

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. ²
- 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

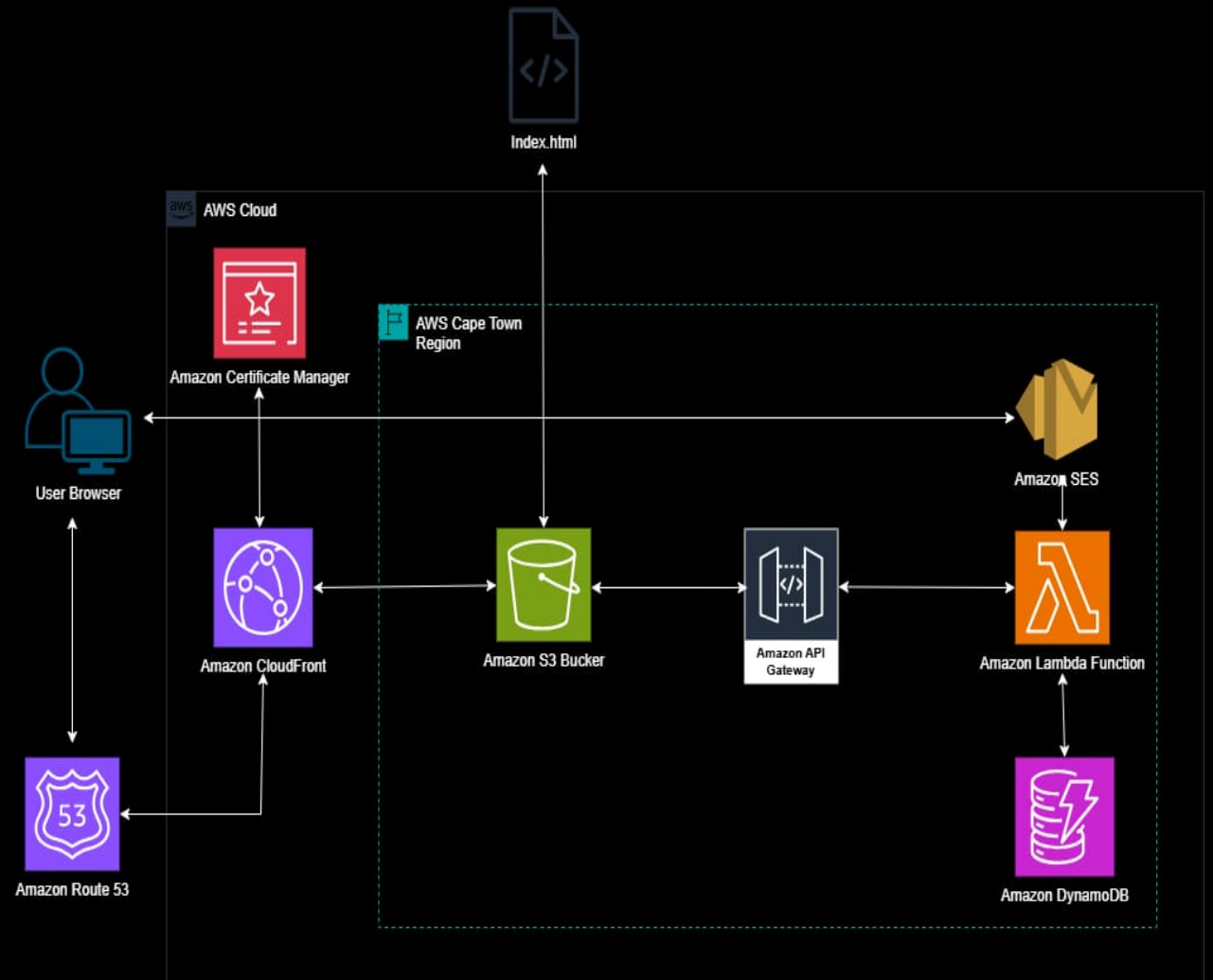
Protected, centralized data storage for personalized, future-ready service

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.

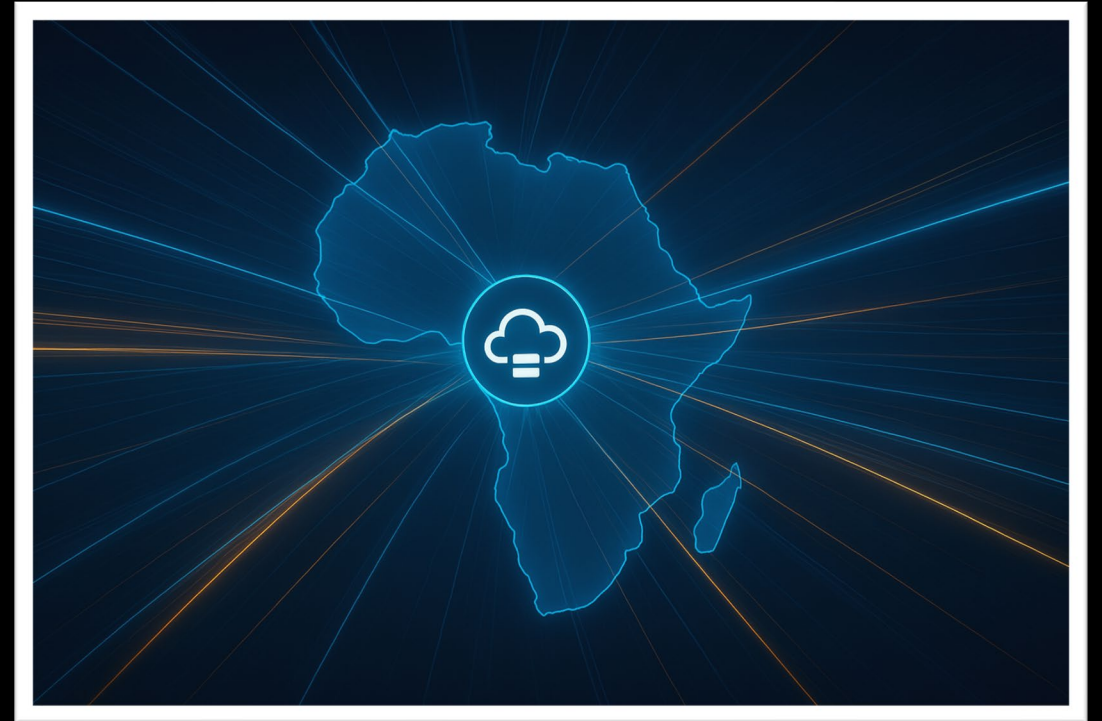


SERVING CONTENT INSTANTLY:

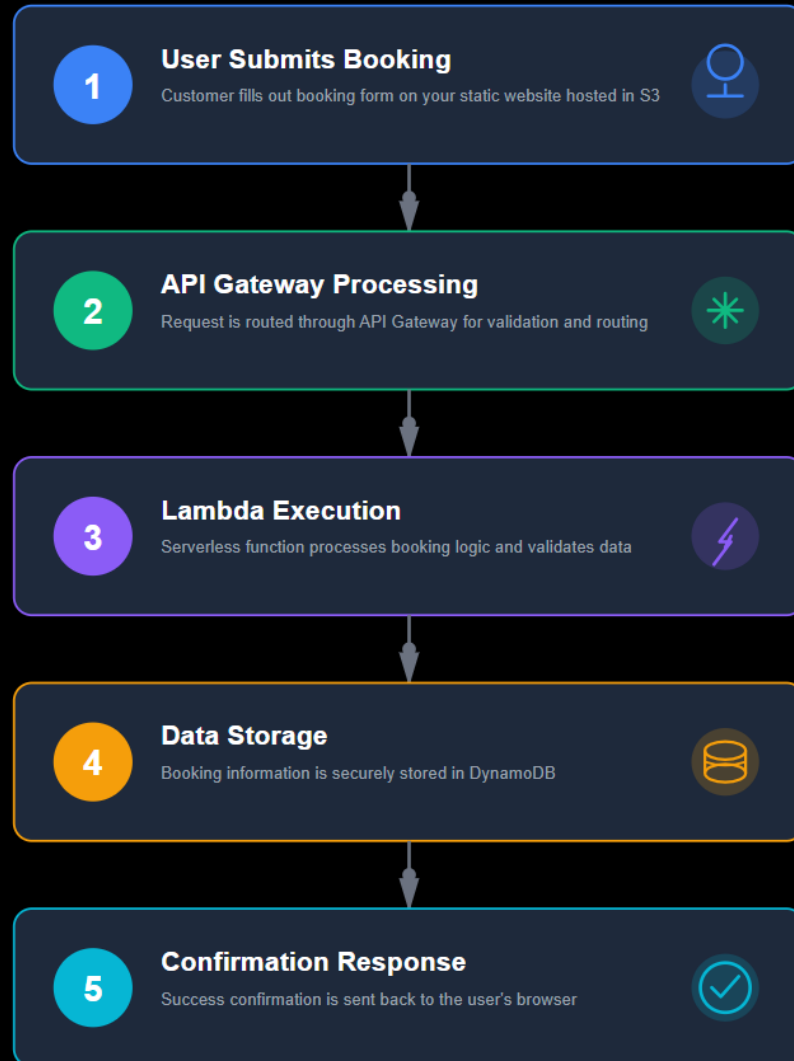
S3 AND CLOUDFRONT

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










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**

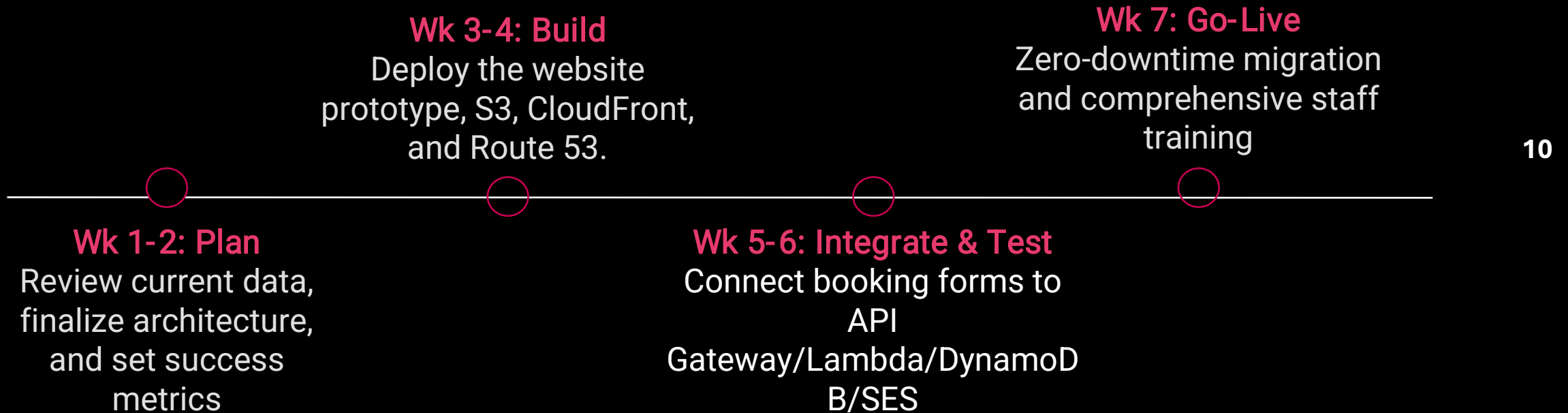
Free up your staff time from manual data entry, allowing them to focus entirely on guest experience.

- **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



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.