

# 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.

- **Blind Decisions**

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

- **Customer Friction**

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

- **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

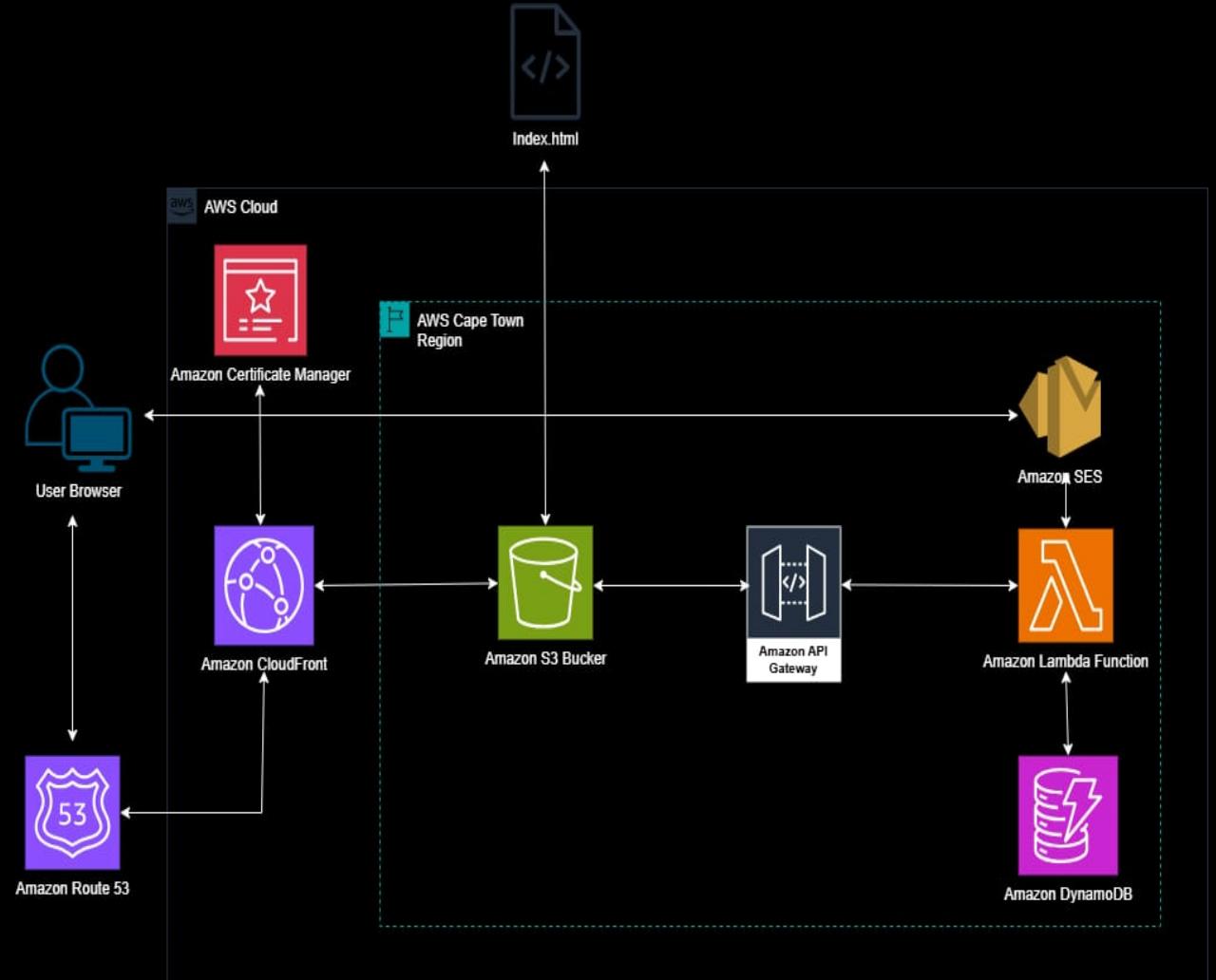
Protected, centralized data storage for personalized, future-ready service

# 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.

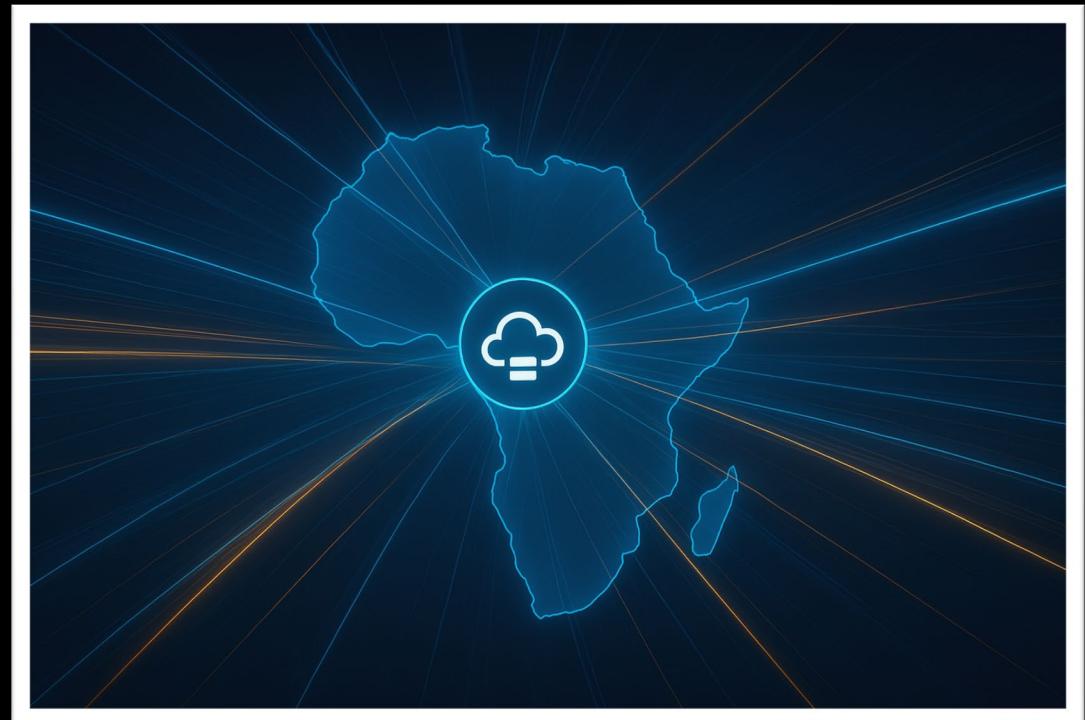
- ❖ Static Content (S3 + CloudFront): Lightning-fast menu display delivered globally.
- ❖ Domain Management (Route 53): Professional, reliable DNS management for a custom URL.
- ❖ Dynamic Logic (API Gateway + Lambda + DynamoDB + SES): A serverless engine that routes requests, processes bookings, stores data securely, and sends notifications.
- ❖ Data Security: All services are secured and backed up by default.



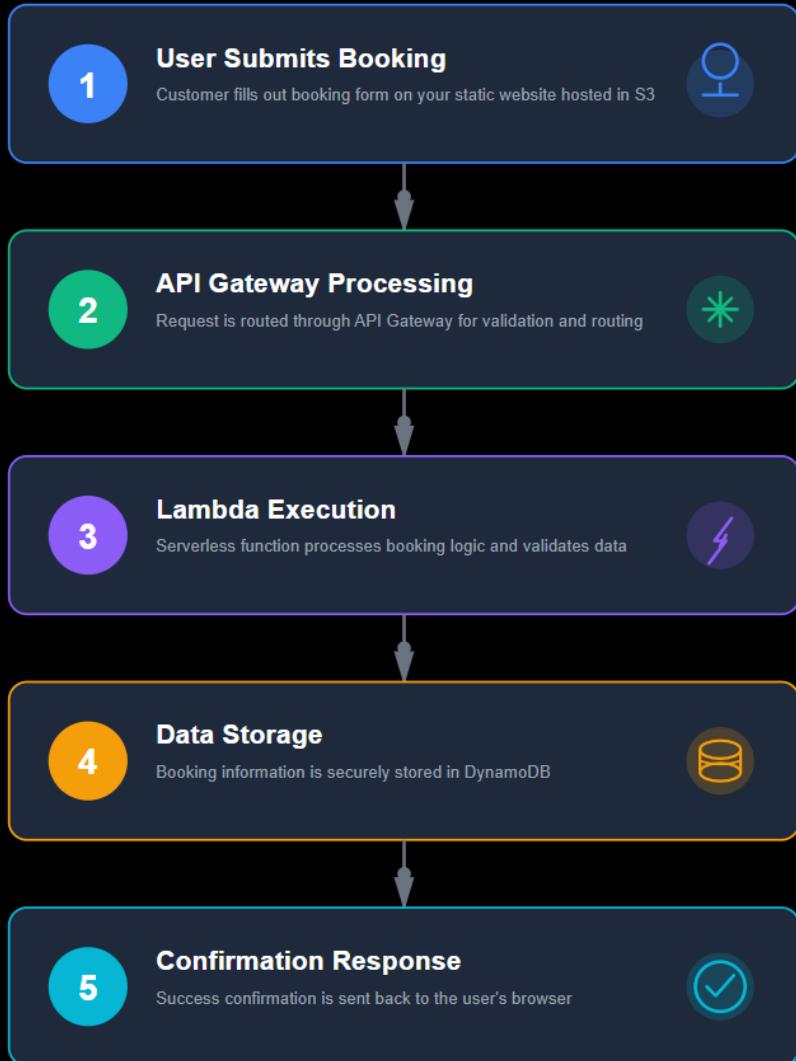
# SERVING CONTENT INSTANTLY: S3 AND CLOUDFRONT

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 **99.99999999%** 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
 <b>S3 Storage &amp; Hosting</b> Static website files (HTML, CSS, JS, images) • 5GB storage • 10GB data transfer	~\$8.04 USD (~R137.27)
 <b>CloudFront &amp; Route 53 (Low Traffic)</b> CDN distribution • DNS hosting • SSL/TLS certificates (ACM - Free)	~\$1.60 to \$1.80 (~R27.32)
 <b>Amazon API Gateway</b> REST API • ~10,000 requests/month • Free Tier: 1M requests/month	~\$0 USD (~R0) - Free Tier
 <b>AWS Lambda Functions</b> Serverless compute • ~10,000 invocations/month • Free Tier: 1M requests/month	~\$0 USD (~R0) - Free Tier
 <b>Amazon DynamoDB</b> NoSQL database • On-demand mode • Storage <25GB • Free Tier: 25GB + 25 RCU/WCU	~\$0 USD (~R0) - Free Tier
 <b>Amazon SES (Simple Email Service)</b> Email notifications • ~100 emails/month • Free Tier: 3,000 messages/month (12 months)	~\$0 USD (~R0) - Free Tier
 <b>AWS Certificate Manager (ACM)</b> SSL/TLS certificates for CloudFront and API Gateway	\$0 USD (~R0) - Always Free
<b>Total Estimated Infrastructure Cost</b>	<b>~R164.59 / ~\$9.64 USD per month</b>

8

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.

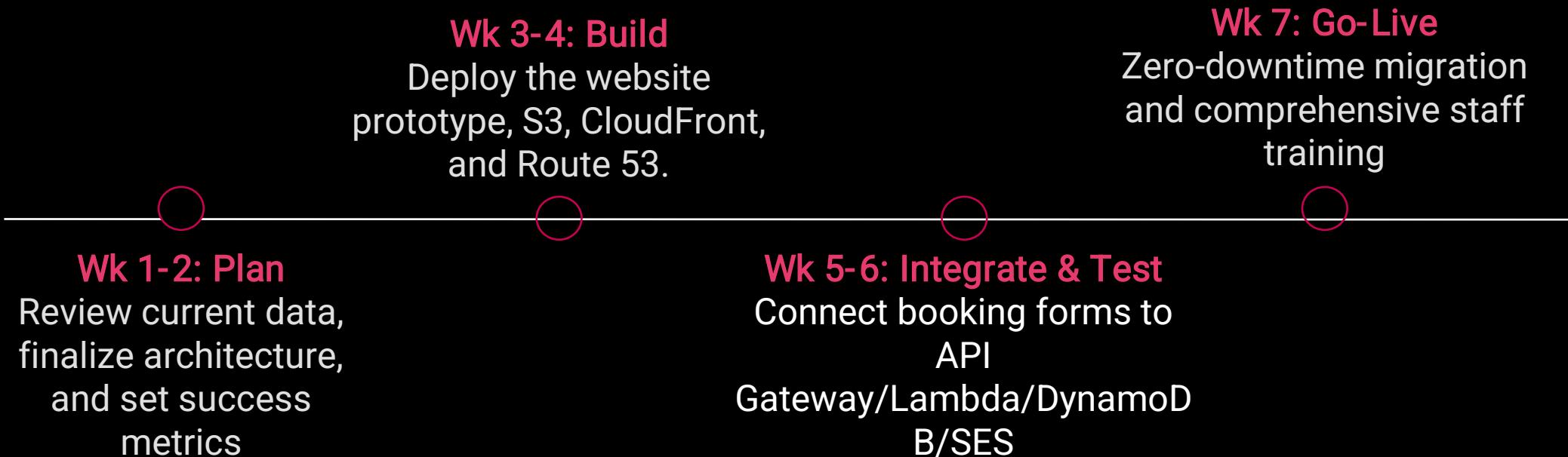
- Operational Efficiency

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.