



PRESS RELEASE

RedHorse Systems' Updated Software Helps Small Businesses Automate CRM and More

With No Programming Required, RedHorse v8.1 Frees Businesses from Repetitive, But Revenue-Critical, Tasks

La Quinta, CA, 9/5/2017

RedHorse Systems today announced Version 8.1 of its RedHorse CRM software, which features powerful built-in workflow capabilities for small businesses that need to automate key functions without managing multiple systems or diverting resources to customization projects.

RedHorse was founded to provide unparalleled flexibility to small businesses that are often dependent on multiple business systems or expensive licenses. Customizing typical software for unique goals and workflows is a resource drain; RedHorse 8.1 includes an intuitive new automation designer that lets small businesses easily integrate, manage and automate marketing, customer service, tickets, projects, contracts and communications. Gartner Research reported that companies that automate lead management see a 10% or greater increase in revenue in 6-9 months.

"This is about efficiency and revenue," said Connie Koch, RedHorse Systems founder and lead developer. "You can't achieve either as a small business if you're wasting your time administering software. Our improved workflow features enhance the enterprise power we've designed for small businesses who don't have endless money and time to waste on integration and customization of separate systems. It's far better to spend that money on improving products, innovating in service and writing the next chapter of your growth story."

See RedHorse's latest features and improvements for yourself:

<https://redhorsesystems.com/videolibrary>

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ABOUT REDHORSE SYSTEMS INC.

Small business owners lose opportunity when they have to wrestle with multiple software systems to run and grow their dreams. Big companies have ERP systems and big budgets. You have RedHorse — an extremely customizable and secure total business management solution that lets you tie together financials, CRM, ops and business development. So you can run your business the way you want to. Not the way software engineers want you to. Want to stop administering and start growing? Visit us today at redhorsesystems.com.

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