



PRESS RELEASE

RedHorse CRM adds Subscription Management and integration with Stripe.com

RedHorse CRM v7.0 adds a new Subscription Business Module and Credit Card Processing with Stripe.com. Combined with QuickBooks integration, this is a winning combination for companies moving into the recurring revenue realm.

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REDHORSE CRM VERSION 7.0 TAKES THE LIMELIGHT WITH TWO NEW FEATURES

The subscription business model has been around for a long time, but is increasingly becoming the favored model for any company looking to accelerate growth and increase its value. The effect of a steady growing cash flow from subscriptions can cause a tremendous effect on the bottom line. Due to its promise to skyrocket the success of a business, RedHorse CRM v7.0 added a new built-in module that can effectively track and manage subscriptions.

One of the complexities of this model is the repetitive recurring administration of the billing process. "The Subscription model has become very widely used by companies looking for recurring revenue, but very few CRMs handle the billing process," says Connie Galligan, CEO of RedHorse Systems. The new subscription module in RedHorse CRM allows a company to handle the billing automatically every month with little effort.

The second addition in v7.0 is the convenience of credit card processing through integration with Stripe.com. A company can add Stripe credit card processing to their website to accept payments. Then the deposits for both one-time payments and subscription payments can be handled through RedHorse CRM and sent directly to QuickBooks®. There are many integrations between Stripe.com and QuickBooks Online, but RedHorse CRM has the only integration between Stripe.com and desktop QuickBooks. This provides a key connection for companies that want to engage in internet commerce but prefer having their accounting in house.

Says Galligan, "This is a great combination and it doesn't get any easier. Sell a subscription, have Stripe manage the payments and see the \$'s multiply in QuickBooks!"

With RedHorse CRM and in its commitment to uphold and promote innovations that guarantee a multitude of successes to businesses, the public can expect the regular addition of features like these to keep coming.

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](#).

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