



PRESS RELEASE

RedHorse Systems New “Lite” Version Offers Initial CRM Platform To Grow Small Business

RedHorse Systems has created its first version for small business owners and entrepreneurs, offering a robust first platform for businesses just entering the CRM arena.

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RedHorse CRM “Lite” Version Brings Big Company Tools To a Small Business Audience

“We think of our new ‘Lite’ version of RedHorse Systems CRM as a stepping stone for solo practitioners and small business owners who want to enjoy the benefits of a robust CRM system, but whose budgets are considerably smaller than those of a larger company”, says RedHorse Systems founder and lead developer Connie Galligan.

RedHorse “Lite” offers the much-desired account focus – which enables clients to roll up contact information into an account, rather keeping each one discretely filed as per the individual contact – that can position the new user for business growth and success.

“Our new ‘Lite’ version is a way to embark on the road to success,” says Galligan. “It is a ladder on which our clients can climb to increased business volume. As they do, RedHorse Systems is ready with our ‘Express’ and full CRM versions to meet their growing needs.”

Also, RedHorse “Lite” contains the same internal editor for document creation and editing now found in the newly released Version 5.4. Its value lies in the potential to reduce word processing software licensing fees for companies with limited budgets.

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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