PRESS RELEASE

RedHorse CRM Newest Updates – iCal and Customizable New Contacts in Version 6.4

RedHorse CRM has done it again. The feature list just keeps getting longer. Updates in Version 6.4 include the substantial iCal meeting tool providing users a means to invite participants while simultaneously updating calendars in RedHorse or across platforms in Google+, Outlook, Yahoo. Contacts and accounts will be easier to navigate with the newest inclusion of customizable new record dialogs. These newest updates to RedHorse CRM keep the product far ahead of its competition, beating out Microsoft Dynamics, SugarCRM, Salesforce.com and GoldMine.

La Quinta, CA, August 12, 2014

REDHORSE CRM RELEASES VERSION 6.4 – FEATURING iCal and CUSTOMIZABLE NEW CONTACT SCREENS

Eric Turnipseed, Director of Dealer Sales and Channel Development for RedHorse, credits the robust CRM with having the greatest number of features of any CRM in its class. The addition of iCal and customizable new contact screens create an even bigger chasm in the comparison of features between RedHorse and its nearest competition.

Now customers using RedHorse can generate meeting requests that update any calendar system in use. With the new iCal feature, RedHorse's multiple event management system automatically sends meeting participants an email notification of the event which recipients may choose to accept, reject or request an alternate time. Users can send a meeting request to one or multiple participants and simultaneously event calendars in use in either the RedHorse system or any another application are updated.

In addition to the new iCal feature, this version includes customizable new contact and account screens. Now sales personnel, service personnel, administration and support teams can all access uniquely formatted, uncluttered new contact screens that only feature information pertinent to the individual department's function.

"This is really going to impact those operations that are using their CRM to its fullest potential," says Turnipseed. New users to CRM systems will find the streamlined contacts and accounts windows to be less confusing and much more efficient by way of not having to scroll through unused tabs that are irrelevant to the individual operation.

These additions are a result of regular examination of the product's functionality in the ever evolving digital record keeping market. RedHorse principals are committed to providing the most comprehensive small to medium size business CRM system on the market.

Connie Galligan, president and CEO of RedHorse CRM says, "If there is a more affordable product on the market with anywhere near the features that can be found in RedHorse, we aren't aware of it." She claims that features alone are not the only selling point where RedHorse is concerned. "RedHorse maintains the most knowledgeable support team in the nation. We put our VAR's through a rigorous and ongoing training process that insures customers are guided through a seamless and profitable transition to the RedHorse business management system. Following installation, RedHorse VAR's are available to provide customers with continuous support tailored to their individual needs."

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. For more information, visit our website, like us on Facebook, connect to us on LinkedIn, and follow us on Twitter.

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