AWS re:Invent

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TRV401

Third-party ordering with AWS Serverless

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Agenda

- Discussion on third-party ordering services
- Introduction to Serverless
- Whiteboarding session

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Introduction to AWS travel and hospitality

AWS TEAM DEDICATED TO TRAVEL AND HOSPITALITY—AND MAKING YOU SUCCESSFUL

aws travel and hospitality

Industry expertise and focus

Best practices from other industry customers

Industry-specific solutions

aws

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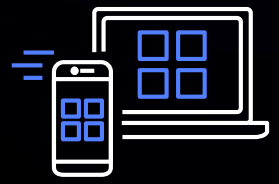
“Online-ordering platforms have watched demand for their services increase 10-fold since the start of the pandemic.”

Trevor Shimizu

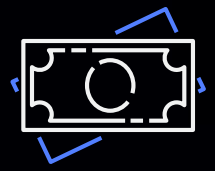
Co-founder Brizo FoodMetrics – QSR magazine, March 2021

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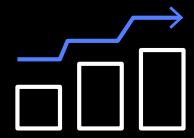
Third-party ordering services benefits



Reach new customers where they are



Grow sales



Increase brand awareness

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Third-party ordering services





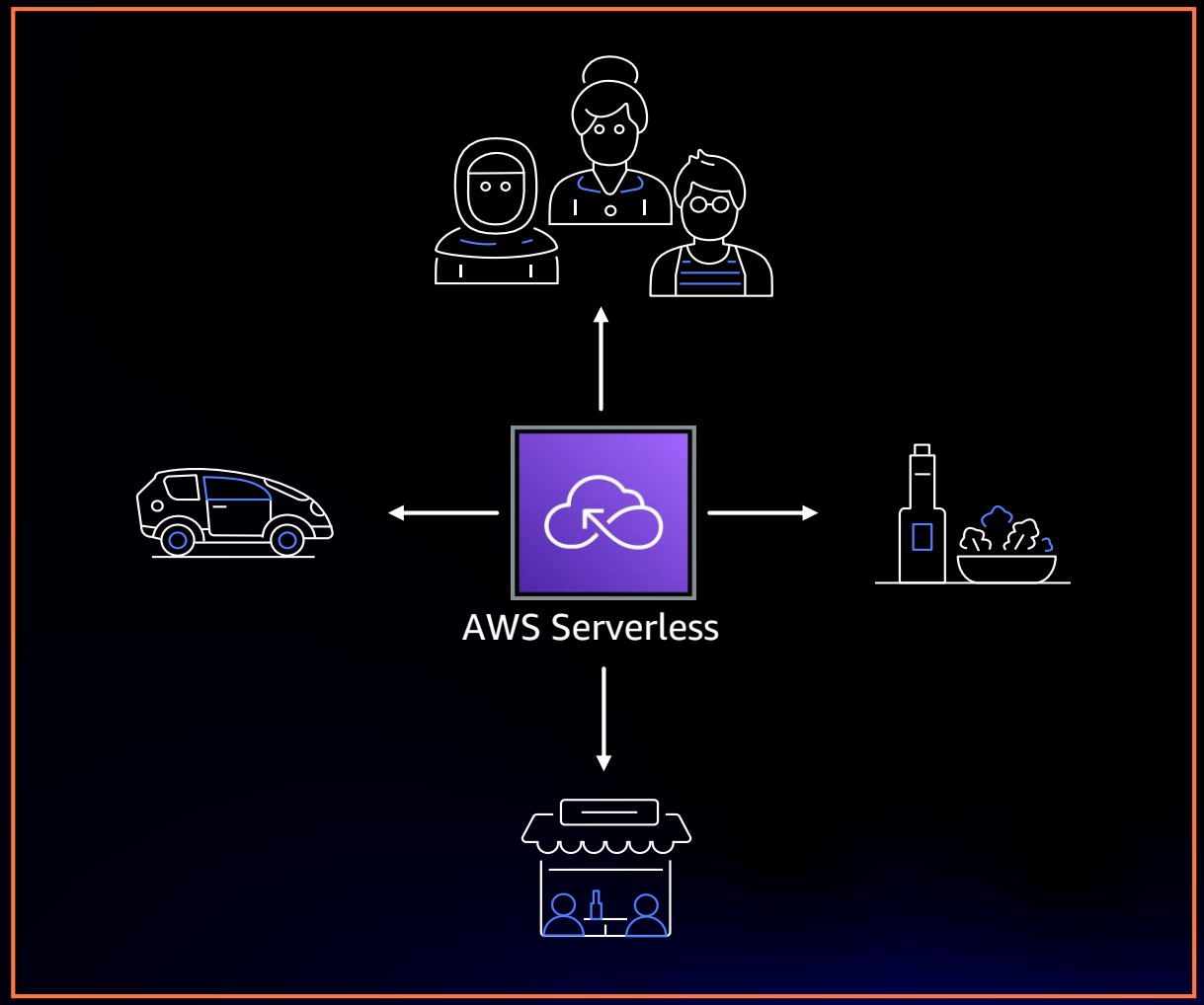




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Integrate with third-party ordering services

- Publish menus to the aggregators
- Handle out-of-stock items
- Just-in-time order preparation
- Accommodate nonstandard store hours
- Notify customer when things go wrong
- Transform cart format



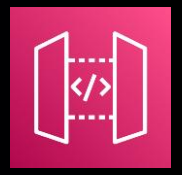
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AWS Serverless

Technology for running code, managing data, and integrating applications, all without managing servers



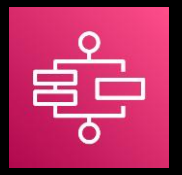
AWS Lambda



Amazon API Gateway



Amazon SNS



AWS Step Functions



Amazon S3



Amazon DynamoDB



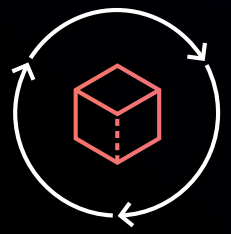
Amazon SQS



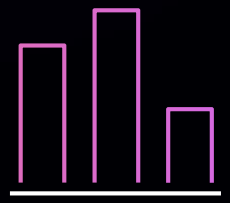
Amazon EventBridge

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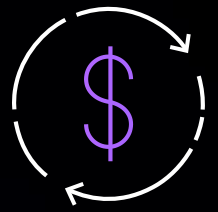
Why Serverless



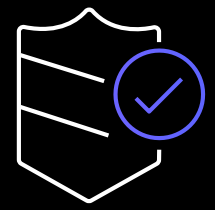
Agility



Performance



Cost

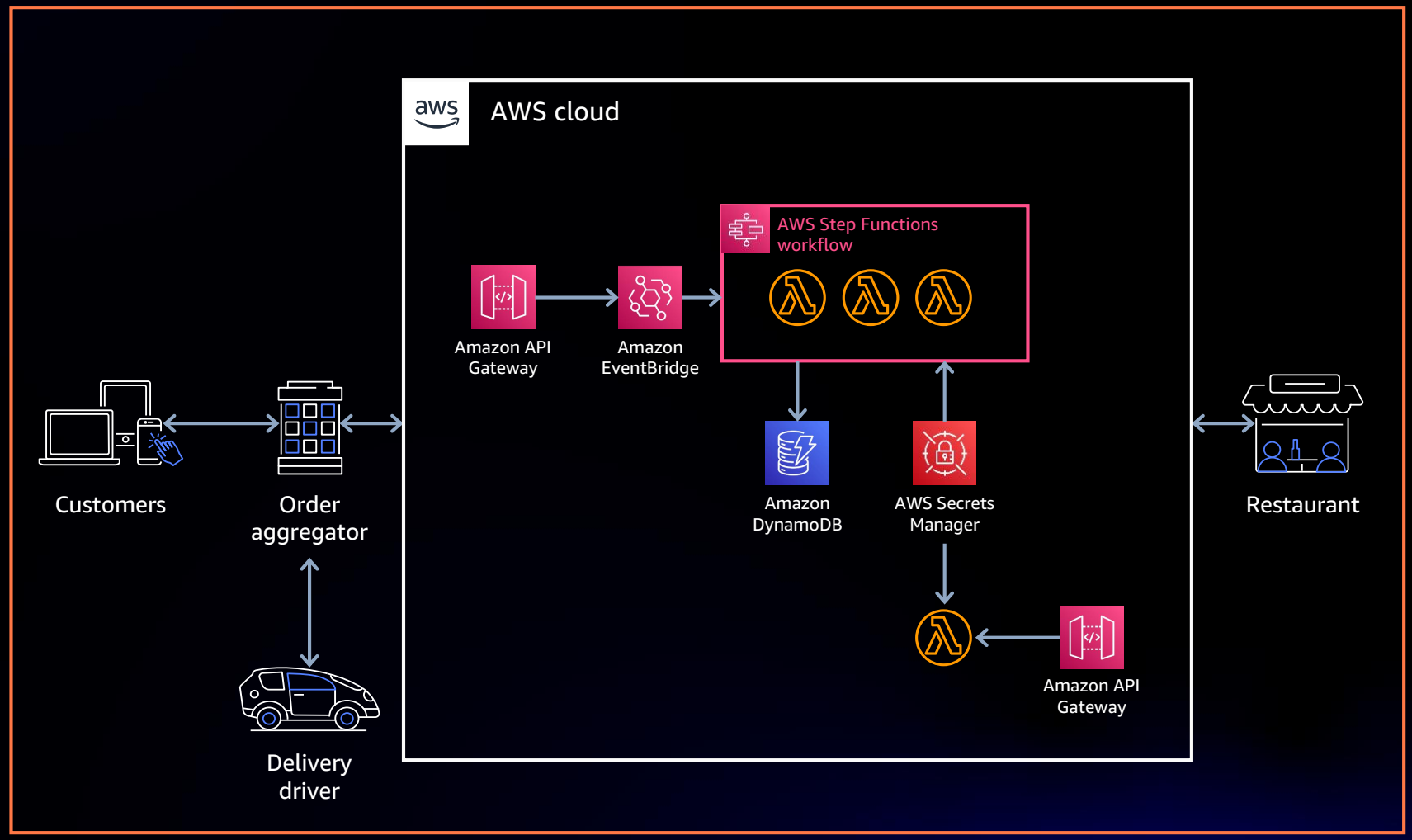


Security

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Bring it all together

- Integrate new and existing systems quickly
- Built-in best practices
- Pay per use
- Effortless scaling



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Thank you!

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