# Application Services

## SNS – Simple Notification Service (not heavily Tested)

* Makes it easy to setup, operate and send notifications from the cloud.
* Immediate delivery to subscribers or other applications
* JSON Formatted
* Publish-Subscribe paradigm: **notifications “pushed”** to subscribers
* SNS consists of Topics and you can publish messages to topics.
* You can send notifications to:
  + Email
  + Email - JSON
  + SMS
  + SQS queues
  + http/https endpoint
  + trigger Lambda functions
  + Apple, google, Windows etc.
* Lambda function can then manipulate information and then send to other SNS Topics
* You can group multiple recipients using **topics**. Recipients can subscribe to topics to receive notifications.
* Stored across multiple AZs for redundancy
* Flexible message delivery over multiple protocols.
* Is used in conjunction with CloudWatch and AutoScaling.