

CASE STUDY

Multisite Management for D'Addario & Company sites with AxCMS.net®



World's largest manufacturer of musical instrument strings D'Addario & Company relies on AxCMS.net® for their company and distribution websites as well as for their musicians community site.

Keyfacts

Company

- D'Addario & Company, Inc.
- World's largest manufacturer of musical instrument strings
- D'Addario products are marketed in 120 countries

Requirements

- Content Management system for greater flexibility and at the same time easy to use for end users
- Manage all existing websites out of one system
- Interface to external shop system

Solution

- AxCMS.net® to manage all sites from a single interface
- Additional specific functionality as creating records for Artists, Media, Products, Partners and Promotions
- Interface with external store and templates for the store out of AxCMS.net®

Company

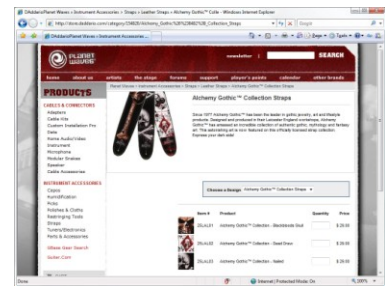
D'Addario & Company, Inc. designs, manufactures, and markets complete lines of strings for fretted and bowed musical instruments, drumheads, drum practice pads, and guitar and woodwind accessories under the proprietary brand names D'Addario, Evans Drumheads, Planet Waves, Rico, HQ Percussion and PureSound Percussion. The company also runs the popular Gbase.com online gear source and D'Addario's musician hub, The Stage and The Lesson Room. D'Addario products are marketed in approximately 120 countries.



Situation

D'Addario was looking for a Content Management System that allowed greater flexibility in creating templates and forms that their non-technical end users would easily be able to use to manage their web marketing content. After researching several CMS packages, the IT department of D'Addario found

AxCMS.net® offered the greatest flexibility for their developers and an easy to use interface for their end users.



Solution

Since establishing the AxCMS.net® environment, D'Addario developed and are now managing the content for 11 websites. Their AxCMS.net® environment has been expanded to include additional D'Addario specific functionality, such as creating records for Artists, Media, Products, Partners and Promotions. They also have various templates for different sites, as well as multiple templates within each site.

Additionally, an interface with an external store was developed and the templates for that store are provided through AxCMS.net® as well.

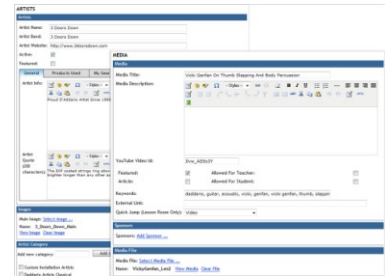
Advantages

Using AxCMS.net®, D'Addario is able to manage all their sites from a single interface. Additio-

nally, content that needed to be entered multiple types because they resided on multiple sites is now consolidated into one location.



Adding additional templates and controls is a lot less work, and new designs can be test out online without actually publishing them.



This is a big reduction in the amount of data entry the website managers have to do.

From a developer's point of view, D'Addario is able to build onto AxCMS.net® while still taking advantage of the functionality that the system offers in terms of database management, content publishing, and template management.

Additionally, a lot of the work can be split up (templates, content, .net code) between different groups, allowing projects to be completed faster.

Links

www.daddario.com
www.tothestage.com
www.evansdrumheads.com



D'Addario & Company, Inc., a leading manufacturer of musical instrument accessories and cable solutions headquartered in Farmingdale, NY, is the largest music accessory manufacturer in the world. They have their own IT Department and amongst others they build web applications to serve internal and external users.

D'Addario & Company, Inc. | www.daddario.com