



Alan Arthur Katz

Software Architect, Designer, Engineer
for the Web and the Cloud

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Profession

Mr. Katz has been a software architect and designer since 1983, creating hundreds of user-friendly, reliable and efficient applications for the desktop, the Web and the Cloud. He is that very rare combination of designer and engineer.

Education

Alan received his B.A. in Design from Binghamton University in 1969, his M. A. in 1973.

Skills

A recognized expert in a wide range of technologies, usually concentrating on the newest, leading-edge challenges, Alan often pioneered tools for other developers and published numerous articles and books to assist programmers and designers. He continues to work on the leading-edge.

His skills and experience include HTML, JavaScript, PHP, MySQL, SOAP, Joomla, jQuery, Salesforce.com, dBASE (dBL), MS SQL, LDAP, Flash (ActionScript 3), ProShow Photoshop, Dreamweaver and a wide variety of image, video and audio tools.

Projects

Mr. Katz has created and deployed hundreds of projects, over the years. The following list includes some of the highlights of his career:

- For ApTech Inc: *Abraxas*, a well-received, pioneering real-time accounting/management solution. (1983-1995)
- For Floral Technologies: *FTD PC Interface*, the first program to allow florists to place and receive orders using a Windows application. Its built-in terminal emulation meant that FTD florists no longer had to rent a remote terminal in order to do business through FTD. (1998).
- For Carik Services: The first-ever *florist network on the Web*. (1997-1998)
- For Borland International: Alan developed the *Web capabilities* for their *Visual dBASE* product. (1996-1999)
- For dBASE Inc: Alan created two important developer and end-user tools, *dQuery* – a database management tool/application generator (2000-2006) and, more recently, *dBEverywhere*, a tool that generates fully data- and cell phone- enabled Web applications based on PHP and MySQL. (2011)
- For Rogers Corporation: A secure, cloud-based *Sample-Order System* that lets their salespeople check samples and place orders from anywhere in the world. (2007)

Projects (Cont.)

- For Corning Inc.: Alan created a complex cloud-based application for the Corning *DisplayInsider* program. Not only does it sport log-in and registration pages, it is also a full-blown content-management system that gives DisplayInsiders secure access to technical documents, future plans for glass, and trade-show presentations. The content is entirely database-managed and the menu pages that link to it, created on-the-fly. It provides sophisticated tracking resources in order to refine campaigns. (2009)
- For Corning Inc.: Two *Trade-show Kiosk* applications to allow users to sign up for more information or contact a sales representative in 6 different languages. (2010)
- For The National Firm: *The Loss Mitigation Wizard* – another cloud-based application that lets homeowners at risk of foreclosure retain their homes or dispose of them in the most advantageous manner. (2010)
- For WBAI Radio, NYC: A new Joomla-based, highly-interactive *Web site* with streaming audio, video and user-managed updates and changes. (2011)

Employment

1983-1996 Founder, CEO, and Chief Architect for ApTech, Inc., the creator of *Abraxas*.

1990-1995 Freelance application development, consulting.

1996-1999 Consultant, Borland International.

1999-2006 Founder, CEO, and later, CTO of dBASE Inc. following Mr. Katz's acquisition of dBASE from Borland.

2007-2009 Consultant and Software Architect for Global Communications Ltd, a cloud consulting and application development company.

2009-2011 Freelance Consultant (KSoft Inc.) for Web, Cloud and Developer tools.

Publishing

Mr. Katz has been the author of numerous articles for some of the following publications: *Computer Reseller News*, *Databased Advisor*, *dBASE Advisor*, *Information Week* and *ComputerWorld*. He is the co-author of *Teach Yourself IntraBuilder* in 21 days as well as an e-book about photography.

Clients

Some of the firms that Mr. Katz has developed for: Corning Inc., Rogers Corporation, Lockheed-Martin, Borland International, Broome County Arena, Catholic Charities, The National Firm, DataBI Inc., WBAI Radio, NYC. and SiO2 Corp.

Seeking

Alan is seeking both long-term and short-term projects for the Web and The Cloud, regardless of the size or scope of the project. Through his consulting firm, KSoft, Inc., he can provide whatever resources are needed to design and execute a project economically and expeditiously. He is also available to assist in the design and implementation of state-of-the-art developer tools.

His rates are quite reasonable, his output is prodigious, and his standard of excellence, the highest.