



# PRESS RELEASE

## RedHorse Releases “Groundhog Day” Update

RedHorse Systems announces version 7.9 of its CRM and business management suite, which promises to minimize time spent on the most repetitive tasks.

**La Quinta, CA, 10/28/2016**

### **RedHorse adds host of end user requested features.**

You do not often find out a software company has code-named a release after a feel-good family comedy starring Bill Murray. So why “Groundhog Day”? RedHorse founder and lead developer Connie Koch explains.

“We spend a lot of time talking to our users when we’re deciding what to include in our releases. We’re always asking customers to tell us about how they use RedHorse day-to-day, and we love it when they share their gripes and ideas about how they would love the software to be easier, quicker, or nicer to use. So with this release, we set out to make their lives better by streamlining a bunch of those niggling, repetitive tasks that our users do often multiple times every single day.”

For the 7.9 release of the RedHorse suite, the company overhauled a list of functions that could be made easier and quicker. They realized that, by shaving a few seconds or a couple of clicks here and there on some of the more repetitive tasks that could make a noticeable improvement to users’ experience.

...Like being able to pull up contact records from anywhere on the system.

...Viewing campaign metrics for multiple actions together.

...Or adding customer on the fly to QuickBooks when sending invoices from Stripe.

“Let’s face it, a lot of CRM tasks can be pretty boring. But we figured that if we can make each one slightly less tedious, that has to be a good thing,” says Koch. “Because our business management suite has been in continual development for a decade, we have all the main business tasks included and tested, so we’re able to fine-tune the processes around the ways our customers use the software. After all, we’re an SMB ourselves and we use RedHorse every single day to manage every aspect of our sales, marketing, billing, and project management. So we have a vested interest in making the experience smoother, any way we can.”

For Release 9 a.m. PST, October 28, 2016

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See RedHorse's latest features and improvements for yourself:

<https://redhorsesystems.com/videolibrary>

## **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**

Connie Koch  
RedHorse Systems, Inc.  
[www.redhorsesystems.com](http://www.redhorsesystems.com)  
Phone: (888)831-9012