Why Serverless functions?

e.g Coca Cola's smart vending machines

Consumers can order a drink, pay online, receive their order and get a confirmation message on their mobiles. Cola switched their vending machines to Serverless and underwent an AWS Properly Architected Review.

- Cola saved thousands of dollars
- Cost went down from 13.000 $ to 4.500 pa
- launch within 100 days from conception
- new machines were touches, a bonus during covid

Serverless helped by cost reduction and short development times.

Source: https://www.rumblefish.dev/blog/post/what-are-serverless-examples-8-real-world-use-cases-of-serverless-technology/