SNS Simple Notification Service

Messaging platform.

Model

```
- Publishers
- Consumers
    - Lambda
    - SQS
    - HTTPS
    - Email
    - SMS
- Topic
    Logical access point that contains list of subscribers. It pushes messagses
to consumers
```

Publishers communicate with consumers asynchronously via topics.

- Used for FanOut

- If endpoint is unavailable you can specify Retry policies, backoff, max retry etc. For extra reliability SQS should be used.

Limits

```
- mas size 256kb, excluding SMS (lower)
```