PRESS RELEASE

RedHorse CRM Goes Mobile – IPhone – IPad - Android

RedHorse Systems is launching a web and mobile app to its fully customizable - customer relations management software. Now sales and service personnel can log into their live RedHorse CRM system from any mobile device, providing user's instantaneous access to their entire customer relations management system – on the go - without any downloads to the device in use.

La Quinta, CA, November 6, 2014

REDHORSE CRM RELEASES VERSION 6.6 – AND GOES MOBILE!

RedHorse CRM has added a powerful new component to their business management software – RedHorse Mobile. The new component allows sales and service personnel to access RedHorse's powerful customer relations management tools directly on their smart phone, tablet or pad. Empowered users on the go - across all departments - will have the ability to search contact's relevant data, call, schedule appointments, realize immediate updates to calendars of all attendees, generate confirmation emails, and a host of other processes facilitating the delivery of a more personalized, more rewarding customer experience.

"RedHorse Mobile can transform how a network sells and services the customer," says RedHorse CEO Connie Galligan. The new update facilitates greater efficiency by providing users the ability to communicate instantly, effectively increasing customer satisfaction and building brand and service loyalty. Personnel are empowered to customize their connection with the customer and accommodate the needs of the individual based on the data they have at their fingertips.

RedHorse Mobile requires no installation on the end user's device. It requires no syncing and no data is stored on the mobile device. It works entirely in a browser on a mobile device or workstation, providing direct access to a company's core RedHorse data. Remote users will always be comfortable and familiar with the look and feel of RedHorse Mobile on iPhone, Android, Windows Phone or Blackberry devices.

RedHorse CRM's full business management system is designed to run an entire company through one application. Customization allows companies to design their CRM to match how they do business. Users can create, generate, track and analyze marketing campaigns, facilitate lead management, design and produce quotes, form and tailor projects, generate service tickets and contracts, encapsulate customers history and web communication, and access contacts, calendar and email, all from their configured dashboards and integrations.

Together with the iCal feature RedHorse introduced in their last update - version 6.4 – the new mobile component puts the entire network of RedHorse users ahead by supercharging the functionality of an organization, enhancing the sales process and increasing the bottom line.

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

CONTACT
Marcia Cutchin
Media & Industry Relations
RedHorse Systems, Inc.
www.redhorsesystems.com
Phone: (888)831-9012