What is claimed is :

1. A method for mapping received event data that is compiled in a non-conforming data schema to event fields that are included in a conforming data schema, the method being performed by an event grid service executing on a computer system and comprising:

receiving registration information to register a publishing service with the event grid service, wherein the registration information includes a current event schema used by the publishing service, and wherein the registration information corresponds to a topic to which subscribers subscribe to in order to react to event publications received for that topic;

analyzing the publishing service's current event schema to determine whether the current event schema corresponds to a default event schema that is used by the topic;

in response to determining that the publishing service's current event schema does not correspond to the topic's default event schema, automatically deriving a mapping that attempts to map the publishing service's current event schema to the topic's default event schema;

after the mapping is derived, receiving an event publication from the publishing service, the event publication corresponding to the topic;

using the mapping to translate at least some event data included in the event publication in a manner so that the at least some event data maps to event fields included in the topic's default event schema;

analyzing a subscriber schema of a subscriber that is subscribed to the topic; and

in response to determining that the subscriber schema does not correspond to the topic's default event schema, automatically deriving a second mapping that attempts to map the topic's default event schema to the subscriber schema .

2. The method of claim 1, wherein automatically deriving the mapping is performed by analyzing one or more attributes of the publishing service and causing the mapping to be based, at least in part, on the one or more attributes.

3. The method of claim 1, wherein receiving the registration information to register the publishing service is performed by exposing one or more application program interfaces (APIs) for use to register the publishing service.

4. The method of claim 1, wherein the event grid service maintains a subscription database that stores the registration information.

5. The method of claim 1 , wherein automatically deriving the mapping includes determining that an existing mapping is currently available for use, the existing mapping having been derived at a previous time.

6. The method of claim 1, wherein receiving the event publication from the publishing service is performed by the publishing service pushing the event publication to the event grid service.

7. The method of claim 1, wherein the event publication is a publication indicating that a file has been created.

8. The method of claim 1, wherein the event grid service receives multiple event publications from multiple different publishing services.

9. A method for pushing event data received from one or more publishing services to one or more subscribers of that event data, the method being performed by an event grid service executing on a computer system and comprising:

receiving an event publication that corresponds to an established topic and that includes event data, including performing a front-end mapping on the event data included within the received event publication identifying at least one subscriber that is to be notified when certain types of event data included within any event publications corresponding to the established topic are received, wherein:

the at least one subscriber has a subscription with the event grid service,

the subscription identifies the certain types of event data, and

the event data included in the received event publication includes particular event data corresponding to the certain types of event data;

determining that the event data included in the received event publication is not in a conforming schema for the at least one subscriber;

performing a back-end mapping on the event data;

filtering the event data to extract the particular event data corresponding to the certain types of event data; and

pushing the extracted particular event data corresponding to the certain types of event data to the at least one subscriber.

10. The method of claim 9, wherein the conforming schema is a cloud event schema.

11. The method of claim 9, wherein multiple subscribers have subscriptions with the event grid service such that the event grid service pushes multiple event data to the multiple subscribers.

12. The method of claim 9, wherein a second subscriber is also subscribed to the established topic such that the second subscriber is also to receive some event data included within the received event publication.

13. The method of claim 12, wherein the conforming schema for the at least one subscriber is different than a second conforming schema for the second subscriber, wherein the event grid service filters the event data to extract other portions of the event data which correspond to other event data types associated with the second subscriber, and wherein the event grid service pushes the extracted other portions of the event data to the second subscriber.

14. A method for receiving event publications from one or more publishing services and for pushing information included within the event publications to one or more subscribers, the method being performed by an event grid service executing on a computer system and comprising:

receiving an event publication that corresponds to an established topic and that is received from a publishing service, the event publication including event data;

using a mapping associated with both the topic and the publishing service to map at least some of the event data so that the at least some event data maps to fields included within an event schema for the topic;

after mapping the at least some event data, identifying at least one subscriber that is to be notified when certain types of event data included within any event publications corresponding to the established topic are received, wherein:

the at least one subscriber has a subscription with the event grid service,

the subscription identifies the certain types of event data, and

the mapped at least some event data includes particular event data corresponding to the delineated certain types of event data;

filtering the particular event data from the event data;

performing a second mapping on the mapped at least some event data; and

pushing the filtered particular event data to the at least one subscriber.

15. The method of claim 14, wherein the event grid service receives multiple event publications from multiple publishing services, and wherein the event grid service pushes multiple event data to multiple subscribers.

16. The method of claim 14, wherein the publishing service is a sub-component of the at least one subscriber.

17. The method of claim 14, wherein the event grid service maintains a subscription database, and wherein the subscription is maintained in the subscription database.

18. The method of claim 14, wherein the event data includes a type for the event publication, an identification of the publishing service, when the event publication was created, and which customer account the event publication is associated with.