

Section Introduction

- Synchronous between applications can be problematic if there are sudden spikes of traffic
- What if you need to suddenly encode 1000 videos but usually it's 10?
- In that case, it's better to **decouple** your applications,
 - using SQS: queue model
 - using SNS: pub/sub model
 - using Kinesis: real-time streaming model
- These services can scale independently from our application!