Amazon Simple Notification Service

Amazon Simple Notification Service

- Amazon Simple Notification Service (Amazon SNS) is fast, flexible, managed service that provides message delivery from publishers to subscribers
- Publishers communicate asynchronously with subscribers by sending messages to a topic
- It a web service that coordinates and manages the delivery or sending of messages (from the AWS) to subscribing endpoints.
- Messages published to an SNS topics will be delivered to the subscribers immediately

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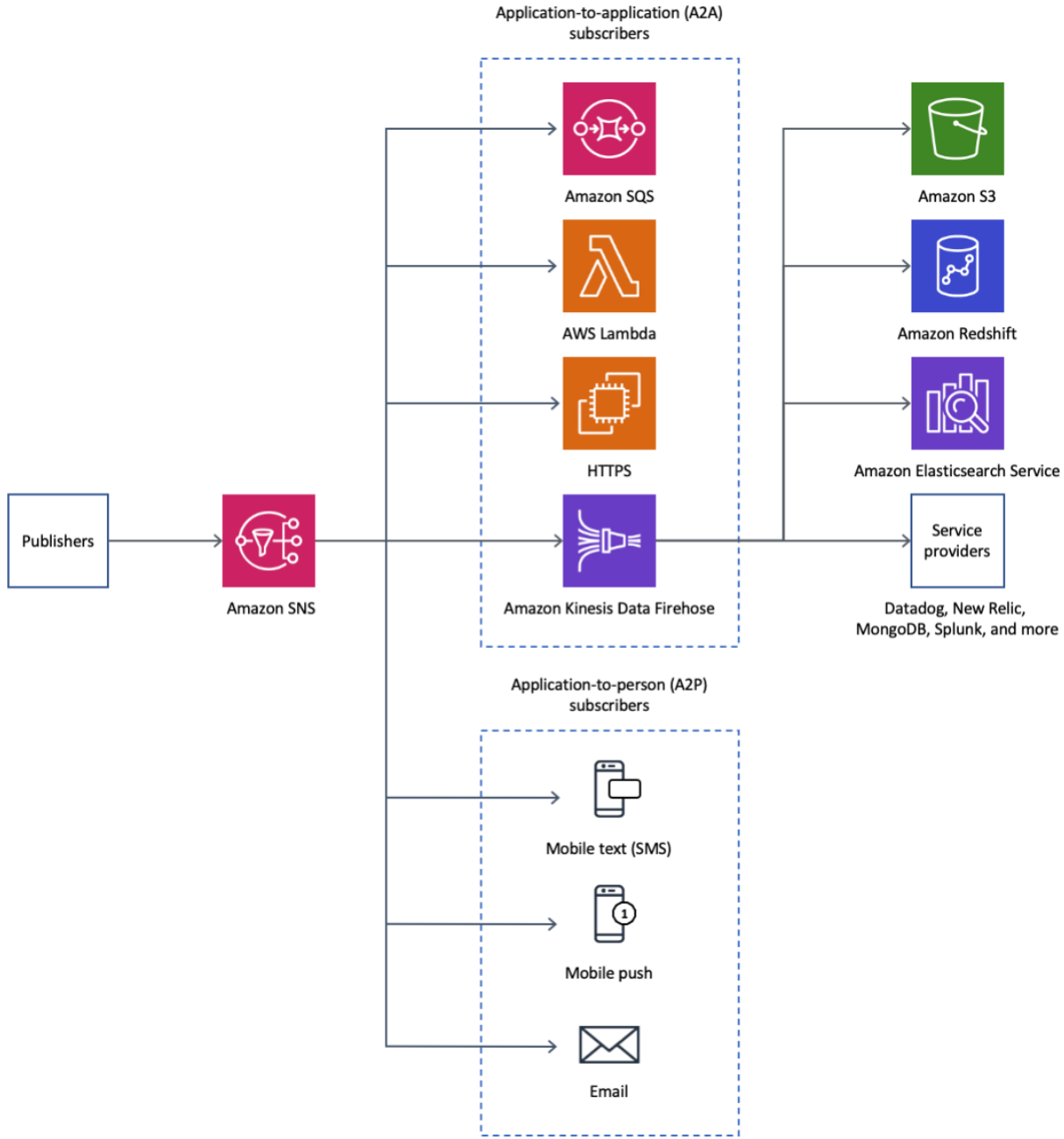
- Instead of including a specific destination address in each message, a publisher sends a message to the topic.
- Clients can subscribe to the SNS topic and receive published messages using a supported endpoint type, such as
  - Amazon Kinesis Data Firehose,
  - Amazon SQS,
  - AWS Lambda,
  - HTTP,
  - email,
  - mobile push notifications,
  - mobile text messages (SMS).


Application-to-application (A2A) subscribers
Amazon SQS
AWS Lambda
HTTPS
Amazon Kinesis Data Firehose
Publishers
Amazon SNS
Amazon S3
Amazon Redshift
Amazon Elasticsearch Service
Service providers
Datadog, New Relic, MongoDB, Splunk, and more
Application-to-person (A2P) subscribers
Mobile text (SMS)
Mobile push
Email

SNS Formats

- Email: Messages are sent as text email to registered email addresse
- Email – JSON : Messages/notifications are sent as JSON object to registered email addresses
- SMS : Notification sent to registered phone number of the topic subscriber endpoint
- HTTP/HTTPs: Subscribers specify a URL as part of their registration process. SNS notifications will be sent as “POST” to the URL
- SQS : SNS will en-queue messages in the specified SQS queue as the notification endpoint
- AWS Lambda

SNS Mobile Push Notifications

- SNS Mobile Push lets you use SNS to deliver push notifications to Apple, Google, Fire OS, and Windows devices
- With push notifications, an installed mobile application can notify its users immediately by popping a notification about an event, without opening the application.
- Push notifications can only be sent to devices that have your app installed, and whose users have opted in to receive them.
- In order to send push notifications with SNS, you must also register your app and each installed device with SNS.
- When you publish a notification to a topic, SNS will send identical copies of that message to each endpoint subscribed to the topic