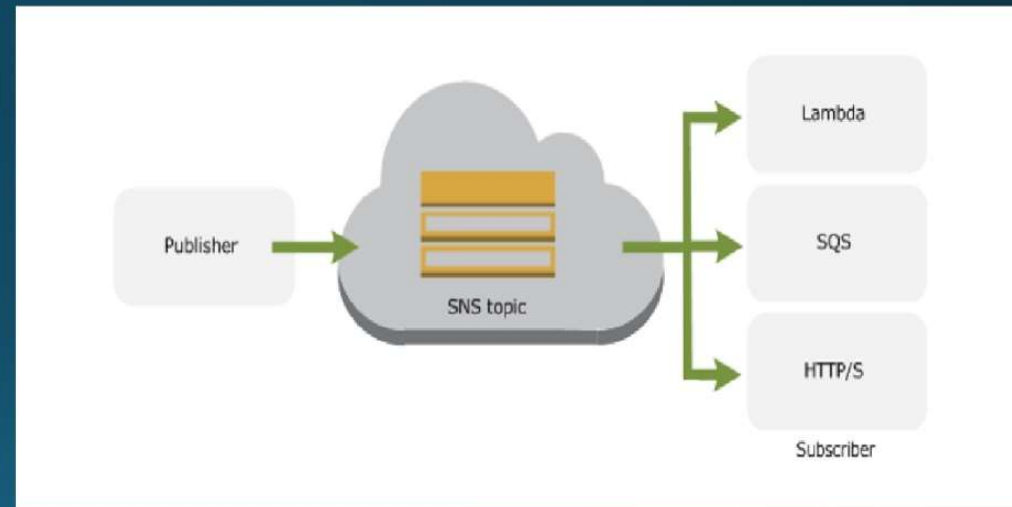


# Amazon - SNS

## What is Amazon SNS?

“Amazon Simple Notification Service (SNS) is a flexible, fully managed pub/sub messaging and mobile notifications service for coordinating the delivery of messages to subscribing endpoints and clients.”



# Amazon - SNS

## Amazon SNS Pub/Sub Messaging

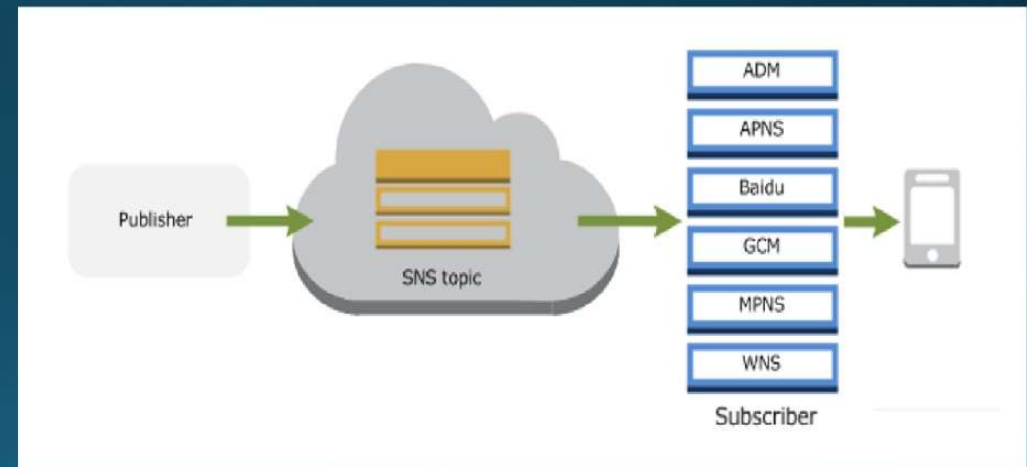
- With SNS, user can use topics to decouple message publishers from subscribers, fan-out messages to multiple recipients at once, and eliminate polling in the applications.
- SNS supports a variety of subscription types, allowing to push messages directly to Amazon Simple Queue Service (SQS) queues, AWS Lambda functions, HTTP endpoints, Amazon Kinesis Data Firehose, email, mobile push notifications and mobile text messages (SMS)



# Amazon - SNS

## Amazon SNS Mobile Notifications

Amazon SNS Mobile Notifications makes it simple and cost effective to send push notifications to iOS, Android, Fire OS, Windows and Baidu-based devices.



Web Services



# Amazon - SNS

## Amazon SNS Mobile Notifications

- User can also use SNS to send push notifications to Mac OS desktops and Voice over IP (VoIP) apps on iOS devices, emails, and SMS messages to 200+ countries.
- With SNS, it's easy to send updates, promos, or news to individual users, a subset of users, or all of users, using a single message.





# Amazon - SNS

## Amazon SNS Pub/Sub Messaging

- AWS services, such as Amazon EC2, Amazon S3 and Amazon CloudWatch, can publish messages to your SNS topics to trigger event-driven computing and workflows.
- SNS works with SQS to provide a powerful messaging solution for building cloud applications that are fault tolerant and easy to scale.



# Amazon - SNS

## Amazon SNS Benefits

### Automatically scale your workload:

Amazon SNS leverages the proven AWS cloud to dynamically scale with your application. Taking care of the heavy lifting related to capacity planning, provisioning, monitoring, and patching. The service is designed to handle high-throughput, bursty traffic patterns.

### Keep messages private and secure

Amazon SNS topic owners can keep sensitive data secure by setting topic policies that restrict who can publish and subscribe to a topic.



Web Services



# Amazon - SNS

## Amazon SNS Benefits

### Reliably deliver messages with durability:

Uses cross availability zone message storage to provide high message durability. Amazon SNS topics are available whenever your applications need them. Amazon SNS are stored redundantly across multiple geographically separated servers and data centers.

### Simplify your architecture with Message Filtering:

Simplify your pub/sub messaging architecture by offloading the message filtering logic from your subscriber systems, and message routing logic from your publisher systems. With Amazon SNS message filtering, subscribing endpoints receive only the messages of interest, instead of all messages published to the topic.



# Amazon - SNS

## Amazon SNS Features

### INEXPENSIVE:

Customers of Amazon SNS benefit from pay-as-go pricing with no up-front fees or commitments. The only costs of sending messages through Amazon SNS are small per-request, notification delivery, and data transfer fees.

