

INFOSOFT IT SOLUTIONS

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AMAZON SES

Introduction to Amazon SES

- Overview of Amazon SES and its features
- Benefits and use cases of Amazon SES
- Understanding email delivery mechanisms

Getting Started with Amazon SES

- Setting up an AWS account and accessing AWS Management Console
- Configuring AWS Identity and Access Management (IAM) roles for SES
- Verifying email addresses and domains in SES

Sending Emails with Amazon SES

- Using the Amazon SES console to send test emails
- Sending transactional emails using the AWS SDKs (e.g., AWS SDK for Java, AWS SDK for Python)
- Configuring email templates and customizing content

Managing Email Sending Limits and Quotas

- Understanding SES sending limits and quotas
- Requesting limit increases and managing usage
- Monitoring SES email sending activity and metrics

Advanced SES Features

- Configuring email feedback loops (complaints and bounces)
- Setting up event notifications with Amazon SNS (Simple Notification Service)
- Implementing email authentication (SPF, DKIM, DMARC) for improved deliverability

SES Integration with Other AWS Services

- Integrating SES with AWS Lambda for serverless email processing
- Using Amazon S3 for storing email content and attachments
- Leveraging Amazon CloudWatch for monitoring SES metrics

Email Deliverability Best Practices

- Understanding factors affecting email deliverability
- Implementing best practices for designing email content
- Monitoring and optimizing email deliverability with SES tools

Security and Compliance in Amazon SES

- Implementing data encryption in SES (TLS encryption)
- Compliance with email regulations (CAN-SPAM Act, GDPR)
- Using AWS Key Management Service (KMS) for encryption of email data

SES Case Studies and Real-World Scenarios

- Examples of using Amazon SES in different industries (e.g., e-commerce, SaaS)
- Hands-on labs and simulations to reinforce learning