

## **Case Study: WaterFela**

### **About the Customer**

WaterFela is an innovative beverage company specialising in producing and distributing premium bottled water products. Based in South Africa, WaterFela focuses on providing high-quality, refreshing beverages to a growing customer base nationwide. WaterFela sought to develop a robust web application to streamline the ordering process and expand its digital presence to enhance customer engagement and improve service delivery.

### **Customer Challenge**

WaterFela faced several significant challenges in developing and deploying its web application. The primary challenge was ensuring that the web application was deployed efficiently and with high availability and performance. As the company expanded its customer base, it was essential to manage ongoing updates and scaling to meet increasing user demand. Traditional web hosting solutions often lacked the scalability, security, and ease of integration required to support WaterFela's dynamic content and growing customer base.

Another critical challenge was implementing a robust system for real-time notification management. This included sending and managing notifications such as order confirmations and updates, crucial for maintaining effective communication with customers. Additionally, WaterFela needed a secure and scalable media storage solution to ensure that user-uploaded images and other media files were stored securely and retrieved efficiently.

Delivering a seamless and responsive user experience was also a top priority, as the platform had to meet customer expectations for browsing and ordering products. Finally, protecting user data was essential, requiring effective security measures such as encryption and access controls to comply with relevant standards and regulations.

Without addressing these challenges, WaterFela risked losing customer trust and satisfaction due to unreliable service and poor communication. Inefficient processes and system downtimes could increase operational costs and hinder the company's growth and competitive edge in the market.

### **Partner Solution**

Pax Divitiae, a leading provider of cloud-based solutions and an AWS partner, delivered a comprehensive solution tailored to WaterFela's specific needs. The project involved developing a robust web application to enhance remote customer engagement and streamline ordering.

To achieve seamless deployment and hosting of the web application, Pax Divitiae employed AWS Amplify, which enabled the efficient management of the React framework-based application. This ensured a reliable and scalable platform with high availability, accommodating the increasing user demand and dynamic content.

Pax Divitiae integrated Amazon Simple Notification Service (SNS) into the solution to manage customer notifications effectively. This integration enabled WaterFela to send timely and relevant updates to users, improving communication and enhancing customer trust. Amazon SNS provided a flexible and cost-effective way to manage notifications, ensuring customers received important information promptly.

Pax Divitiae utilised Amazon Simple Storage Service (S3) for secure and scalable media storage. This service provided scalable and reliable storage for user-uploaded content, ensuring that media files were stored securely and retrieved efficiently. With Amazon S3, WaterFela could easily manage large volumes of media files without compromising security or performance.

Pax Divitiae also facilitated gathering customer feedback through various channels, including email surveys and direct interactions. Data from these feedback channels were integrated into a central data repository in Amazon S3, enabling comprehensive analysis and visualisation using Amazon QuickSight. This approach allowed WaterFela to leverage data-driven insights to improve customer satisfaction, enhance service delivery, and maintain a competitive advantage in the market.

Throughout the project, Pax Divitiae provided extensive support services during the pre-and post-migration phases of the solution implementation. The team ensured a smooth transition to the new platform, offering technical assistance and guidance to ensure the successful deployment and operation of the web application.

### **Results and Benefits**

Implementing WaterFela's web application significantly enhanced its performance and customer experience. The project ensured a reliable and scalable platform with high availability by deploying the React-based application on AWS Amplify. The integration of Amazon SNS enabled effective real-time notifications, improving user communication and trust. As a result, customer engagement increased by 35%, leading to higher order volumes and improved customer satisfaction.

Amazon S3 provided secure and scalable storage for media, ensuring efficient handling of user-uploaded files. The application's high availability and scalability supported increased user loads with minimal downtime, reducing operational costs by 25% and improving overall efficiency. WaterFela served remote customers better, streamlined ordering processes, and supported future growth while maintaining a high standard of security and performance.

### **The Overall Story**

The project successfully addressed vital challenges and positioned WaterFela to enhance its digital presence and achieve its business objectives.