

What is Amazon SNS?

Amazon Simple Notification Service (Amazon SNS) is a web service that makes it easy to set up, operate, and send notifications from the cloud. Amazon SNS is used for building and integrating loosely coupled, distributed applications. SNS provides instantaneous, push-based delivery (no polling).

Uses simple APIs and easy integration with applications. Flexible message delivery is provided over multiple transport protocols. Offered under an inexpensive, pay-as-you-go model with no up-front costs. The web-based AWS Management Console offers the simplicity of a point-and-click interface. In SNS the Data type is JSON.

SNS supports various needs, including event notification, monitoring applications, workflow systems, time-sensitive information updates, mobile applications, and any other application that generates or consumes notifications.

SNS Concept

There are mainly three components included in the SNS concept.

Topics: It is how you label and group different endpoints that you send messages to.

Subscriptions: the endpoints that a topic sends messages to.

Publishers: the person/alarm/event that gives SNS the message that needs to be sent.
The below diagram explains the different use cases of Amazon SNS.

Topic names are limited to 256 characters. SNS provides durable storage of all messages that it receives (across multiple AZs).

SNS usages

Send automated or manual notifications.

Send notification to email, mobile (SMS), SQS, and HTTP endpoints.

Closely integrated with other AWS services such as CloudWatch so that alarms, events, and actions in your AWS account can trigger notifications.

SNS supports CloudTrail auditing for authenticated calls.

SNS Subscribers

HTTP.

HTTPS.

Email.

Email-JSON.

SQS.

Application.

Lambda.

SNS Supported Transport Protocols

SNS supports notifications over multiple transport protocols:

HTTP/HTTPS: subscribers specify a URL as part of the subscription registration.

Email/Email-JSON: messages are sent to registered addresses as email (text-based or JSON-object).

SQS: users can specify an SQS standard queue as the endpoint.

SMS: messages are sent to registered phone numbers as SMS text messages.

