

The upgrade also adds considerable flexibility to automated Workflow, now permitting modifications to strategies already underway, and entry into a business process at multiple points. As part of the upgrade, RedHorse Systems has increased the speed of the system from fast to lightning-fast. "In some CRM systems, slow response has been a problem for small business users. We made speed a priority," said Koch.

RedHorse on-premises CRM is a fast and secure alternative to "Cloud-based" systems, where ownership of the data is sometimes an issue.

Using SQL Express (free), RedHorse CRM offers a wide range of automatic workflow functions, using an independent workflow engine/manager to permit continuous operation even if RedHorse is not running. It does so by using a Windows service.

RedHorse Resellers Help Small Business Users

Many businesses do not have the technical expertise to install and configure a CRM system on their own. RedHorse CRM adopters benefit from the trained and skilled reseller channel that is available to support purchasers. The resellers are skilled in determining the businesses needs, configuring the software to match their business processes, etc. David Brydson of BestFit Solutions, a RedHorse Value Added Reseller (VAR), addresses the technical expertise issue with purchasers. "Prospective buyers of CRM systems like RedHorse sometimes think they can install and configure their own CRM, however the complexity of SQL Server and business automation scripting are generally outside the skill set of most business owners. The business owner knows how they want their business to run, and can really benefit from a reseller who has mastered the intricacies of tailoring a CRM system to match their specific business processes. A VAR can do it in less time and at lower cost than if they tried it themselves." RedHorse Systems is dedicated to continuous support and training of its reseller channel so that it can provide this high level of care to end users.

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.