



## SPOONITY INNOVATION HIGHLIGHT



The Future of Loyalty

### COMPANY OVERVIEW

Spoonity specializes in helping large and midsize businesses within the hospitality, food & beverage, and retail industries. With customized online ordering and loyalty programs, Spoonity helps businesses retain and grow their customers.

**LOCATION:** OTTAWA, ON

### TECHNOLOGY



### Data Centre and Cloud

### KEEPING CUSTOMERS > ACQUIRING CUSTOMERS

Acquiring customers within the hospitality, food & beverage, and retail industries is important, but what's crucial to success isn't actually acquiring them – it's keeping them. Once you've got a customer through the door, how do you keep them coming back? How do you keep them loyal to your brand's offerings? With the right big data, analytics, and technologies put to use, building loyal customers is now easier than ever before.

### A ONE STOP SHOP FOR LOYALTY

Assisting large and midsize businesses in the hospitality, food & beverage, and retail industries, Spoonity offers a variety of online marketing tools such as customized digital loyalty programs, e-gift cards, online ordering platforms, marketing data analysis, marketing automation, and 3rd party point of sale integrations. With Spoonity's one stop shop platform, you'll be able to easily manage customer data, share valuable analytics, automate and adjust marketing campaigns, and build a habitual digital loyalty program. Spoonity's REST API also connects with client interfaces making information simple to retrieve and easy to use

### IDENTIFYING BOTTLENECKS AND IMPROVING THEIR PLATFORM

Through Spoonity's CENG project, the organization discovered application bottlenecks in their NGINX gateway and the hardware requirements needed to improve the architecture of the platform to meet market level performance targets. Spoonity also tested their platform in a cloud native environment, ensuring their product will have the required ability for disaster recovery and scalability before migrating to a Kubernetes set up.

**"Thanks to our work with the CENG Testbed, we learned a number of things about our product, and how it can be scaled beyond our current business."**

**Brandin Chiu**  
CTO, Spoonity



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**CENG**