

## [Database Design](#) , [Custom Programming](#) , [Web Development](#)

[Paladin Consultants](#) is a computer consultant firm located in metropolitan NY / NJ offering full service consulting on information technology and its application to business solutions. Our primary business model focuses on [database design](#) , [custom software development](#)

, [IT consulting](#)

, and all aspects of [web services and web site design](#)

## [Clients and Projects](#)



Our [portfolio page](#) lists some of our better known clients, and design solutions, as well as summaries of some of our more recent software, web, and database projects. While the list certainly contains some well-known 'name brand' clients, our fee structure is comfortable even to the smaller entrepreneurial-oriented firms.

## Custom Software and Database Development Platforms

Our custom software development follows the principles of rapid application development (RAD), and makes heavy use of object-oriented programming (OOP) techniques, and libraries of re-useable code. We develop programs in all of the standard platforms (C++, VB, Java, and the new .NET platform languages).

In our opinion, client server databases offer by far the most cost-effective and powerful access to large-scale information management available today. In the client server model, virtually all processing takes place on the server. This makes for a much faster, robust, and more secure environment for your data. Microsoft SQLServer, Oracle, or Sybase database managers are today the most popular

and sophisticated client server database programs. For web database projects, MySQL, an Open Source product, also presents an excellent alternative. Even for companies whose data needs are small enough to manage with Microsoft Access, we recommend a model using Access with connection either to SQL Server, or the Microsoft Data Engine (MSDE).

## **Web Site Design and Web Services**

It is marketing that should drive web site design. We have an excellent approach to all of our web services products which emphasizes marketing and technical excellence. Successful web sites need to be found first, which means using sophisticated techniques to appeal to the search engines. They must also be

visually appealing and have the content to hold the attention of their visitors and help them make the right choice.

E-commerce sites also need technical sophistication to provide robust, secure, and fail-safe systems to deliver products to the client - every time.

There are a number of articles on various aspects of web development in our [web services](#) section, and a list of links and resources on our [links](#)

or

[more links](#)  
pages.

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# Computer Consultants for Northern New Jersey - NYC Metropolitan area for over 20 years



