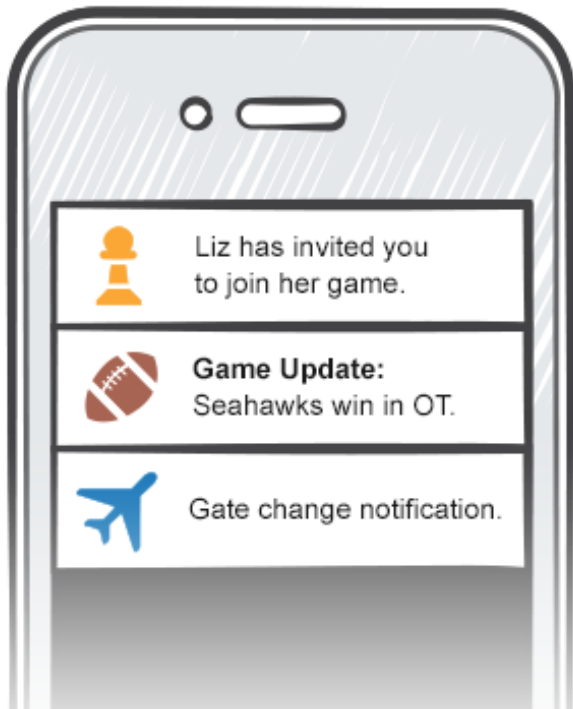


Engage Your Customers with SNS Mobile Push

Jon Turow, Senior Product Manager, AWS

August 29, 2013

Mobile push notifications engage customers when your app is not currently active.

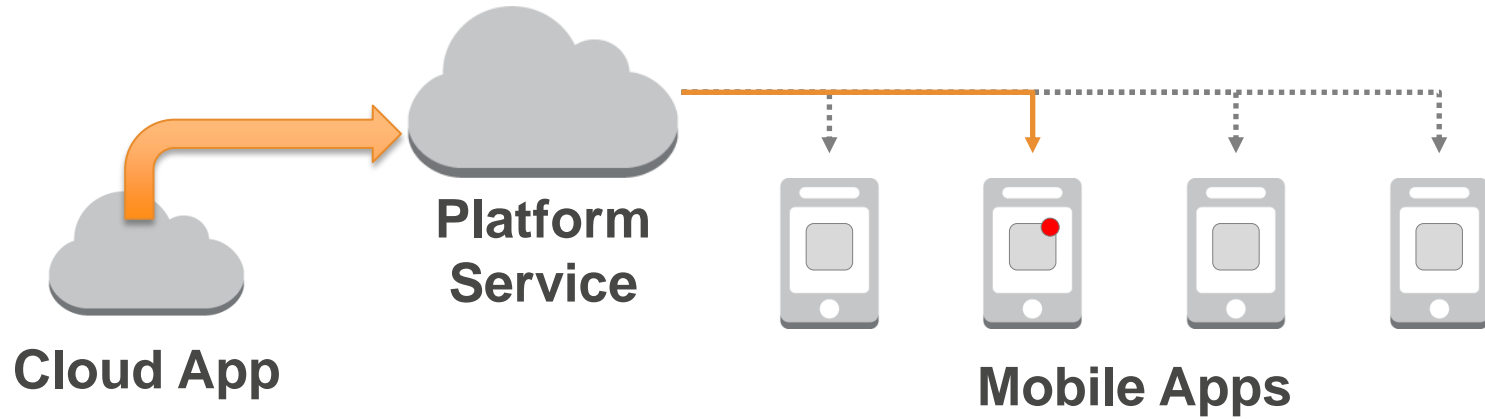


- Users opt-in to receive them
- Delivered to a specific app on a specific device
- Short messages: read, ignore, or acknowledge to launch the app

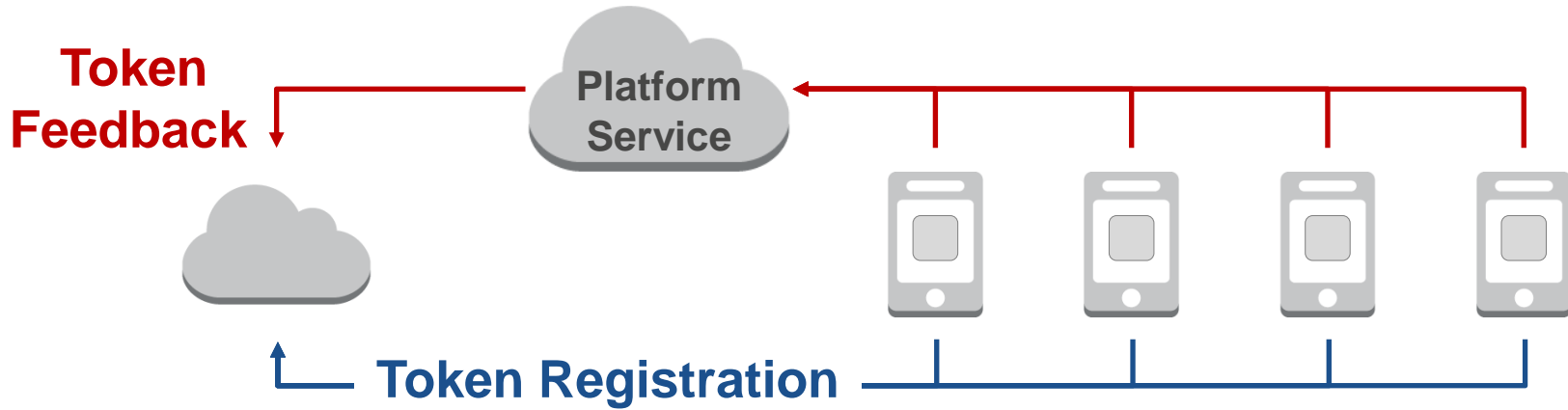
Your cloud application directs mobile push notifications to a specific app on a specific device



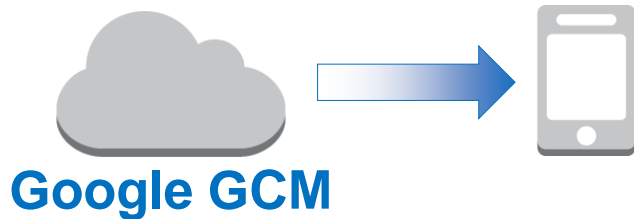
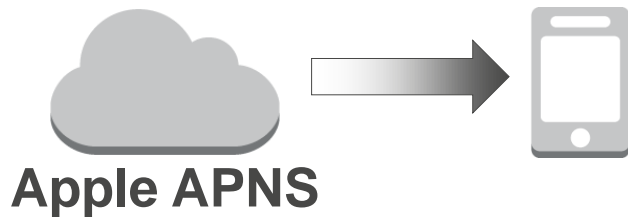
Notifications are delivered via platform-specific push services, which keep connections with their devices.



Developers manage tokens for each device, and must proactively swap or disable them based on feedback.

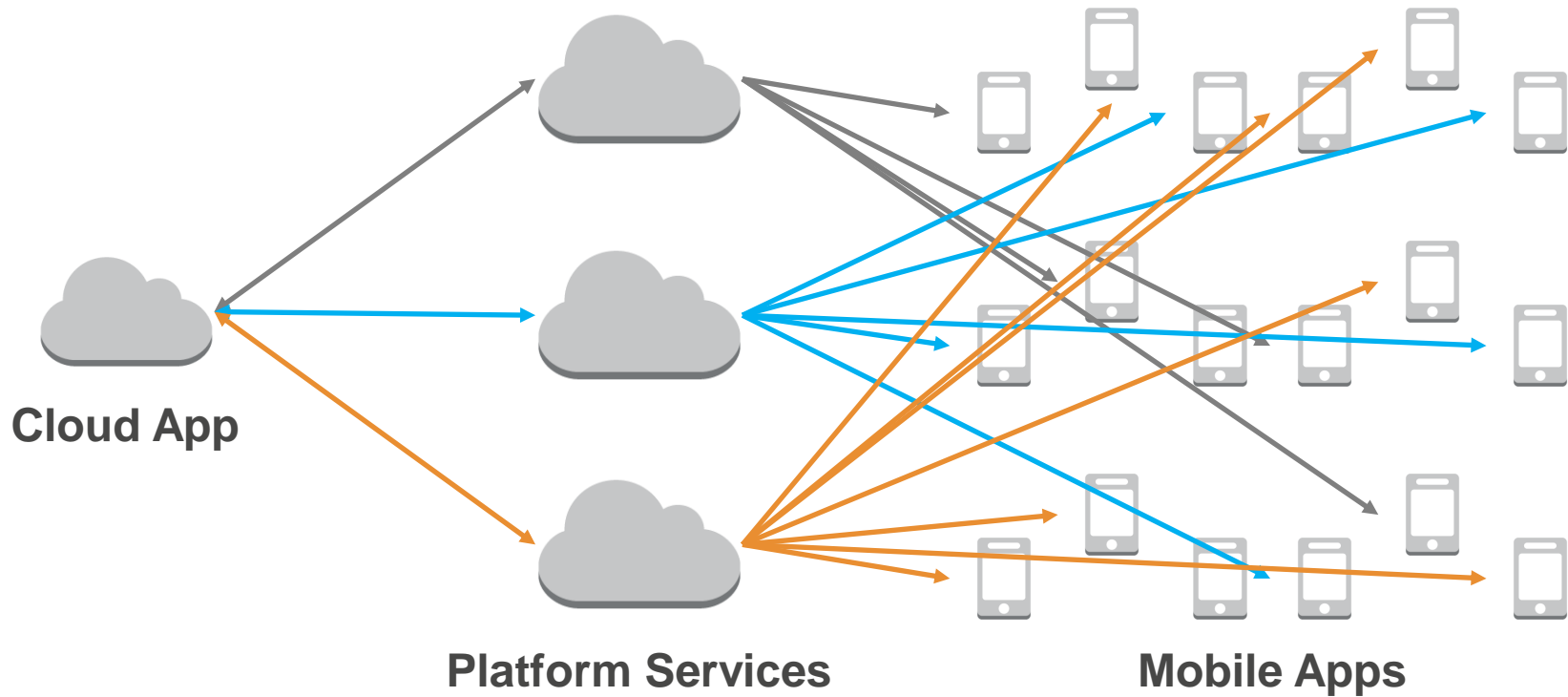


Each platform-specific push service works differently.

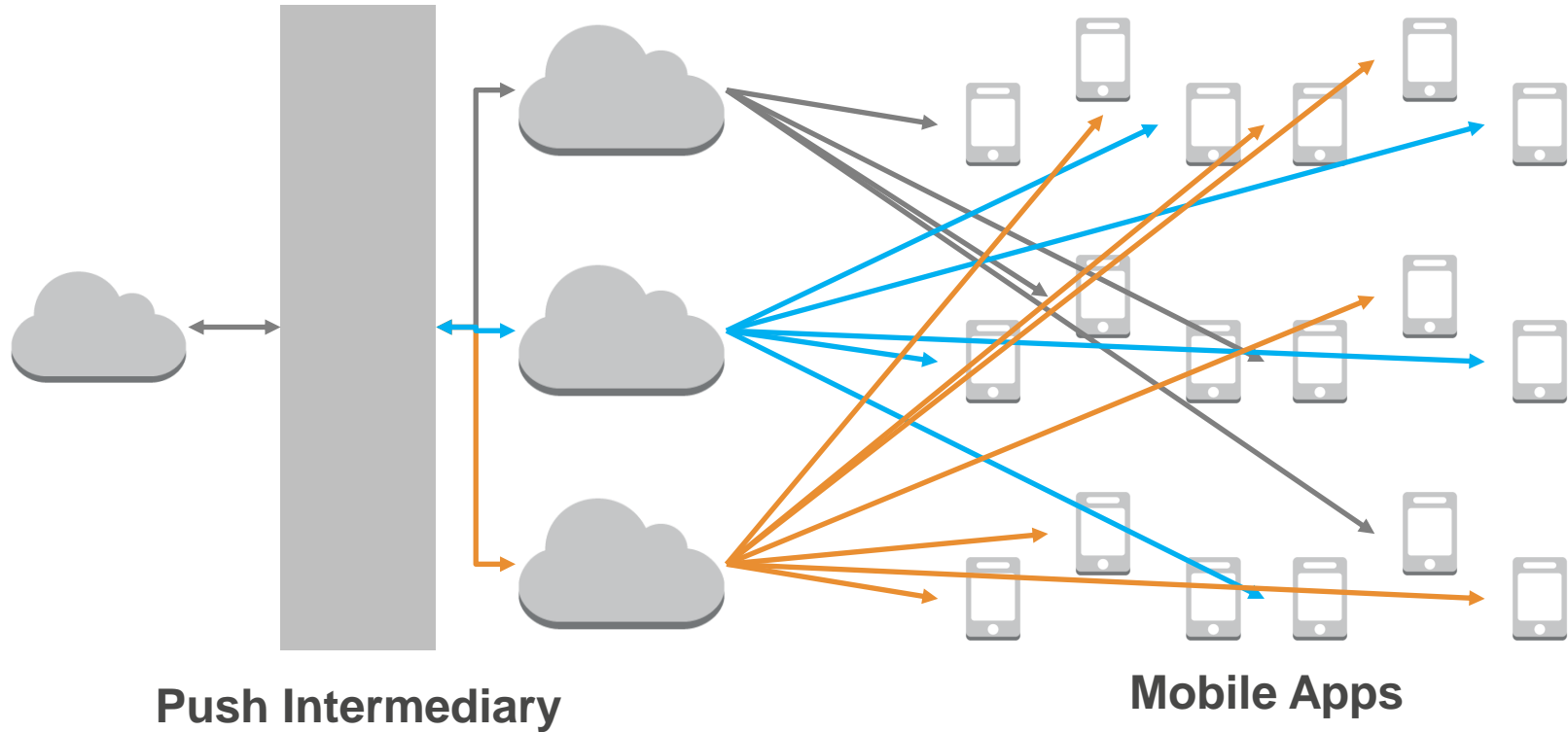


- Different APIs
- Different Features
- Different Feedback

Push notifications get even more complex as you scale to support millions of devices.



Developers use intermediaries to abstract platform-specific APIs and manage tokens for millions of apps.



Developers use intermediaries to abstract platform-specific APIs and manage tokens for millions of apps.

- ✓ Abstraction so your app can engage users on any platform
- ✓ Manage tokens to ensure messages are delivered reliably

- ✗ Operational complexity
- ✗ Scalability takes work
- ✗ Cost – even though the platform services themselves are free

Amazon SNS Mobile Push is a managed, scalable, cross-platform push intermediary service.



**Amazon SNS
Mobile Push**

Apple Devices



Google Devices

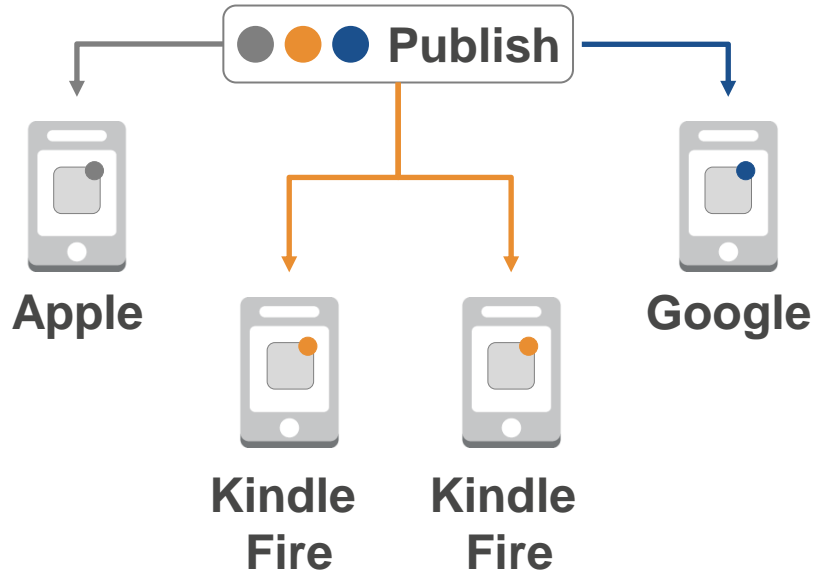


Amazon Kindle Fire Devices

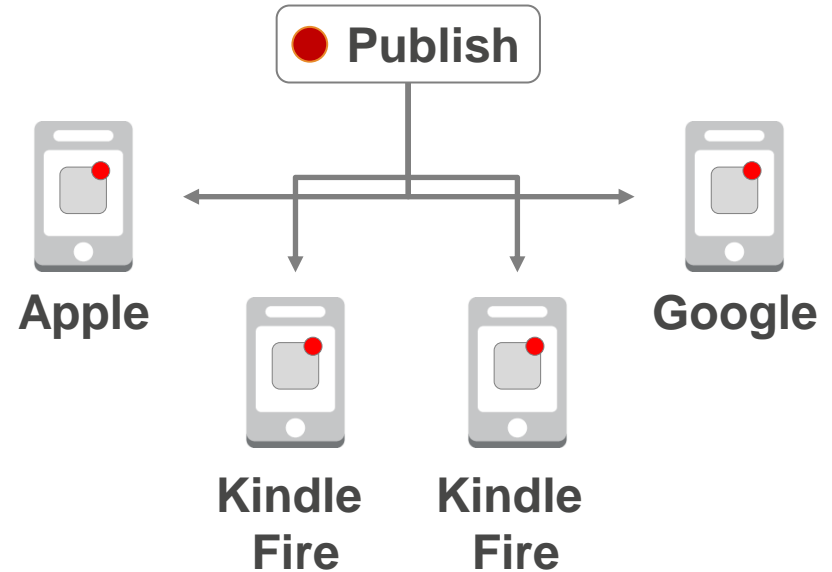


You can send a distinct payload for each platform, or publish one common message for all platforms.

Specify Platform-Specific Payloads

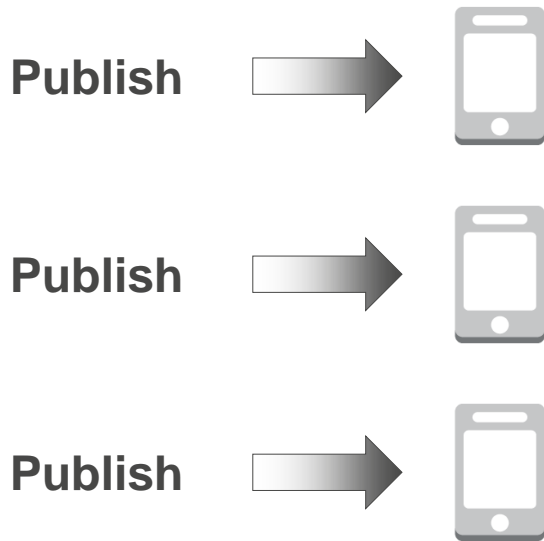


Publish Once, Deliver Anywhere

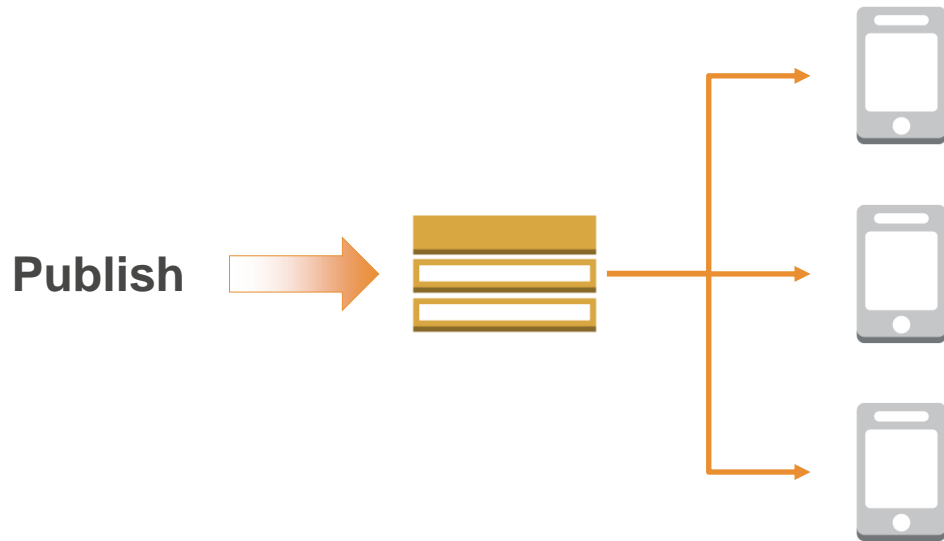


You can publish unique messages to individual devices, or broadcast identical messages to many devices at once.

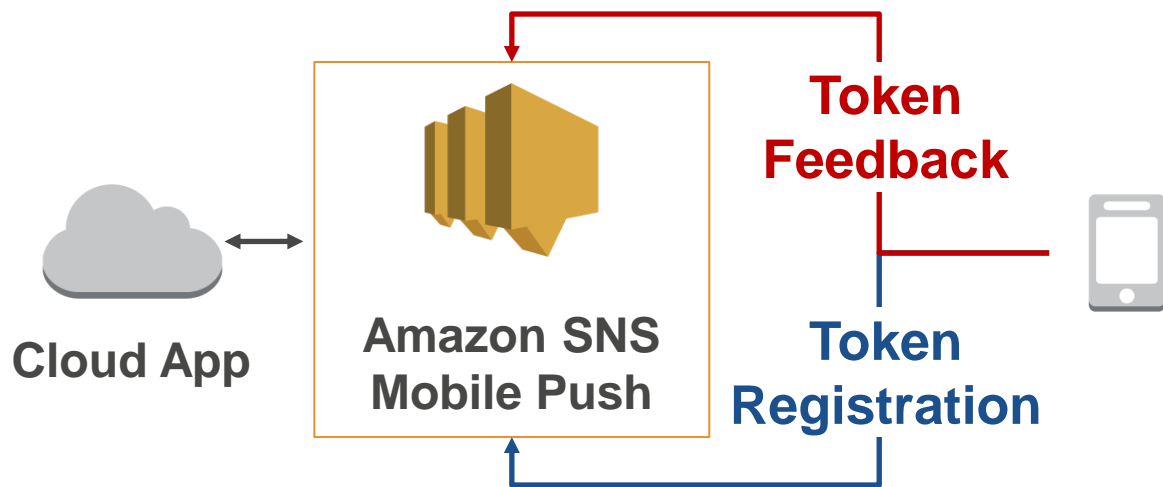
Direct Publishing



Broadcast with SNS Topics



SNS consumes feedback from each platform and manages swapping and disabling tokens on your behalf.



- Write to one stable endpoint per device
- You can access the feedback, but you don't have to do so in order to use SNS

SNS offers easy scalability, so you can just start sending more messages as your app achieves scale.

- Go from a few messages to hundreds of millions
- Go from a few devices to hundreds of millions

...without provisioning, configuring or managing

...without sacrificing reliable, durable delivery

The console makes it easy to get started with SNS Mobile Push, and easy to migrate existing apps.

Add Your Application to Amazon SNS Cancel

Enter application name and select the push platform for your application ([learn more](#)).

Application Name:

Push Platform: Apple Push Notification Service (APNS)

Enter the credentials your app uses to connect to the selected push platform. By uploading these credentials to Amazon SNS, you are indicating you have the right to use these credentials and are allowing Amazon SNS to use them on your behalf.

Apple Push Notification Service (APNS) Credentials:

Use this form to load your Apple credentials from a file, or copy and paste them directly into the Certificate and Private Key text boxes below.

Choose File: Choose File No file chosen

Enter Password: Load Credentials from File

Your Apple credentials should appear in the following text boxes in PEM format.

Certificate:

Private Key:

Cancel Add New App

- One simple workflow to create apps on any platform
- Upload or paste in exactly the credentials you receive from each platform
- Easily migrate an existing application by batch-uploading existing tokens

An extensive set of SDK and IDE support enables you to build applications tailored to your language or platform.

SDKs for your preferred platform and language...



Android



iOS



Java



nodeJS



.NET



PHP



Python



Ruby

...integrated into your preferred IDE



Eclipse



Visual Studio



CLI



Powershell

You can get started for free.

1 Million Free per Month

- 1 million publishes + 1 million mobile push notifications

\$1.00 per Million Thereafter

- \$0.50 per million publishes + \$0.50 per million mobile push deliveries
- When you broadcast with SNS Topics, your effective price can be lower



Amazon SNS Mobile Push

Quick Review:

- Cross-platform push to Apple, Google and Amazon
 - 1m free per month, and \$1.00 per million thereafter
 - Seamless scalability with durable, reliable deliveries
 - Easy token management
-

For More Information:

- SNS Detail Page and Docs: <http://amzn.to/179ee7r>
 - Getting Started + Sample Apps: <http://amzn.to/15rs1DV>
 - Email: aws-sns-mobile-push@amazon.com
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Any Questions?