

Resilient Omni-Channel notifications

Session Attended:

BIZ206 Implementing resilient omni-channel notifications with AWS BIZ206

Synopsis:

In today's fast-paced business environment, it's critical to have reliable and timely communication channels to reach your customers. In this workshop, walk through the process of building a resilient omni-channel notification system that uses both primary and fallback communication channels to ensure your time-sensitive messages are delivered. Learn how to use AWS services like Amazon API Gateway, AWS Lambda, AWS End User Messaging, and Amazon SES to create a solution that monitors message delivery and automatically triggers a secondary channel if the primary channel fails within a specified time. Gain the knowledge to deploy your own customizable omni-channel communication solution that provides redundancy and improves customer engagement. You must bring your laptop to participate.

Tyler Holmes

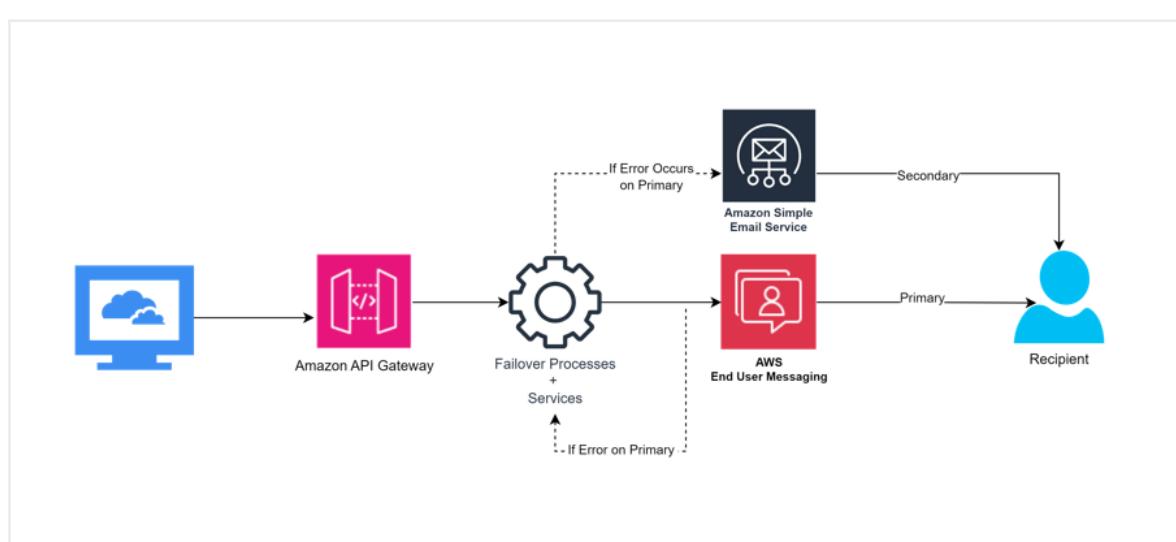
, Senior specialist solution architect, AWS

Pavlos Ioannou Katidis

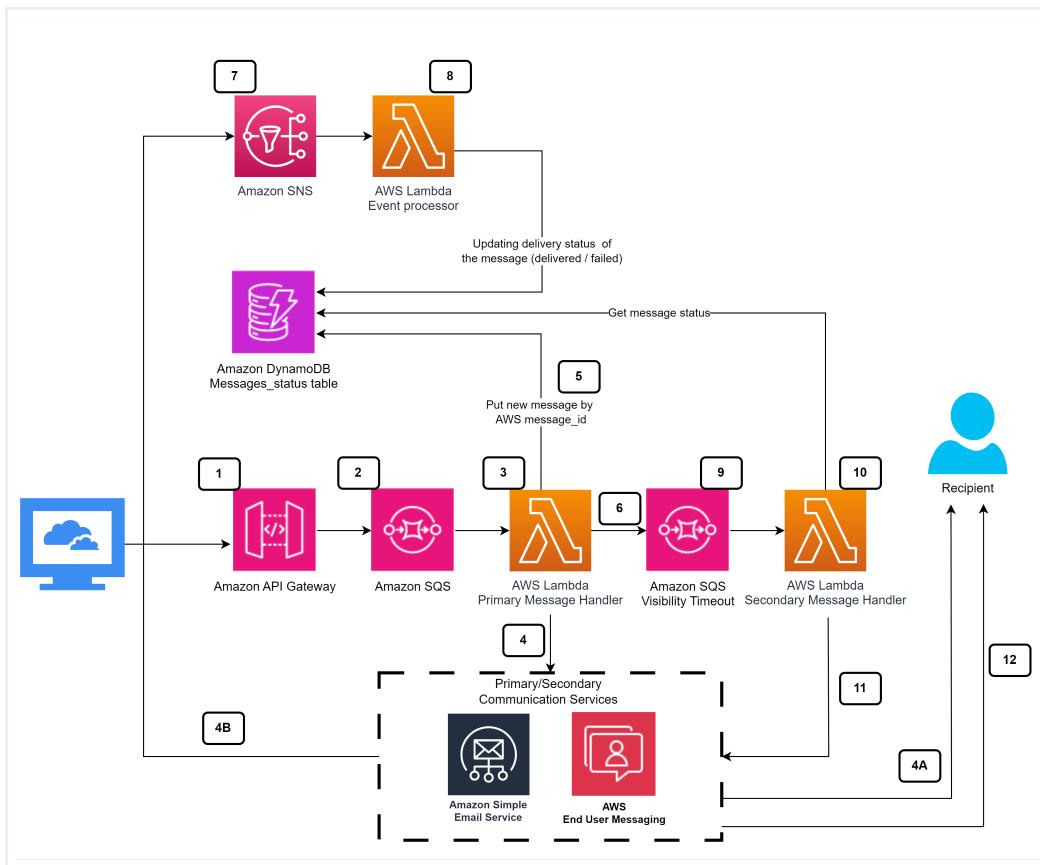
, AWS Sr. Solutions Architect, Amazon Web Services

Architecture Diagram:

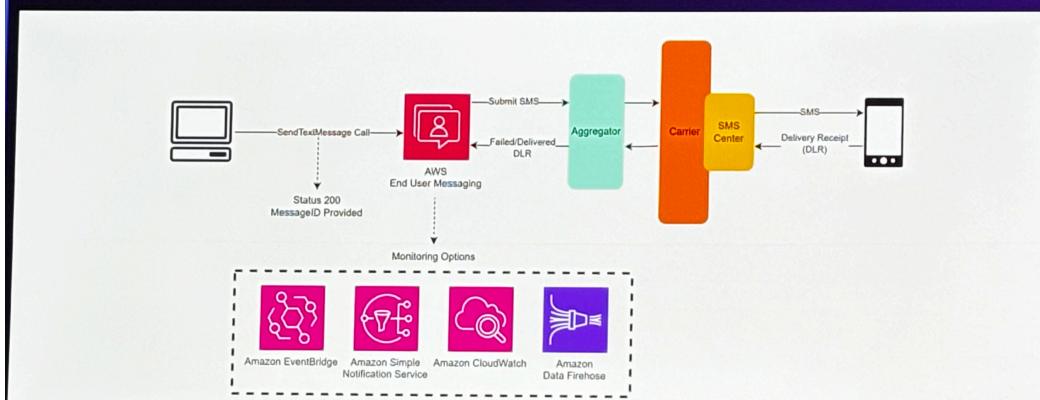
What is required on a high level



Detailed Solution Architecture:



How SMS gets delivered



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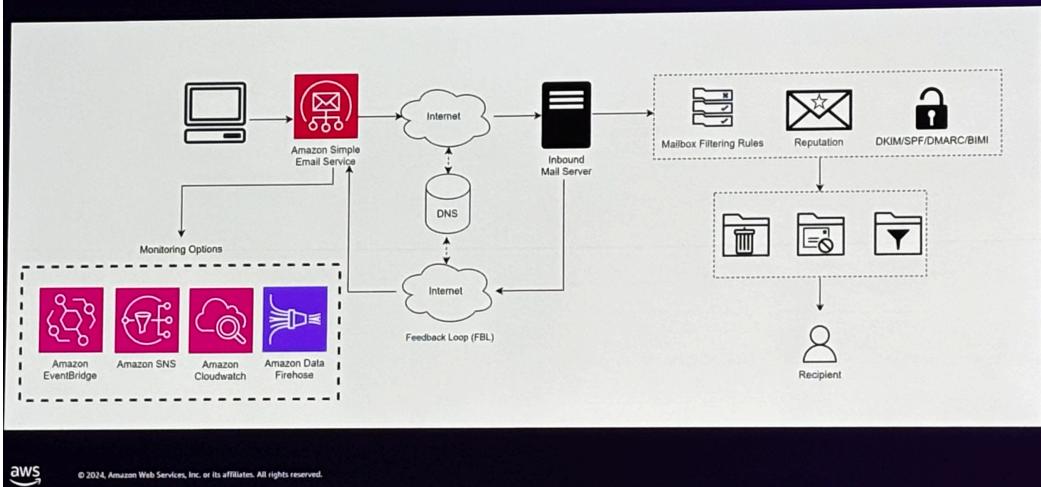
Types of Originators

Short Code	5-7 digit numeric code Supports 100 MPS to well over 1,000 MPS, varies by country
10 Digit Long Code (10DLC)	10 Digit number that is only available in the US Supports up to 75 MPS
Long Code	Standard number available in many (but not all) countries Supports 10 MPS except for Canada which is 1 MPS
Sender ID	3-11(India is 6 exactly) alphanumeric character variable Supports up to 10 MPS but is ONE way only
Toll-Free (TFN)	10 Digit number, only available in the US and its territories Supports up to 3 MPS



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How email gets delivered



Summary

In this workshop, you have been introduced to the Omni-channel Fallback Messaging solution and learned how to implement a reliable messaging system using multiple channels. Through a series of hands-on exercises, you set up AWS components, configured message delivery options, and explored fallback mechanisms. Key accomplishments include:

- Setting up an API Gateway endpoint for sending messages via Email and SMS.
- Configuring primary and fallback channels for message delivery.
- Implementing asynchronous message processing using Amazon SQS.
- Utilizing AWS Lambda functions for primary and secondary message handling.
- Leveraging Amazon SNS for tracking message events across different channels.
- Using Amazon DynamoDB to store message status and ID mappings.

To get started with the Omnichannel Fallback Messaging solution, consider the

following steps:

- Ensure you have the necessary prerequisites, such as verified SES sending identities.
- Follow the deployment guide to set up the solution components.
- Familiarize yourself with the API request body structure and available options.
- Configure SES and SMS configuration sets as needed for event monitoring.
- Test the solution using various scenarios, including primary channel failures and fallbacks.
- Monitor message delivery status and events using the provided DynamoDB tables and SNS topics.

For further exploration, consider customizing the solution to fit your specific use cases, integrating it with other AWS services, or expanding its capabilities to support additional messaging channels.

Key Takeaway:

Hands on workshop.

In July 2024, AWS announced a new name, AWS End User Messaging, for Amazon Pinpoint's SMS, MMS, push, and text to voice messaging capabilities.

Solution that monitors message delivery and automatically triggers a secondary channel if the primary channel fails within a specified time. This will help ensure your important notifications, such as account updates, order confirmations, or security alerts, reach your customers without interruption.