



OEM Partnership

You own the customer, the brand, and the roadmap.
We run the engine underneath.

dnsfilter.com



THE OEM OPPORTUNITY

Ship new features your customers love.

Skip the part where you build a department to do it.

Whether you build routers, browsers, enterprise software, or consumer applications, your users expect security built-in. The real question is what it costs you to deliver it.

Building the infrastructure yourself means hiring a threat research team, standing up a global resolver network, and managing it permanently. The math rarely works out. Embedding DNSFilter means you ship in weeks, not years, and your users get protection already running at scale.

That is the OEM model. You own the customer, the brand, and the roadmap.

We run the engine underneath.

Two paths. Both available.

DNSFilter Protective DNS

The core of what we do: DNS-layer filtering, globally distributed, API-driven. Every domain lookup becomes a security decision. Malicious domains are stopped before a connection opens, no endpoint agent required, no traffic rerouted through a proxy. The good domains resolve as usual, with no latency to your end customer.

Your team integrates by API or headless resolver. Your users see your brand. The engine is invisible by design.

BEST FIT FOR

Browsers

Enterprise software

Remote clients

SaaS platforms

Infrastructure layer security

Guardian Firewall + VPN

Guardian Firewall encrypts all device traffic and routes it through a trusted endpoint, delivering DNS privacy and threat blocking out of the box, ready to embed directly into your product. Already running at consumer scale, Guardian Firewall protects millions of devices across the world, including Amazon's eero.

Amazon ships Guardian Firewall-powered privacy and threat blocking to home and small business networks today. Our native SDK, Guardian Connect, enables foundational Guardian Firewall + VPN technology for iOS, macOS, tvOS, Android, FireOS and Windows with servers in 50 countries around the world.

BEST FIT FOR

Device makers

CPE Manufacturers

Consumer-facing products

Choose between the two options or bundle them together depending on your go-to-market needs.

What you inherit on day one

When you partner with DNSFilter, you do not start from scratch. You inherit infrastructure that took years to build and is running in production right now.

200B

DNS queries processed per day

Across a global dual Anycast Network, on infrastructure that supports more than 65 million users daily.

235M

Threats blocked daily

Across 10+ threat categories.

99.99%

Uptime

Across current OEM deployments.

Our current OEM partners range from individual app deployments to tens of millions of devices, all running on the same API infrastructure.

225+

Servers across more than 85 countries, ensuring user-adjacent processing for consistently low latency performance.

Billions

Of classified URLs and domains across 50+ categories, updated continuously.

2M+

Users supported today via our OEM deployments and our SDK infrastructure.

More than ten years of human + AI model threat intelligence expertise, blended seamlessly.

DNSFilter's detection combines AI, machine learning, and dedicated detection engineering in a multi-layered system built on more than a decade of threat data, heuristics, and continuous innovation. Models run at network scale while DNSFilter's domain experts validate and continuously tune the detection logic, catching the full range of malicious and risky domains.



SOC 2 Type II attested

Three ways to embed



Embedded

Run DNSFilter's filtering engine inside your product through a well-documented, high-performance API that is invisible to your end users and branded entirely as yours. No interface to maintain, no agent to ship. You call the API; we block the threats. Already running inside enterprise platforms and browser products today.

Best for: SaaS platforms, enterprise browsers, native software vendors



Resell and bundle

Package privacy and protection as part of your product offer. Attach it to existing plans, ship it as a branded feature, and open a new line of revenue. Your customer sees your offer, we power the backend.

Best for: Device makers, CPE manufacturers, privacy-focused services



White-label and co-brand

Ship under your own name and console, or co-brand it. Multi-tenant architecture for ISPs and MSSPs: Sub-accounts, per-customer policy, and per-tenant reporting all under your brand.

Best for: ISPs, MSSPs, subscriber platforms

In every model, you own the customer, the brand, and the billing relationship.

We run the engine.

OEM use cases

Integration patterns the OEM program supports, anonymized to protect partner relationships.



Protect every subscriber, no agent required

Deliver threat protection across an entire subscriber base natively, with no per-device software to deploy or support.

The resolver and threat intelligence run at network scale under your brand, so you differentiate in a commoditized market and cut the support load that agent-based tools create.



Your interface, our threat intelligence

A fully headless, API-only integration. Your browser serves results through your own GUI while DNSFilter's threat intelligence and resolver handle detection underneath.

No threat feed to build, no resolver to run, and the security credibility regulated buyers expect.

★ PARTNER SPOTLIGHT



Make the router a privacy product

Embed Guardian VPN and DNS filtering as a native premium tier in your hardware.

On-network filtering protects every device behind the router, with device-level policy that extends off-network too, all backed by managed infrastructure audited to enterprise-grade compliance standards.

SHIPPING TODAY WITH eero

Guardian VPN ships inside the eero app as part of eero Plus, bringing encrypted protection to Amazon's mesh routers.

★ PARTNER SPOTLIGHT



Ship a branded VPN, skip the infrastructure

Add encrypted browsing and VPN protection to a paid tier across iOS, macOS, Android, and Windows. You own the experience, billing, and brand.

DNSFilter runs the server network and SDK. Smart Proxy Routing keeps streaming and restricted services working, backed by an independent third-party security audit.

SHIPPING TODAY WITH



Brave offers Brave Firewall + VPN, powered by Guardian Firewall, so people can take control of their data and browse the web more safely and securely.

How a partnership runs

1 Integration is lightweight

Embed by API or headless resolver, or configuration-only for network and hardware devices. The engine deploys in days and blocks on day one. Deeper integrations are scoped and supported with your team.

2 Privacy and compliance, your way

We operate as your data processor. Logging, anonymization, and retention are configurable to your privacy posture and regional requirements.

3 Support after launch

A dedicated partnership model with engineering escalation. Your team is never on its own.

4 Commercials that fit your P&L

Usage-aligned pricing, no large upfront license. We structure the model around how you actually go to market, whether that's consumption-based, bundled, or per-tenant.

5 Infrastructure-agnostic

We integrate with what you already run. If your technology changes, we still work.



The surface is genuinely complete for whitelabeling. Organizations, policies, networks, agents, block pages, categories, and the full reporting tree are each first-class and individually addressable, so I can drive your entire product from our console without screen-scraping or asking a customer to log into your dashboard. That is the bar for an OEM, and you clear it.

**DIRECTOR OF PRODUCT INTEGRATIONS,
OEM PARTNER**

We're open.

If you ship a product—hardware, software, browser, or app—and want to add protective DNS or privacy without building the infrastructure to support it, reach out. We will come back with an integration sketch and a partnership model matched to your unique go-to-market strategy.

Contact the DNSFilter team today at oem@dnsfilter.com.

About DNSFilter

DNSFilter delivers protective DNS, content filtering, and threat blocking to secure networks against malware, phishing, and unwanted content, trusted by 45,000+ organizations worldwide across enterprise, education, government, healthcare, and MSP environments. With AI-powered threat detection, deployment in minutes, and protection that follows users on and off the network, DNSFilter makes DNS security simple and scalable.

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