



Spotted Horse Software

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Press Release

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Spotted Horse Software to Launch New Application

Spotted Horse Software located in Denver, Colorado announced that they will release *Click 'n Go Billing™ - Veterinary Edition* at the 140th American Veterinary Medical Association Annual Convention on July 19, 2003. *Click 'n Go Billing™* was originally introduced in 2001 under the name *Fast Track Billing* and has been significantly enhanced to meet the needs of small to medium veterinary practices. The standard edition of *Click 'n Go Billing* continues to be popular with attorneys, consultants, and other service providers. *Click 'n Go Billing™* provides veterinary practices with integrated billing, customer management, calendaring, and mailing list management. *Click 'n Go Billing™* will retail for a base price of \$799.95 for the network version. Early market interest in *Click 'n Go Billing - Veterinary Edition* has been very positive.

"Our company develops software from a unique perspective," states Paul Tichy, the 38 year-old President of Spotted Horse Software. "We first take an exhaustive look at the needs of the industry we want to serve by working with experienced and visionary professionals working in that field, asking extensive questions, and determining their needs. We then develop software that meets those needs and follow-up with detailed feedback from these professionals." This investigative approach and attention to details is key to Spotted Horse Software's success, particularly in niche markets. "So many technical folks believe that they are the experts in every field because they know how to program. This lack of vision and perspective leads to software with serious flaws or frustrating issues for the people who use the software every day. We believe that the people who work in the industry know more about their needs than any software developer, and we consult with these professionals long before we even begin the design and programming process," Tichy continues.

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Another unique approach that Spotted Horse Software uses has to do with licensing. The network version of *Click 'n Go Billing™* includes licensing for unlimited computers in one physical location. "Most of the big software companies whack customers with additional license fees every time they add a computer," Tichy quips. "We believe that it's better to offer a package that doesn't penalize you for growing your practice or improving your efficiency. Imagine a small practice that has decided to add a computer to the exam room. Under our licensing arrangement, as long as the new computer is at the same physical location, there are no additional licensing fees for our software. In most cases the larger software companies require you to purchase an additional site license, even if your staffing level remains the same."

Spotted Horse Software offers another innovation to its customers by making its software "customizable". "Customizable software" is a unique blend between off-the-shelf standardized software and custom-designed software. "Customizable software is a great solution to address a need many of our clients expressed," Tichy explains. "In general, custom-designed software allows you to put together a program that meets your specific needs, but is often horribly expensive and out of reach for many small and medium-sized businesses. Additionally, custom-designed software is sometimes developed using poor technical design and hidden shortcuts, costing you more in the long-run."

"Off-the-shelf software tends to keep costs down, but also generally limits your ability to add reports and other features which could improve operational efficiency and accuracy," continues Tichy. "By blending the two approaches, we offer customers the ability to start with a solid, easy-to-use product, and to add the special features they want at a very reasonable price."

Indeed, customers who purchase any of the programs that Spotted Horse Software offers receive one year of free upgrades, which include customization that other clients have requested. "We've found that by offering this alternative, our customers aren't afraid of asking for a special report that isn't included with the current version of the software. They discover that for a modest price they can benefit from having the exact report or data entry screen they want," states Tichy. "By turning the customization into a collaborative process rather than high-priced smoke and mirrors, we find that everyone benefits. The client who requested the change gets the customization they want at an affordable price, other clients who receive the free upgrade benefit from the new feature at no additional charge, and we benefit by having a stronger overall product."

Spotted Horse Software has been using this collaborative approach to software design and development since 1999 when it launched its first retail product, *Small Change™*

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for the cloth diaper delivery industry. They have successfully introduced several other retail software packages following this same innovative process.

"When we designed *Click 'n Go Billing™ - Veterinary Edition*, we wanted to focus on simplicity, reliability, and usability," says Tichy. "There are too many products on the market today that attempt to be everything to everybody. Consequently, software can often become confusing, unreliable, and difficult to use. By keeping *Click 'n Go Billing™ - Veterinary Edition* targeted properly, we hope to meet the specific needs of veterinarians with a product they can effectively use in their business."

Spotted Horse Software and its parent company, Appaloosa Business Services, Incorporated, have been providing technology-related products and services to small and medium-sized businesses since 1991. In addition to software development, this two-person firm offers custom web page design, web site hosting, and small business consulting services.