

THE INTERNET IS THE FOUNDATION OF SMART COMMUNITY INITIATIVES *HOW STRONG ARE YOUR BUILDING BLOCKS?*

The Canadian Internet Registration Authority (CIRA) is the non-profit entity responsible to deliver the .CA Top Level Domain (TLD) on behalf of all Canadians. Part of CIRA's mandate is to help build a better online Canada through services and programs that municipalities and communities need to deliver safe, secure and sustainable internet-based smart community programs.

THREE CRITICAL BUILDING BLOCKS TO ANY STRONG FOUNDATION

MEASUREMENT

CIRA has been measuring urban and rural access to the Internet across Canada. Those measurements also differentiate individual postal codes and wards (or neighbourhoods) to identify those communities being left behind in the smart community push. The CIRA Internet Performance Test is an online performance and quality test based on neutral servers located in Canadian Internet Exchange Points. Communities across the country are working with CIRA to implement custom testing portals featuring their own regionally relevant maps. This allows decision makers to better understand where investment is needed and to benchmark to see where investments are delivering results.

SECURITY

More than ever, networks are under cyber-attack and the motives have moved from nuisance hacking and hactivism to include theft of data and collection of ransom through PC and server locking tools. CIRA helps with two important layers for "defence in depth" strategies. Firstly, D-Zone Anycast DNS helps to ensure that websites, applications, and smart initiatives stay online in the event of a DDoS attack. Secondly, the D-Zone DNS Firewall is used to block malware, including ransomware, from reaching the network. As a Canada-first solution these two cloud services also improve web performance for both employees and constituents.

ACCESS

The Internet today is no longer characterized by the traditional "right of the dot" TLDs we have come to know such as .CA, .com, .net, .org and others. 65 of the 1,400 new TLDs are geographically-focused addresses, like .berlin, .london and .quebec. These addresses are used to brand local business, deliver municipal services, and can address IoT applications. In the recent first round, Canadian municipalities and regions were largely absent to acquire their own names. Round two is coming soon! CIRA delivers a unique, detailed, and proprietary Internet Branding Workshop to leaders and visionaries across your community. By providing an advanced level of understanding and documentation, workshop participants are able to make the decision to apply to own and manage their own TLD.

"The CIRA Imagine Workshop will be one of the most important strategic steps for anyone considering a new top level domain. If I had this it would have saved me on my research funding requirements by over 50%."

- Tim Johnson, Founder of .kiwi



MEASUREMENT • SECURITY • ACCESS

WE ARE HERE TO HELP

CIRA is here to support you with any or all of your fundamental building blocks. For more information, including a more detailed presentation on the above topics contact us today at info@cira.ca.