



# PRESS RELEASE

## RedHorse Systems CRM v5.2 Boosts Users' Social Media Options and Continues Focus on Compatibility with Latest Technology

RedHorse CRM has just released Version 5.2, featuring enhanced social integration options – multiple Twitter connections and new Facebook functionality – while delivering full compatibility with Windows and SQL Server 2012, QuickBooks 2013 and the new Windows 8.

**La Quinta, CA, October 24, 2012**

### **RedHorse Version 5.2 Increases Social Media Functionality and Maintains High Level System Compatibility with Key Technological Developments**

Now you can Tweet without leaving your RedHorse home. RedHorse Systems CRM new Version 5.2 allows for multiple Twitter connections within their business system software, and now also includes Facebook functions. LinkedIn access continues to be a feature, introduced in the previous version.

For Connie Koch, RedHorse Systems founder and lead developer, increasing the emphasis on social media is both logical and necessary. "Social media is not a fad," she says. "It's a revolution."

Today, social media conversations actively influence both consumer-led and business-to-business purchase decisions. And the pace of these developments is accelerating every day. RedHorse Systems' users have to be present in all of these dimensions to capture their target markets' wants and needs. "It's RedHorse's job to ensure they can do that within one simple CRM system," she says.

The other factor that simplifies life for RedHorse Systems' users is its ability to integrate with other key software. "We place tremendous emphasis on keeping our software fully compatible with the latest versions of all the key systems on the market today," says Ms Koch.

As a result, RedHorse CRM v5.2 integrates seamlessly with Windows Server 2012, SQL Server 2012, the just-released QuickBooks 2013, and Windows 8 (*tested via the RTM version*).

In addition, Red Horse CRM v5.2 offers many small enhancements, such as a faster calendar operation and positive tweaks to the campaign management system.

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 software for small- and medium-sized businesses (SMB). RedHorse CRM integrates closely with Microsoft® Outlook®, Intuit® QuickBooks® and Google to create a complete business system containing the ability to produce quotations and proposals, automatic bookings, work tickets, and project management, as well as marketing campaigns that include lead tracking. CRM information can be synced to mobile devices.

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