

Drum Channel makes some noise on the Web

Business Problem

Don Lombardi is well-known within the drumming community as a drummer and a noted teacher. With a rich library of content – including music from some amazing drummers – a recording studio, and strong relationships with all the heroes of drumming, Don decided to make his long-time vision of creating an online community for drummers in 2007. His vision included a one-of-a-kind Web site that would offer quality eLearning and entertainment content with a rich set of community tools and a commerce back-end to support their revenue model as a startup Internet business.

Solution

Guidance was called to create DrumChannel.com using feature-rich tools and technologies that have never before been integrated together by any known social networking or eLearning site. Leveraging online community and eCommerce platforms such as Telligent's Community Server, AspDotNetStorefront's shopping cart software with state-of-the-art, custom Flash streaming video players for eLearning and entertainment videos, Guidance created DrumChannel.com from design to launch.

Benefits

- Unique custom Flash video players, featuring multi-camera angles, as well as live and on-demand video feeds
- Feature-rich online classroom environments with live chat, messaging, videos and downloadable materials
- Community-driven video, photo and audio sharing; blogs, forums, groups and chat
- Integrated eCommerce functionality for digital and physical sales
- Streaming radio player

Service/Solution Area

- Social Networking/Commerce

Software

- Community Server 2007
- AspDotNetStorefront ML 7.1
- Adobe Flash
- Nodus eStore Advantage
- Limelight Streaming Services
- CuteChat
- ComponentArt Web.UI
- Ad Server Solutions
- Microsoft SQL 2005
- Windows 2003 Server
- IIS 6.0



Customer Profile

Drum Channel is a vehicle to bring drummers and other musicians together. Launched in November 2008, Drum Channel makes a massive amount of original content available through its Web site including band concerts, talk shows, interviews, drum jams, master classes, technique classes, and much more. Drum Channel is headquartered in Oxnard, CA.

"Drums were originally used to send messages over great distances. Now thanks to the creative design of Guidance, DrumChannel.com allows drummers and musicians to entertain, educate, and send their messages around the world."

Don Lombardi, CEO
DrumChannel.com

