Steps for Creating an Alert System for IoT Hub Via Logics Apps & Service Bus.

Create Service Bus

-Create Queue

-Open the Service Bus queue from the list, and then select Shared access policies > + Add.

-Enter a name for the policy, check Manage, and then select Create.

Add a custom endpoint and routing rule to your IoT hub

-Add a custom endpoint--select Service bus queue.

-Add a routing rule-- Add a route.

Create and configure a Logic App

-Create a logic app.

-Configure the logic app trigger.

-In the Logic Apps Designer, scroll down to Templates and select Blank Logic App.

-Select the All tab and then select Service Bus.

-Under Triggers, select When one or more messages arrive in a queue (auto-complete).

-Create a service bus connection.

-Enter a connection name and select your Service Bus namespace from the list. The next screen opens.

-Select the service bus policy (RootManageSharedAccessKey). Then select Create.

-On the final screen, for Queue name, select the queue that you created from the drop-down. Enter 175 for Maximum message count.

Configure the logic app action

1)Through SMTP

-Create an SMTP service connection.

--Select New step. In Choose an action, select the All tab.

--Type smtp in the search box, select the SMTP service in the search result, and then select Send Email.

--Enter the SMTP information for your mailbox, and then select Create.

--From the Add new parameter drop-down on the Send Email step, select From, To, Subject and Body. Click or tap anywhere on the screen to close the selection box.

--Enter your email address for From and To, Subject and Body.

--Select Save to save the SMTP connection.

--logic app is now ready to process temperature alerts from the Service Bus queue and send notifications to your email account.

2)Through OFFICE 365

-Sign in via your email for connection.

-Add email, subject , body, in email to be sent.

-Save

In my opinion Office 365 would be better choice as in SMTP we have to create our own SMTP server.