EMBER & CO:

CRAFTING A DIGITAL EXPERIENCE WITH AWS

"Crafted with FIRE, Served with SOUL"

Let's make your digital journey feel like home

FROM MELVILLE'S SECRET TO **DIGITAL RELIABILITY**

Established in **2024**

100+

Daily Customers

25%

Profit Margin

- Success shouldn't be a technical challenge.

- Since opening in 2024, Embers & Co has achieved a remarkable **25% profit margin**, driven by passion and your incredible cuisine.

- But the existing system is a point of friction. We need a stable digital foundation that matches the excellence of your kitchen.

THE CHAOS OF SUCCESS:
WHERE MANUAL PROCESSES FAIL

- **Lost Revenue & Confusion**

  Manual order and booking systems cause double-bookings and lost reservations, directly impacting the bottom line.

- **Customer Friction**

  Slow, unreliable online experiences frustrate guests before they even step through the door.

- **Blind Decisions**

  Management lacks real-time operational visibility, forcing reactive—rather than proactive—strategic decisions.

- **Staff Time Misspent**

  Valuable staff time is wasted on manual data entry instead of providing exceptional service to guests

AWS TRANSFORMS CHAOS TO SEAMLESS OPERATIONS

Instant Online Booking

Effortless, 24/7 reservations captured with 100% precision and zero double-bookings.

Real-Time Service

Automated SMS and email alerts ensure every guest receives instant, professional confirmation.

Secure Customer Vault

Protected, centralized data storage for personalized, future-ready service

THE ARCHITECTURE:
SIMPLE. SERVERLESS. SCALABLE.

A Modern, Resilient Foundation

We are building a true serverless solution that uses AWS's best features to deliver speed, security, and low cost.

❖ Static Content (S3 + CloudFront): Lightning-fast menu display delivered globally.

❖ Domain Management (Route 53): Professional, reliable DNS management for a custom URL.

❖ Dynamic Logic (API Gateway + Lambda + DynamoDB + SES): A serverless engine that routes requests, processes bookings, stores data securely, and sends notifications.

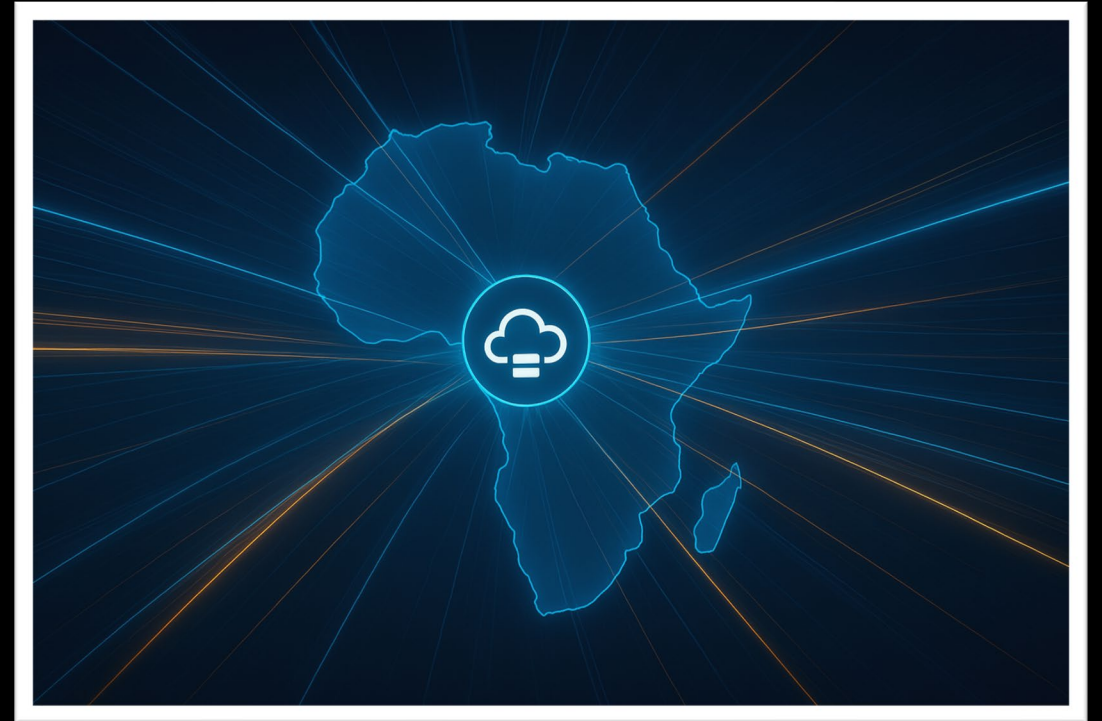❖ Data Security: All services are secured and backed up by default.
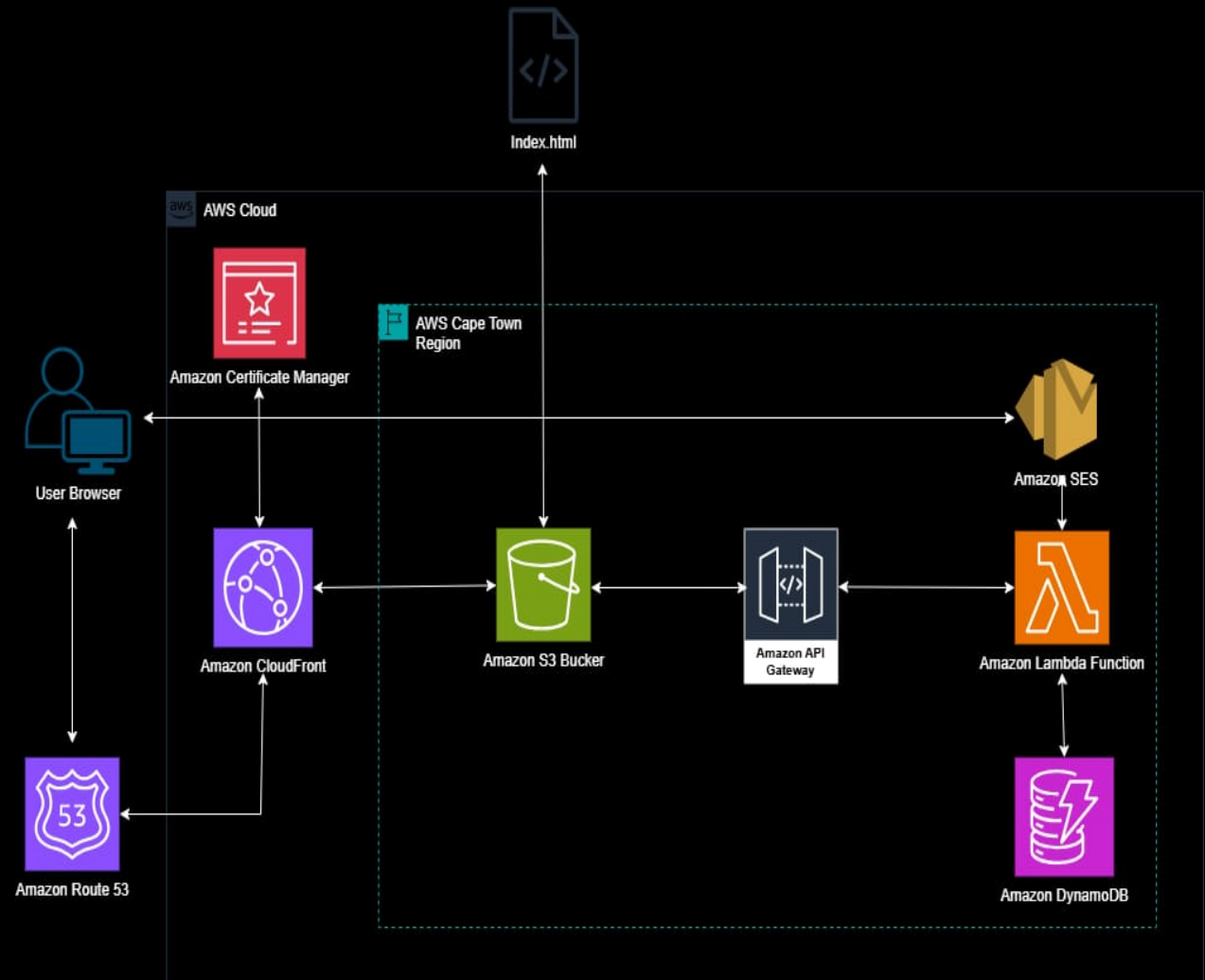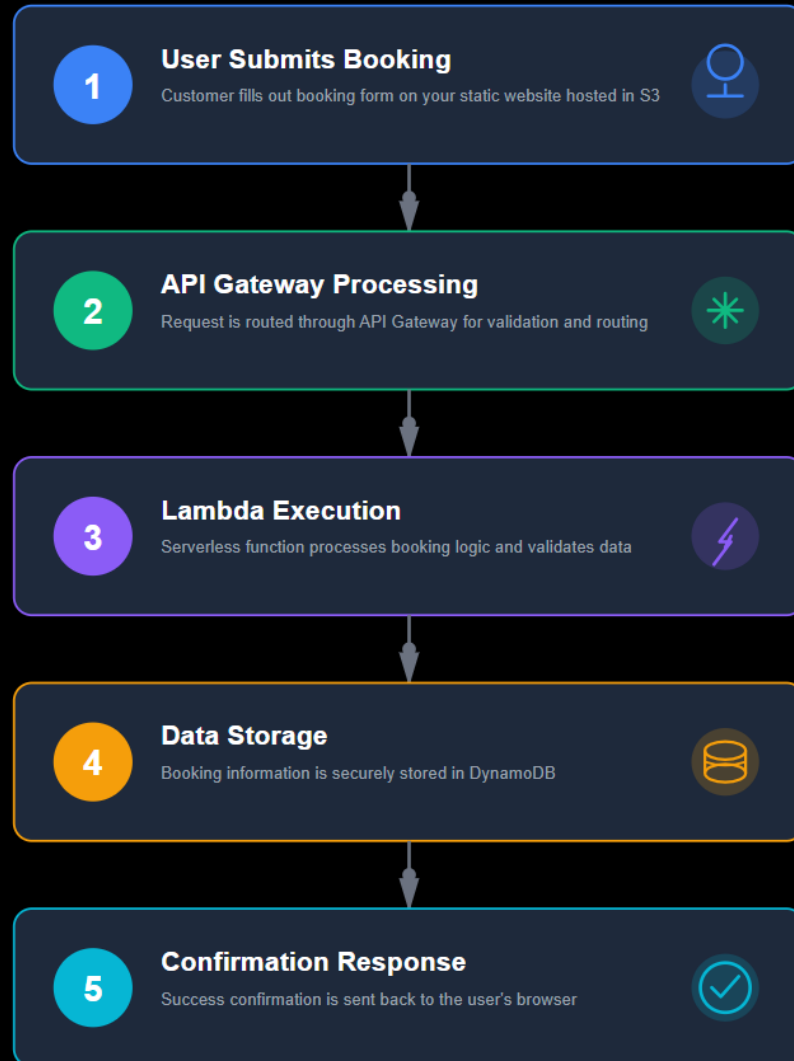
SERVING CONTENT INSTANTLY:
S3 AND CLOUDFRONT

This is where we host your dazzling, high-resolution menu and images. It's built for speed and absolute reliability.

❖ Digital Home (S3): Stores every asset with **99.999999999% durability.**

❖ Global Speed (CloudFront): Content cached locally for lightning-fast loading across South Africa.

❖ Guaranteed Security (HTTPS): Mandatory SSL/TLS encryption for all customer interactions.

❖ Built-in DDoS Protection: Shielding your website from cyberattacks and service interruptions.

❖ The *most cost-effective* way to handle bookings is to implement a **serverless backend** using **Amazon API Gateway**, **AWS Lambda**, and **Amazon DynamoDB**. This setup captures your customers' orders and contact form data **while staying within the generous limits of the AWS Free Tier,** meaning **zero infrastructure cost** at launch.

THE BRAIN: ZERO-ERROR BOOKING WITH AWS LAMBDA

1 User Submits Booking
Customer fills out booking form on your static website hosted in S3

2 API Gateway Processing
Request is routed through API Gateway for validation and routing

3 Lambda Execution
Serverless function processes booking logic and validates data

4 Data Storage
Booking information is securely stored in DynamoDB

5 Confirmation Response
Success confirmation is sent back to the user's browser

This is the engine that handles your reservations.

❖ Pay-Per-Click Efficiency: **Lambda** runs your booking logic only when a customer clicks "Reserve." No idle servers, no wasted cost.

❖ Data Security: Customer data is securely captured and stored, protected by enterprise-grade infrastructure.

❖ Instant Communication: SES (Simple Email Service) triggers confirmation emails and SMS alerts automatically.

❖ Infinite Scale: The system handles one booking or one million bookings at the exact same, fast speed.

THE INVESTMENT:
ENTERPRISE TECH, LOCAL PRICE

This isn't a cost. It's an investment in recovering lost revenue and enhancing your brand.

Service Component	Estimated Monthly Cost
S3 Storage & Hosting Static website files (HTML, CSS, JS, images) • 5GB storage • 10GB data transfer	~$8.04 USD (R137.27)
CloudFront & Route 53 (Low Traffic) CDN distribution • DNS hosting • SSL/TLS certificates (ACM - Free)	~$1.60 to $1.80 (~R27.32)
Amazon API Gateway REST API • ~10,000 requests/month • Free Tier: 1M requests/month	~$0 USD (R0) - Free Tier
AWS Lambda Functions Serverless compute • ~10,000 invocations/month • Free Tier: 1M requests/month	~$0 USD (R0) - Free Tier
Amazon DynamoDB NoSQL database • On-demand mode • Storage <25GB • Free Tier: 25GB + 25 RCU/WCU	~$0 USD (R0) - Free Tier
Amazon SES (Simple Email Service) Email notifications • ~100 emails/month • Free Tier: 3,000 messages/month (12 months)	~$0 USD (R0) - Free Tier
AWS Certificate Manager (ACM) SSL/TLS certificates for CloudFront and API Gateway	$0 USD (R0) - Always Free
Total Estimated Infrastructure Cost	~R164.59 / ~$9.64 USD per month

That's less than the cost of serving two gourmet meals, yet it transforms your entire customer experience.

KEY BENEFITS:
DELIVERING ROI & PEACE OF MIND

- Revenue Recovery

Eliminate double-bookings, secure every table, and end the frustration that drives customers away.

- Enterprise-Grade Security

Protect customer data with the same infrastructure used by global financial institutions.
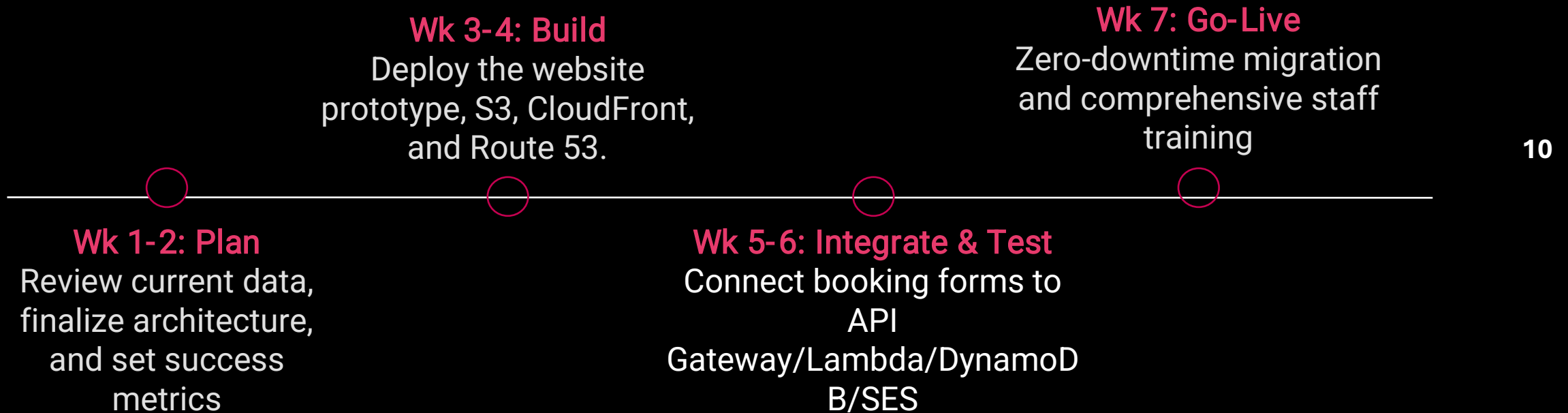
- Operational Efficiency

Free up your staff time from manual data entry, allowing them to focus entirely on guest experience.

- Future-Proof Foundation

Easily expand into online ordering, delivery services, and loyalty programs without needing a rebuild.

ROADMAP TO GO-LIVE:
7 WEEKS TO SEAMLESS

Wk 3-4: Build
Deploy the website prototype, S3, CloudFront, and Route 53.

Wk 7: Go-Live
Zero-downtime migration and comprehensive staff training

Wk 1-2: Plan
Review current data, finalize architecture, and set success metrics

Wk 5-6: Integrate & Test
Connect booking forms to API Gateway/Lambda/DynamoDB/SES

DELIVERING EXCELLENCE:
CRAFTED WITH FIRE, SERVED WITH SOUL

- Excellence is in your DNA - from the perfect seasoning to the presentation of each dish. AWS enables us to bring that same level of dedication to your digital presence.

- **Let's serve efficiency and excellence, every time.**

QUESTIONS?

We are ready to start building your future today.