habitat3

Future-ready cloud infrastructure built for fast-growing hospitality tech platform

How OrderArt partnered with Habitat3 to scale securely and reliably on AWS.

🔍 BACKGROUND

OrderArt is an Australian-based hospitality technology company that provides a comprehensive, cloud-based platform designed to streamline operations for restaurants and cafes. Their all-in-one solution encompasses custom website design, online ordering, point-of-sale (POS) systems, delivery management, marketing automation, and business analytics.

By integrating these services, OrderArt empowers hospitality businesses to enhance customer experiences, reduce operational complexities, and increase profitability without relying on third-party delivery platforms or incurring additional commissions. Learn more about OrderArt - www.orderart.com.au

📈 THE CHALLENGE

To keep up with their continued growth, OrderArt was looking to future proof their web infrastructure. Specifically they identified advanced levels of service redundancy, better security and streamlined management as key targets. In addition, they wanted to ensure that their cloud foundation would support future scaling and deliver consistent performance to customers during high demand periods.

🎯 THE SOLUTION

During Habitat3 worked closely with OrderArt to re-architect their AWS environment to implement a more modernised, secure, and scalable AWS cloud architecture - a future-ready platform designed for growth.

Key components included:

▶ Deployment of a fresh AWS Landing Zone providing a clean, secure foundation aligned to AWS best practices.

▶ Implementation of Load Balancers, each fronted with AWS WAF and Shield Standard, protecting against DDoS and botnet attacks and allowing for Auto Scaling Groups in the future.

▶ Utilising Load Balancers as the sole public-facing component also protects backend servers from direct internet exposure.

▶ Configuration of AWS Certificate Manager with auto-renewing SSL certificates, replacing previously used Let's Encrypt certificates to reduce management overhead and avoid expiry issues.
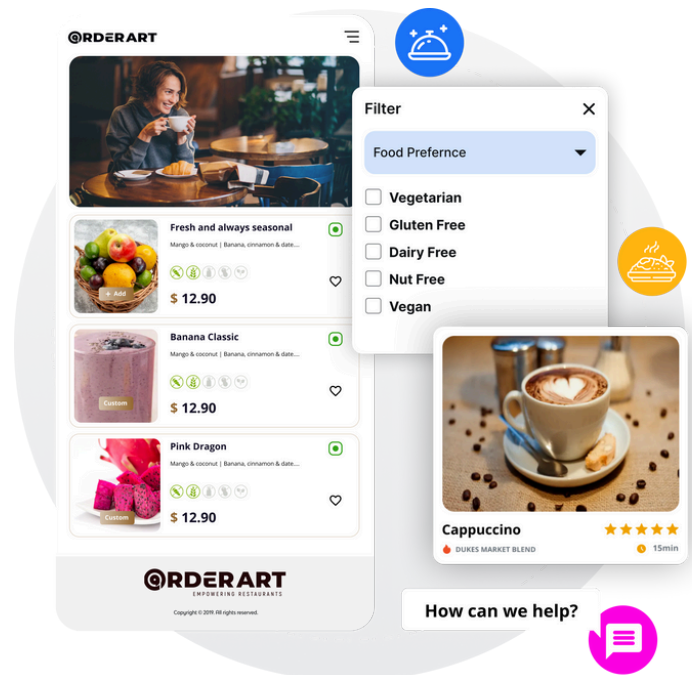
Business Outcomes

Improved Security

With WAF and Shield protections in place, and no public-facing EC2 instances, OrderArt significantly reduced its exposure to DDoS and malicious traffic.

Scalable Architecture

OrderArt is now ready to scale efficiently through the use of Auto Scaling Groups as demand grows, without re-architecting from scratch.

Customer Experience Uplift

A secure, load-balanced environment ensures better uptime for end-users — contributing to customer trust and site performance.

Maintenance Simplicity

SSL management is now automated, reducing the risk of certificate expiry and saving the business time.

✓ SUMMARY

OrderArt's Sales Director, Gagan Singh, was pleased with the business outcomes with Gagan saying "I sincerely appreciate the efforts Raghava and Stuart have put into this project. Glad to have partnered with Habitat3 for our ongoing AWS DevOps requirements."

With an updated AWS cloud architecture in place, OrderArt is now better positioned to continue to grow confidently and serve its customers with resilience and performance.

WWW.ORDERART.COM.AU