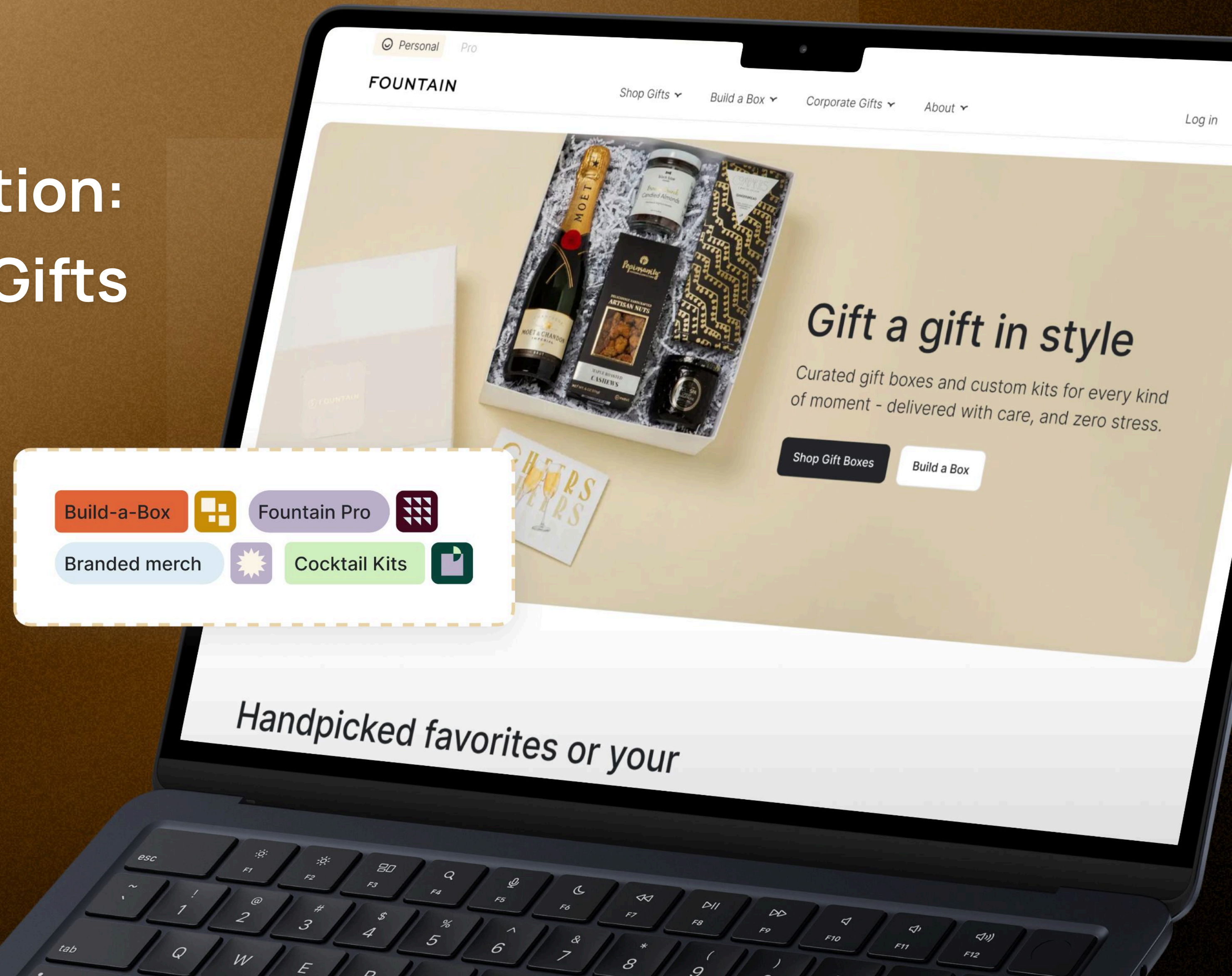


CASE STUDY

# Reviving Personal Connection: A Case Study on Fountain Gifts

Client: Fountain Gifts





## ■ THE VISION

# Marrying Digital Precision with Physical Craft

The founders of Fountain Gifts recognized that the art of the handwritten card was disappearing. They envisioned a premium service where the convenience of digital ordering met the high-touch quality of physical gifting. To succeed, they didn't just need a website; they needed an **operations platform** capable of orchestrating a complex "digital-to-physical" fulfillment loop.

■ Industry  
E-commerce / Gifting Services

■ Market  
USA

■ Frontend  
NextJS

■ Backend  
Ruby on Rails, Sidekiq

■ Database  
PostgreSQL

■ Infrastructure  
AWS, Digital Ocean

■ Integrations  
Twilio, Stripe, Paypal, ApplePay,  
Prerender.io





## ■ THE OPERATIONAL FRICTION

# When Off-the-Shelf Solutions Fail

The core challenge was not just selling a product, but managing the operational complexity behind every order. Every purchase triggered a high-stakes workflow that standard e-commerce templates could not handle:

- **Custom Rendering:** Dynamically generating user messages into high-fidelity designs for physical printing.
- **Inventory Orchestration:** Managing a rotating catalog of premium add-ons (photos, chocolates, luxury items) across multiple fulfillment points.
- **Infrastructure Bottlenecks:** The initial Heroku-based system struggled with mission-critical administrative tasks. Large-scale data exports and order fulfillment reports were timing out, creating a massive bottleneck for the operations team.
- **Visibility Barriers:** A legacy Backbone.js single-page application (SPA) provided a fluid UI but was invisible to search engines, hindering organic growth.

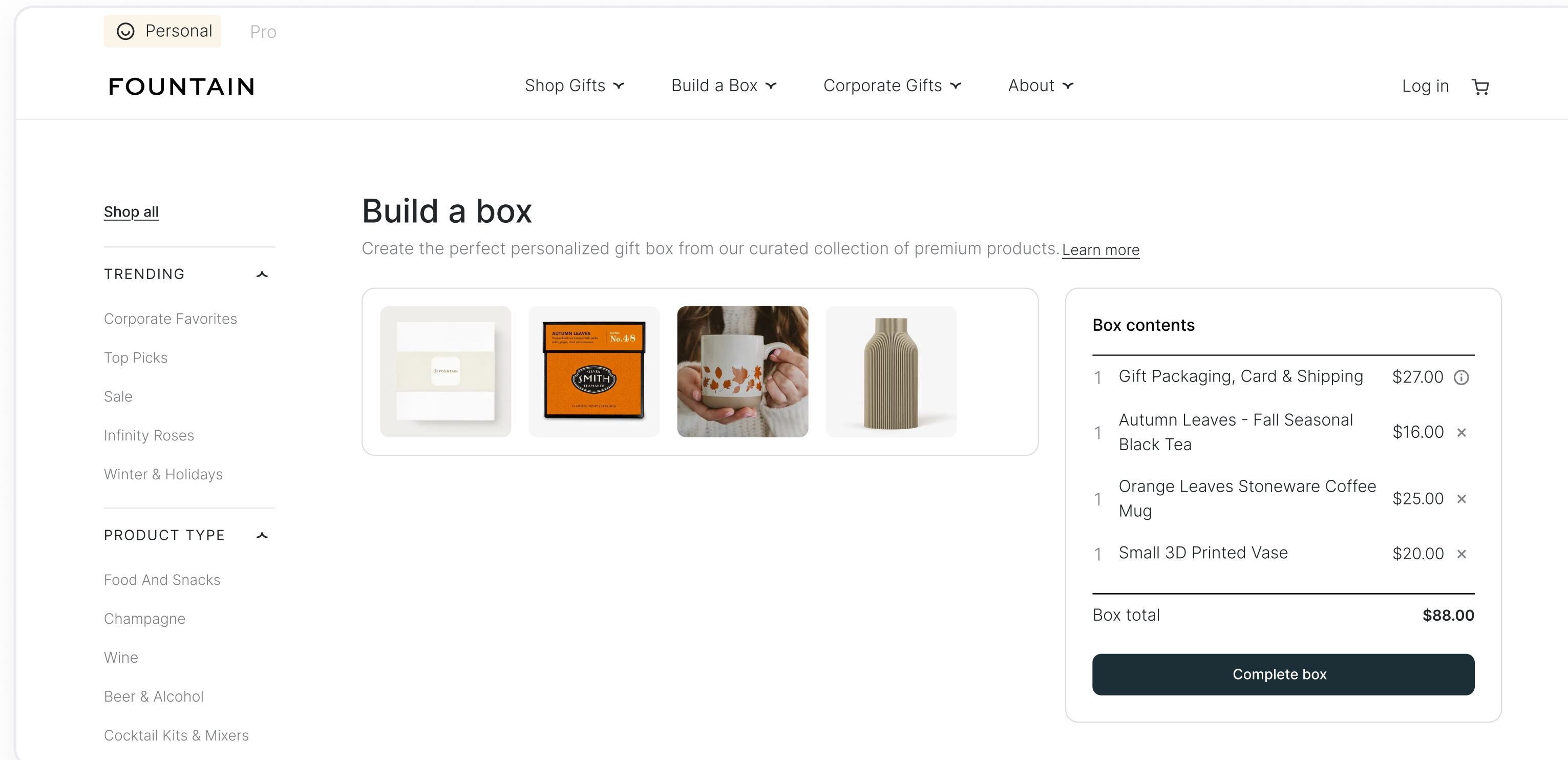




## THE STRATEGIC INTERVENTION

# Designing a Mission-Critical System

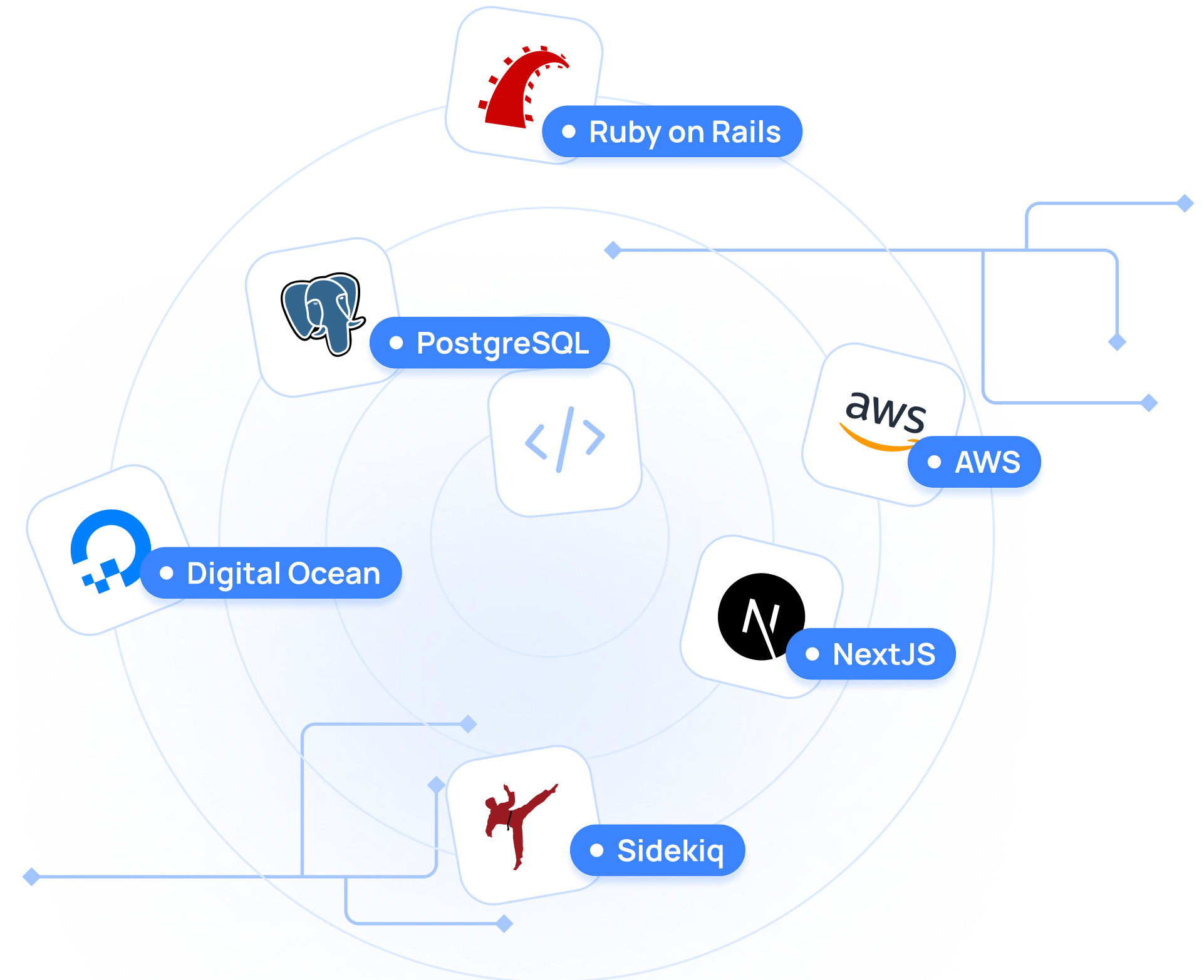
NUS Technology stepped in as a long-term strategic partner to design the central system that orchestrates the entire gifting process, ensuring the software bent to the client's unique process rather than the other way around.





## Re-Engineering the Fulfillment Workflow

We moved beyond a simple "cart" and built a robust backend powered by **Ruby on Rails** and **Sidekiq**. This allowed the platform to handle time-consuming tasks, like generating print-ready assets and processing payments, asynchronously. This ensures the customer experience remains lightning-fast while the "heavy lifting" of the operation happens in the background.





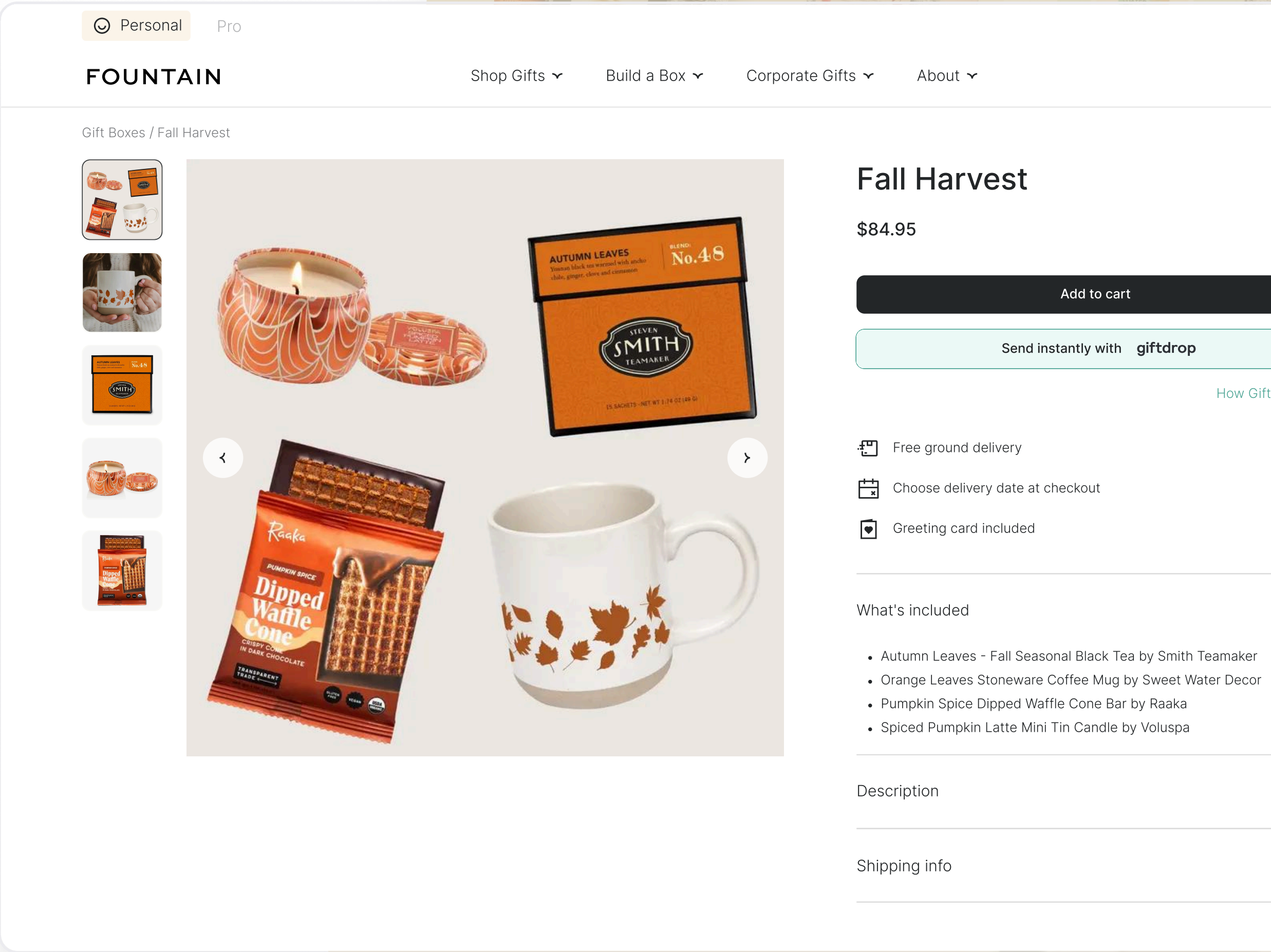
# Infrastructure Optimized for Process Performance

When the business outgrew its fragmented Heroku environment, we orchestrated a **migration to Digital Ocean**. This move provided the dedicated resources needed for complex data operations and high-volume exports, reducing administrative task time by over 60% while simultaneously lowering operational costs.

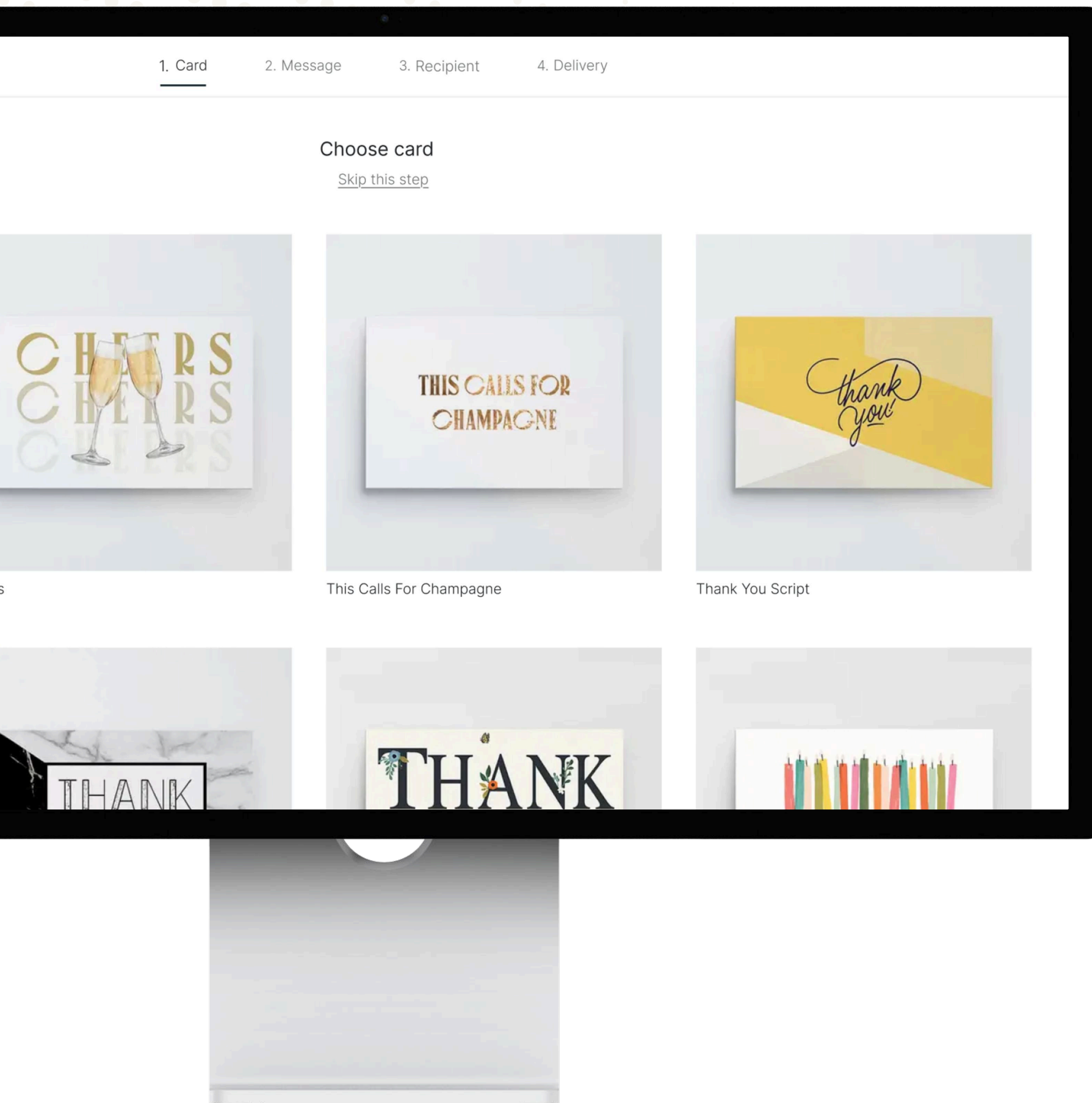
## Full-Stack Platform Modernization

We executed a two-stage modernization plan to ensure the platform could scale without technical debt:

- **Interim Stability:** Integrated Prerender.io to solve immediate SEO issues without disrupting the existing workflow.
- **Total Overhaul:** Rewrote the entire frontend in Next.js. This provided a future-proof, high-performance platform that unified the user-facing shop with the backend administrative tools.







## High-Integrity Payment and Communication Systems

Failure in payment or communication is not an option for a premium brand. We hardened the system with deep integrations:

- **Unified Payments:** Seamlessly orchestrating Stripe, PayPal, and ApplePay to handle high-value transactions.
- **Automated Notifications:** Using Twilio to keep customers informed at every stage of the physical fulfillment process, from the digital click to the physical delivery.



## ■ THE IMPACT

# Scaling a Human-Centric Business

By building a system that models Fountain Gifts' real-world operations, we transformed a manual, bottlenecked process into a scalable platform.



### Operational Efficiency

The time required for order fulfillment and administrative reporting was reduced from hours to minutes.



### Enterprise Reliability

The platform maintains peak performance during high-pressure gifting seasons, orchestrating thousands of active users and complex, multi-item orders without infrastructure lag.



### Superior Experience

A 100% bespoke multi-step journey (Card Selection → Personalization → Add-ons → Recipient Orchestration) that feels native to the brand's premium identity.



# Conclusion

The successful partnership between Fountain Gifts and NUS Technology demonstrates how a thoughtful technical strategy can bring a heartfelt vision to life. For over three years, we have served as the technical operations team, managing the platform’s orchestration so the Fountain Gifts team can focus entirely on product curation and market expansion. We didn’t just build an app; we built the backbone of a thriving physical-digital business and we continue to maintain its integrity as it scales.

## Links



Website

[Visit the Website](#) ➤

Fountain Gifts

https://www.fountaingifts.com/

PersonalPro

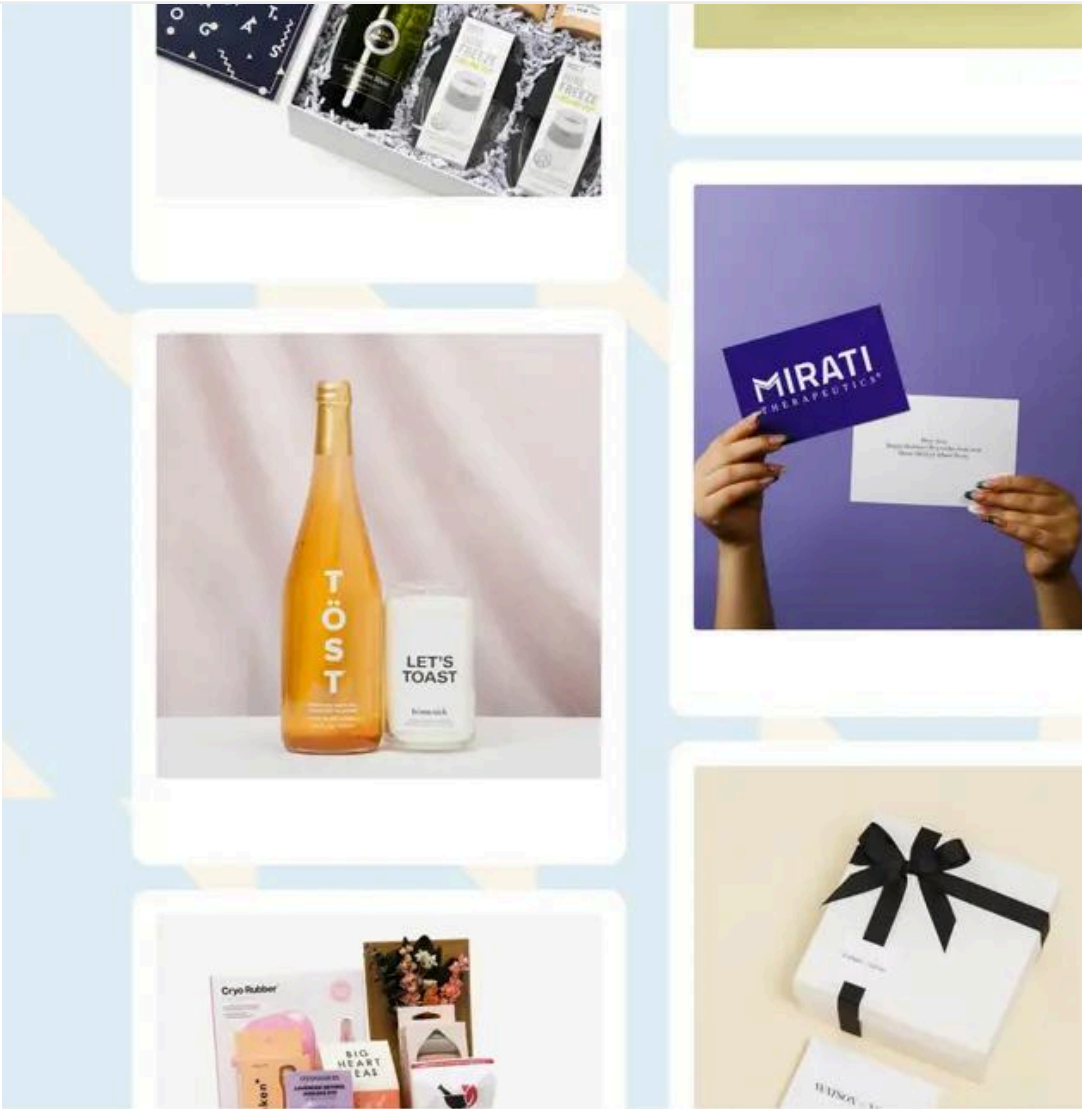
FOUNTAIN

SendBrowseBuild-a-BoxProduct CatalogLog in

Effortless gifting at any scale

Managing corporate gifts at scale doesn't have to be complicated. Fountain Pro makes bulk sending fast, seamless, and stress-free.

Get started





Send one or 1000+ gifts with ease

Fountain Pro handles the complexity of bulk gifting — so you don't have to. From onboarding kits to global campaigns, we make it easy to send high-quality, on-brand gifts at scale.



■ TESTIMONIAL

## What Our Client Says



**Kunal Seth**  
Founder of Fountain Gifts

“

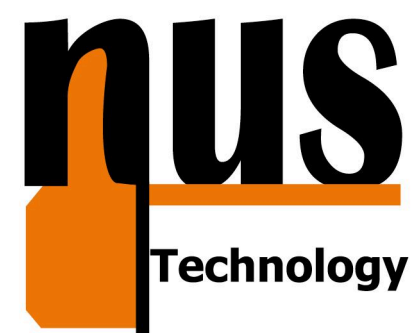
### A True Strategic Partner for Modernization

Partnering with NUS was the right decision. They took our legacy Backbone.js app, stabilized it with [Prerender.io](https://prerender.io), and optimized costs by migrating to Digital Ocean. They then rewrote our front-end in Next.js, modernizing our stack. NUS is a great strategic partner with strong technical expertise.



# THANK YOU

For Reading Our Case Study



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