**Simple Notification Service(SNS)**

* SNS is a web service that makes it easy to set up, operate, and send notifications from the cloud
* SNS is used for building and integrating loosely-coupled, distributed applications
* Provides instantaeous, 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
* Data type is JSON
* SNS supports a variety of needs including **event notification, application monitoring, workflow systems, time-sensitive information updates, mobile applications** and any other application that generates or consumes notifications
* SNS Subscribers
  + HTTP
  + HTTPS
  + Email
  + Email-JSON
  + SQS
  + Application
  + Lambda
* SNS supports a wide variety of 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
* Topic names are limited to 256 characters
* SNS supports CloudTrail auditing for authenticated calls
* SNS provides durable storage of all messages that it receives(across multiple AZ’s)
* Users pay $.50 per 1 million SNS requetsts, $.06 per 100,000 notification deliveries over HTTP and $2.00 per 100,000 notification deliveries over email
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