Amazon SES

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Amazon SES (Simple Email Service) is a scalable and highly available email service designed to help marketing teams and application developers send marketing, notification, and transactional emails to their customers using a pay as you go model.

Can also be used to receive emails: incoming mails can be delivered automatically to an S3 bucket.

Incoming mails can be used to trigger Lambda functions and SNS notifications.

Amazon SES Use Cases

- Automated emails
- Purchase Confirmations, shipping notifications, order status updates
- e.g. a mobile phone company that needs to send automated confirmation email every time a customer purchases pre-paid mobile phone minutes
- Marketing communications, advertisements, newsletters, special offers
- e.g. an online retail business that needs to let customers know about sales promotions and discounts

SES Vs SNS

SES	SNS
Email messaging service	Pub/sub messaging service, formats include SMS, HTTP, SQS, email
Can trigger Lambda function or SNS notification	Can be used to trigger Lambda function
Can be used for both incoming and outgoing email	Can fan out messages to large number of recipients (replicate and push messages to multiple endpoints and formats)
An email address is all that is required to start sending messages to a user	Consumers must subscribe to a topic to receive the notifications

SNS Vs SES Exam Tips

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- Remember that SES is for email only
- It can be used for incoming and outgoing mail
- It is not subscription based, you only need to know the email address

- SNS supports multiple formats (SMS, SQS, HTTP, email)
- Push notifications only
- Pub/ sub model: consumers must subscribe to a topic
- You can fan-out messages to large number of recipients, (e.g. multiple clients each with their own SQS queue)