CoachGuitar Delivers Lessons That Help Customers Play Like the Pros

Most young app development companies dream of being selected a “Best App” on Apple App Stores worldwide. It was a dream come true for CoachGuitar. This three-year old company, based in France, offers a unique method of teaching guitar enthusiasts of all skill levels how to play their favorite songs. Using the visual guitar teaching app, millions of students from around the globe download video tutorials and learn to play along.

CoachGuitar Challenge: Handling increased global demand for tutorial downloads

Fueled by becoming a featured app, CoachGuitar recently exceeded 3 million downloads. Their typical traffic of 2000-3000 downloads per day recently surpassed 40,000 downloads per day. In addition, their customers’ experience and ability to learn demands that there is no type of lag or delay in the video. “Thank God we had Limelight behind us!” said Antoine Mercier, chief product officer at CoachGuitar. “We were able to handle this tremendous spike in traffic without worry.”

CoachGuitar’s Solution: Limelight Orchestrate Delivery and Storage services — Partner with a leading content delivery network (CDN) that provides optimized global content delivery

To accomplish their growth strategy, CoachGuitar needed a CDN provider who could help them deliver high quality video and expand into new markets around the world. They chose the Orchestrate™ Delivery and Storage services for many reasons, including:

“...”

— ANTOINE MERCIER, Chief Product Officer at CoachGuitar
CASE STUDY

CoachGuitar
Guitar Made Simple

- **Scale**—After being named a “Best App” on the Apple App Store, their traffic expanded exponentially. When traffic spikes occur, CoachGuitar needed elastic bandwidth to manage unpredictable demand.

- **Global reach**—Using Limelight’s CDN they were able to enter new markets and gain new customers, especially in the UK and APAC regions. This was an important expansion goal for growing the company.

- **Storage**—With a library of over 300 lessons, they have a storage solution that serves up tutorials in the fastest and most efficient way possible.

- **High performance**—CoachGuitar’s primary customer demographic of 18-35 year olds has very little patience for long download times. Any type of delay in streaming video would impact their business and customers’ ability to learn.

- **Support**—CoachGuitar was looking for a company that could support them in the long term as they expand their offerings. As a growing company, they wanted an established partner who is open to exchanging ideas and offering advice.

- **Multi-device distribution**—CoachGuitar’s app is available on iOS and Android platforms so they needed a global partner that can consistently deliver content to anyone, anywhere in the world, on their device of choice.

Contact us for more information about Limelight Networks and our services.

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