



PRESS RELEASE

RedHorse Systems Holds Reseller Conference

RedHorse CRM, Version 5.6 adds significant data management features to an already robust CRM system. Included are: Audit logs to track data changes, field level permissions for greater security, and additional Admin features for better control over your data.

La Quinta, CA, November 14, 2013

RedHorse Systems, a Leader in SMB CRM Software, Holds Resellers Conference to Coincide with the Release of its Newest Version and Certification Testing

RedHorse resellers from all over the globe joined RedHorse CEO and founder Connie Galligan at the Miramonte Hotel in Indian Wells, CA.

At the conference, RedHorse resellers were provided training before being subject to a rigorous certification process. The annual event guarantees resellers are cross trained in up to the moment developments in CRM and a broad spectrum of integrated business applications. RedHorse is unique in its creation and maintenance of the certification process in the interest of insuring its customers that the reseller is conversant in all aspects of CRM, product enhancements, customization capabilities and small business implementation.

"Companies using RedHorse can customize it to match their exact business needs," says Connie Galligan. "We require that our certified resellers know the software inside and out to achieve the best possible customer experience to their RedHorse CRM users."

"Challenges and solutions... RedHorse CRM has powerful features... as a Certified Reseller, we are expected to know all of the features and functions of the product so we can provide solutions to our clients' challenging and specific needs," says top reseller Eric Turnipseed of The Automation Station. "The more we know about the RedHorse product, the better we are at delivering great solutions for our clients. We were excited about getting re-certified this year in the RedHorse CRM products. Certification helps us to prove our knowledge and expertise to our clients and prospects. Our clients expect it and appreciate it."

The timing for the conference precedes the release of RedHorse's newest version, 6.0, which includes the integration of Constant Contact and the ability to integrate web documents like those stored in Google docs and Dropbox.

Market comparisons reveal RedHorse is at the forefront of small to medium business CRM software priced well below the closest competition while topping all others in number of features, customization capabilities, and ease of use.

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit <http://www.redhorsesystems.com>. Follow us on Twitter at @RedHorseCRM. Like us on Facebook at RedHorseSystems. 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®, Google® and Constant Contact® to create a complete business system containing the ability to produce quotes, proposals, automatic bookings, tickets, and project management, as well as marketing campaigns that include lead tracking. CRM information can be synced to mobile devices.

CONTACT

Connie Galligan
RedHorse Systems, Inc.
www.redhorsesystems.com
Phone: (888)831-9012