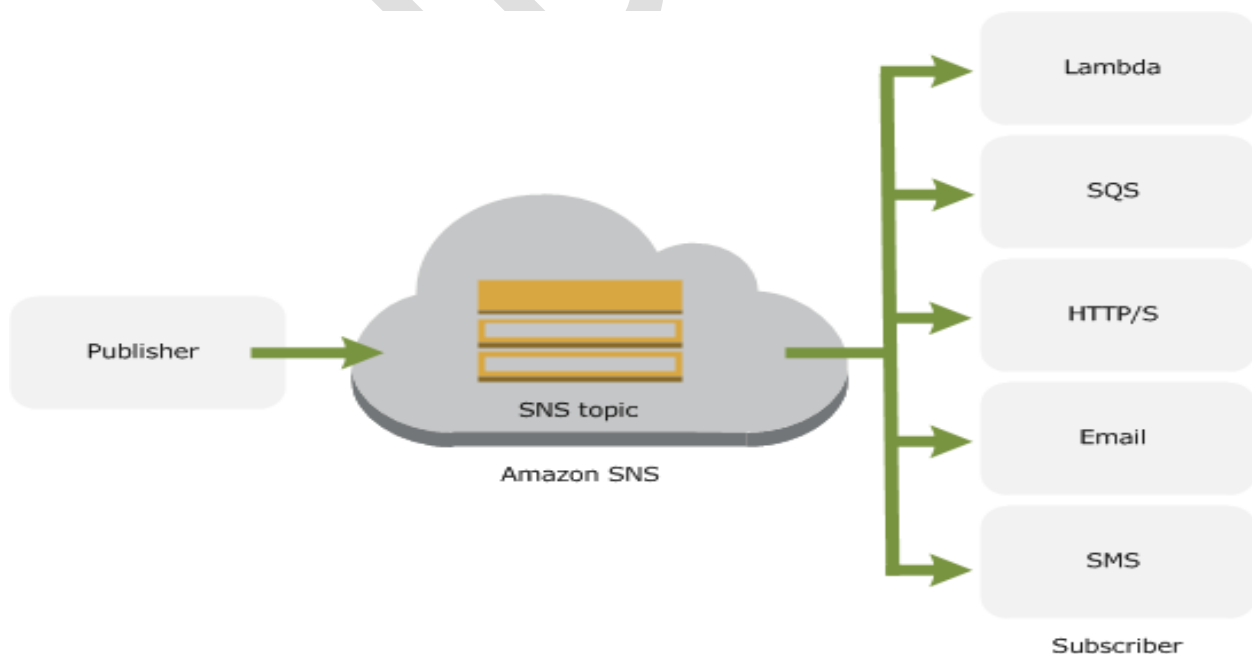


SNS (Simple Notification Service)

- Amazon SNS (Simple Notification Service) is a web service that makes it easy to send notifications from cloud.
- It provides users with a highly scalable, flexible, and cost-effective capability to publish messages and immediately deliver them to subscribers.
- 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 notification.
- Besides pushing cloud notifications directly to mobile devices, SNS can also deliver notifications by SMS text message or email or any end point.
- To prevent messages from being lost, all messages published to SNS are stored redundantly across multiple availability zones.



SNS Benefits

- Instantaneous, push-based delivery (No polling)
- 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.

SQS vs SNS

- Both Messaging Services in AWS
- SNS - Push
- SQS - Polls (Pulls)