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# PRESS RELEASE

## RedHorse CRM Version 4.4 Maximizes Profit Doing It Your Way

*RedHorse Systems gives companies the ability to adjust the information and business process automatically, by analyzing the "Context" of the business. Users see EXACTLY what they need to see in order to respond appropriately, with no extraneous data to distract. RedHorse CRM v4.4 also manages compliance documents, schedules individuals and groups, and handles business automation; including automatic communications with prospects, customers, and vendors.*

**La Quinta, CA, April 3, 2012:**

### **Your Way Is Best with RedHorse CRM Version 4.4**

Companies can now have a customized user interface without paying for custom software, with today's release of RedHorse CRM v4.4. The changes made to the program move it from being highly configurable to a customized application – at a price affordable for mid-sized companies. This latest release makes it possible for a company to use their best practices, which are most productive and profitable, rather than the old cookie-cutter methods of standard CRM systems. Version 4.4 allows a company to wrap the CRM system around what works best for them, rather than spend valuable time running the software.

"This new version moves beyond simple configuration changes to show users EXACTLY what they need to see and use, wherever they are in the business process," said Connie Koch, founder.

"The information displayed can change, depending on what is needed at that point.

Eliminating unnecessary clutter and presenting the most important information, allows the user to focus on the business at hand."

### **Customizing Maximizes Productivity**

RedHorse CRM v4.4 reduces user workload in two ways: presentation of context-sensitive essential information, and management of compliance documents. The software can analyze the information entered both directly and automatically, to insure that the right response is made. It can automatically schedule the activities of individuals and groups, as well as

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communicate to prospects, customers, and vendors – when customer-determined conditions are met. This level of customization is rarely seen outside an expensive custom-designed software system, yet RedHorse CRM 4.4 is very affordable to mid-sized companies.

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 Microsoft® Outlook®, Intuit® QuickBooks® and Google 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. CRM information can be synced to mobile devices.

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