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PRESS RELEASE

RedHorse Systems' Certification Turns Resellers Into Genuine Business Partners

RedHorse Systems' new reseller certification program – based on 16 hours of rigorous testing – ensures that they know how to maximize the benefit of every system function, to the advantage of RedHorse's hundreds of business customers who rely on the company for all their CRM functions.

La Quinta, CA, September 12, 2012:

Reseller Certification Assures Quality Consulting

RedHorse Systems today offers both full scale and express versions of its system, including mobile and social applications, comprising dozens of modules and functions that adapt across all business sectors. To become certified, RedHorse expects its resellers to be able to choose the most beneficial applications for the client, and customize them for their existing processes and desired outcomes.

"No one customer uses every possible application of our systems," says Connie Koch, RedHorse founder and lead developer. "They need to use only the ones most appropriate for their company to achieve an optimal installation and ongoing CRM experience."

RedHorse considers its resellers to be business advisors to the end-user customers, a role that goes far beyond simply demonstrating features to make a sale. "Our resellers had better know what they're talking about, for every single possible option embedded in our system, not just specific elements," says Ms Koch. "I am delighted with the certification results; they all did a fantastic job on the exam."

The certification exam comprised a scenario based on many of Ms Koch's actual experiences. In it, the "customer" explained in non-technical language what was happening in this fictional company and explained the results they wanted, but could not seem to achieve. The resellers

had to translate the elements of this story into a coherent business case and propose an implementation plan based on the RedHorse CRM system.

"Ensuring that the resellers are as well educated as possible in CRM and our products is the best way I know to support them in their efforts. In turn, that underpins the RedHorse reputation for results and integrity," says Ms Koch. "Certification is a win/win proposition."

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit http://www.redhorsesystems.com. Sign up on Twitter to follow @RedHorseCRM. 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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