

CIRA Cybersecurity & DNS

Partnership Program Guide

We're pleased to offer our *Partner Program* for:

- ✓ Referral partner
- ✓ Value-added reseller (VAR) partner
- ✓ Managed service provider (MSP) partner
- ✓ International distribution partner
- ✓ Technology integration/OEM partner
- ✓ Strategic alliance partner

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Welcome

Thank you for your interest in the CIRA Partner Program. This is an exciting time for CIRA and the entire cybersecurity and DNS marketplace in Canada and beyond! The CIRA Cybersecurity & DNS business unit continues to grow exponentially, building on decades of experience managing DNS infrastructure for the .CA domain both in Canada and around the world.

CIRA offers a comprehensive suite of products and services, and we invite partners from across the globe to join us in our mission to help protect organizations against the ever-evolving cybersecurity threat landscape. Our program currently includes the following partner types:

→ Referral partner

→ International distribution partner

→ Value-added reseller (VAR) partner

→ Technology integration partner/OEM

→ Managed service provider (MSP) partner

→ Strategic alliance partner

CIRA Cybersecurity & DNS is committed to developing strong partner relationships—by creating an ecosystem of trusted and skilled partners, we can deliver the best solutions for our global clients.

We look forward to *collaborating* with you!



Why partner with CIRA



Deliver cybersecurity and DNS solutions to Canadians and international markets



Zero dollar or training commitments



Competitive margins on software and services



Demonstrate your thought leadership



Appear in CIRA partner listings



Qualify for joint bids and initiatives



Be part of CIRA's mission to deliver secure internet to Canadians



CIRA products and services

Our product and services catalogue currently consists of the following products.

For a full and up to date list, please visit www.cira.ca/cybersecurity as products and services do change periodically.

CIRA DNS Firewall

A cybersecurity solution designed to protect organizations from online threats by preventing access to malicious websites. It works by monitoring and filtering DNS requests, blocking harmful domains known for phishing, malware, ransomware and other cyber attacks. As a cloud-based, privacy-first tool, it ensures that users are shielded from malicious content at the DNS level before the threats can reach their network or devices. CIRA DNS Firewall is particularly valuable for organizations that prioritize data residency within Canada, as it aligns with privacy regulations. By integrating seamlessly into existing systems, it enhances overall network security without compromising speed or performance.

[→ Learn more](#)

CIRA Cyber Awareness Training (CAT)

A security training platform designed to educate employees on recognizing and avoiding cyber threats such as phishing, malware and social engineering attacks. Through interactive and engaging modules, it helps organizations build a cyber-aware culture, reducing the risk of human error that often leads to data breaches. CAT also offers automated training and reporting tools to ensure continuous learning and progress-tracking, making it a key element in any organization's cybersecurity strategy.

[→ Learn more](#)

CIRA Anycast DNS

A robust, globally distributed DNS service designed to enhance the speed, security and reliability of domain resolution. By using multiple geographically dispersed servers, it ensures that DNS queries are routed to the nearest or best-performing node, reducing latency and improving uptime. The anycast architecture also offers increased resilience against DDoS attacks and network failures, making it an ideal solution for organizations that require fast and secure internet performance.

[→ Learn more](#)

CIRA TLD Anycast

A service designed specifically for top-level domain (TLD) operators to enhance the performance and security of their DNS infrastructure. By leveraging a globally distributed anycast network, it ensures faster DNS resolution, minimizes latency and protects against DDoS attacks. This service provides TLD operators with improved resilience, scalability and the ability to maintain high availability even during periods of heavy traffic or targeted cyber threats. It's an essential tool for ensuring the stability and reliability of critical internet infrastructure.

[→ Learn more](#)

Partner types and benefits

Referral partner

CIRA's Referral partner program offers a simple way for you to earn referral fees by connecting clients with our cybersecurity solutions.

As a partner, all you need to do is refer potential clients to us and for each referral that results in a sale, you'll receive a referral fee. There's no need to manage the sale or provide technical support—just introduce us to the right clients and we'll handle the rest.

It's an easy way to add value for your clients while earning some extra income.

Value-added reseller (VAR) partner

Are you a value-added reseller looking to expand your portfolio with additional products and services?

CIRA has developed a VAR partner program to collaborate with world-class VARs in delivering cybersecurity products and services globally.

This program is designed with no cost to join, low entry barriers, optional training for both sales and technical staff and comprehensive support from our team of cybersecurity professionals. As a partner, you'll benefit from discounted rates on products and services, as well as deal registration to protect your initial investments in project identification.

If you're ready to be part of the next cybersecurity wave and lead the delivery of reliable and affordable solutions, we'd love to work with you.

Managed service provider (MSP) partner

Are you a managed service provider seeking to enhance your cybersecurity and DNS offerings for your clients?

The MSP partner program provides a comprehensive suite of products, services, training, setup assistance and technical escalation support.

Elevate your customer offerings and deliver advanced solutions with our partnership.

International distributor partner

Expanding into new geographic markets can often present distinct challenges that are not easily addressed.

Localizing languages, complying with laws and regulations, understanding cultural differences, and establishing relationships with existing channels are all crucial value-added services.

If you can help CIRA develop new markets beyond North America for our cybersecurity and DNS products and services, we're eager to hear from you.



Partner types and benefits

Technology integration partner/OEM

Creating a trusted ecosystem of partners committed to interoperability and providing customers with out-of-the-box integrations is essential for the adoption of new technologies.

Collaborating to deliver advanced DNS and cybersecurity solutions between two organizations offers a significant competitive advantage. Vendors should be at the forefront of innovation, requiring a commitment from like-minded partners to simplify deployment and adoption, future-proof investments, and support best practices such as multi-layer and multi-vendor security.

We invite all interested parties to engage in a conversation with us about how we can bring a powerful solution to market together.

Strategic alliance partner

The Strategic alliance partner program is designed for organizations that share a common vision and wish to collaborate with CIRA to bring innovative solutions to market.

We welcome group pricing and group purchasing organizations to apply for this program.

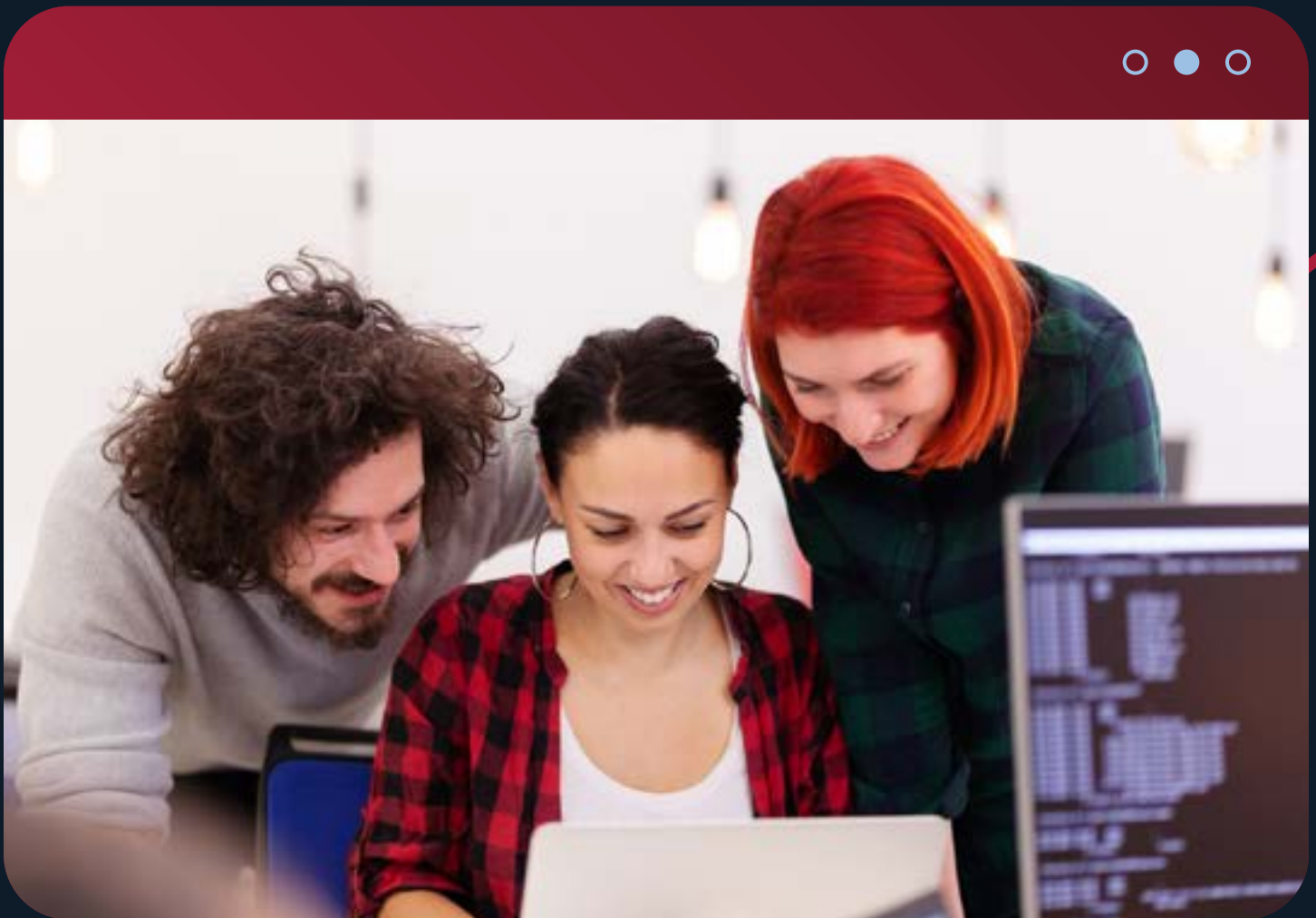
Additionally, this initiative is open to organizations looking to strategically align with CIRA from a marketing perspective or through other non-traditional business relationships.

How to join the program

Joining the CIRA Partner Program is easy!

Simply visit our [Partner application page](#) and complete the form. Once we receive your application, we'll evaluate the fit and reach out to discuss how we can start working together.

We're very excited to *start this journey with you!*



[Click here to get started](#)

