What is SNS ? Simple Notification Service  
  
- Amazon SNS ( Simple Notification Service ) is web service that makes it easy to setup - operate, and send notification from the cloud.  
  
- It provides developers with highly, scalable, flexible and cost effective capability to publish messages from an application and immediately deliver them to subscribers or other applications.  
  
\*Push Notifications\*  
- Push notifications to apple, google, fir OS, and windows devices, as well as android devices in china with baidu cloud push.  
  
\*SQS Integration\*  
- Besides pushing cloud notifications directly to mobile devices, amazon SNS can also deliver notifications by SMS, text message or email to amazon SQS queues, or to any HTTP endpoints.  
  
What is topic ?  
  
SNS allows you to group multiple recipients using topics. A topic is an "Access Point"for allowing recipients to dynamically subscribe for identical copies of the same notifications.  
- One topic can support deliveries to multiple endpoint  types - for example,  you can group together iOS, android and SMS recipients.  
When you publish once to a topic,  SNS delivers appropriately formatted copies of your message to each subscriber.  
  
\*SNS Availability\*  
  
- To prevent messages being lost,all message published to amazon SNS are stored redundantly across multiple availability zones.  
  
\*SNS Benefits\*  
  
- Instantaneous, push-based delivery.  
- Simple APIs and easy integration with application.  
- Flexible message delivery over multiple transport protocols.  
- Inexpensive, pay-as-You-go model with no up-front costs.  
- Web Based AWS management console offers the simplicity of a point and click interface.  
  
\*\*\*\*\*SNS vs SQS\*\*\*\*\*  
  
- Both Messaging service in AWS.  
- SNS - Push  
- SQS - Polls (Pulls)