



PRESS RELEASE

RedHorse CRM Announces Subscription Pricing

RedHorse Systems now offers its CRM and business management software RedHorse CRM on a subscription basis. Now users can choose to purchase a perpetual license up front or a monthly or annual subscription.

La Quinta, CA, January 20, 2015

REDHORSE CRM VERSION 6.8 RELEASE ADDS AFFORDABLE ENTRY INTO CRM WITH SUBSCRIPTIONS

RedHorse CRM on-premise business management software has always been available as a one-time purchase for a perpetual license. The latest release of the software now allows users to subscribe to the software on a monthly or annual basis, relieving users of the up-front purchase cost of the software, making adoption easier for a small or medium business.

The full purchase price of software can sometimes be a barrier to entry for a small business. Companies like the idea of an affordable monthly subscription price, attracting them to web-based hosted software like Salesforce.com where they can pay a small monthly fee to use the software.

"Over the years there has been a growth in hosted CRM for the small monthly fee. But there are still many companies that are not comfortable having their sensitive and confidential customer data in a hosted solution" says Connie Galligan, founder of RedHorse CRM. Users also want to know that if they ever want to switch to a different system, they have full control of their data. This isn't always possible with hosted CRM, where data exports are often restricted.

With RedHorse CRM, the user owns and controls their own data and has full unrestricted access. There is never any difficulty accessing or securing the core data because it is stored at the customer site. Says Galligan: "RedHorse CRM offers a unique model that gives users a low monthly price with full control over their data. It's the best of two worlds and rarely available in an on-premise CRM. We think it's a win-win for the customer."

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

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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