

Consolidate, simplify and modernize your tech stack

Reduce TCO of technology investments by 50% and accelerate digital modernization

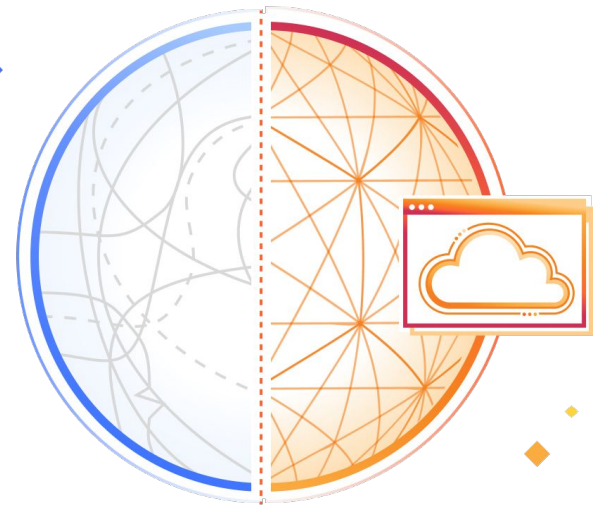
Prioritizing modernization

While balancing innovation and efficiency

Between the rise of anywhere work, public cloud computing, SaaS app delivery, and hybrid infrastructures, the pressure to modernize the way the business connects, protects, and builds has never been greater.

At the same time, economic uncertainty and resource constraints tighten IT budgets and shrink teams putting additional pressure on them to do more with fewer resources. “Consolidation first” approaches are being prioritized to reduce tech stack complexity and costs, without making security or performance tradeoffs.

IT leaders want to ensure their Digital Modernization initiatives are successful and that they can adapt to future requirements.

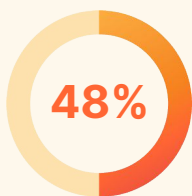


Complexity & costs cause digital initiatives to fail

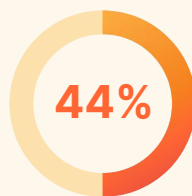
With complexity and costs on the rise, organizations fail to realize the full potential of digital modernization. 50%+ of digital initiatives fail to meet leadership expectations. Tech stack complexity (i.e. multiple point solutions, limited visibility across multi-cloud deployments, tangled architectures) forces security and performance tradeoffs, drives up TCO, and limits the potential of any digital modernization initiative.

What are the top challenges for IT and security teams?

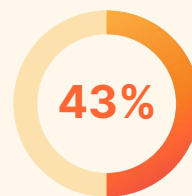
In a recent Forrester study, nearly 40% of global IT and security decision-maker respondents felt that their organizations have lost control over their digital environments due to growing complexity, as they face these top challenges:



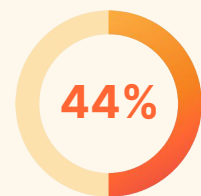
Evolving user types and growing number of users to support



Difficulty maintaining or improving IT and security team efficiency



Growing complexity of compliance requirements



Growing attack surfaces

Base: 449 global decision-makers at the director level or higher who influence or direct their organizations choice of enterprise solutions

Top modernization priorities

Businesses need a tech stack that is efficient, cost effective, and accelerates them now and into the future. This has IT leaders prioritizing the modernization of their core systems and legacy architecture onto a connectivity cloud.

Consolidate & simplify

88% of IT leaders¹ are already consolidating and optimizing their technology stack. But for many the tools they use to tame the complexity often only adds to it. Current solutions only provide incremental, often single use case consolidation benefits, and over time, end up just contributing to the complexity and rising costs. There is often a gap between what a tech stack can do, and what it should do. With a connectivity cloud, IT leaders are able to consolidate and simplify more of their tech stack and achieve greater cost reduction — modernize infrastructure, remove point solutions, and integrate IT domains — without security or performance tradeoffs.

Modernize networks

When it comes to networking, IT has been in the business of providing constant, reliable service that resists shocks to the environment — where dependable, reliable service is a core design tenant, and agility to support rapid change is not. To gain agility, the network needs to support the ability to deliver rapid change. A connectivity cloud is built on a philosophy of using a composable, programmable architecture to provide networking and security services to users and across cloud-enabled business infrastructure and applications. As a result, IT leaders are able to address both current and future needs of any modernization journey, connecting users and offices to applications and workloads, from anywhere to anywhere.

1. [Couchbase, 2023](#)

Modernize cybersecurity

As organizations rely more on distributed IT infrastructure and embrace distributed / hybrid work, the complexity of securing a business continues to grow. Traditional ways of stitching together siloed security tools can no longer protect against sophisticated cyber attacks of today. To secure a modern and distributed enterprise, IT leaders are using a connectivity cloud to deliver secured access to its workforce across web and multi cloud environments, while protecting against sophisticated cyber threats, securing sensitive data and simplifying operations.

Modernize applications

Application modernization initiatives are driven by the need to provide personalized, real-time, collaborative experiences to distributed users. IT leaders use a connectivity cloud to add new elements to existing apps, modernize legacy applications, or build new modern applications. They can regain control of complex infrastructure, escalating application and infrastructure costs, and innovate faster with a distributed, compute, storage, and application environment to deploy applications to region: Earth.

A connectivity cloud delivers successful digital modernization.

75% improved incident response times ²

48% reduction in TCO of IT and security investments ²

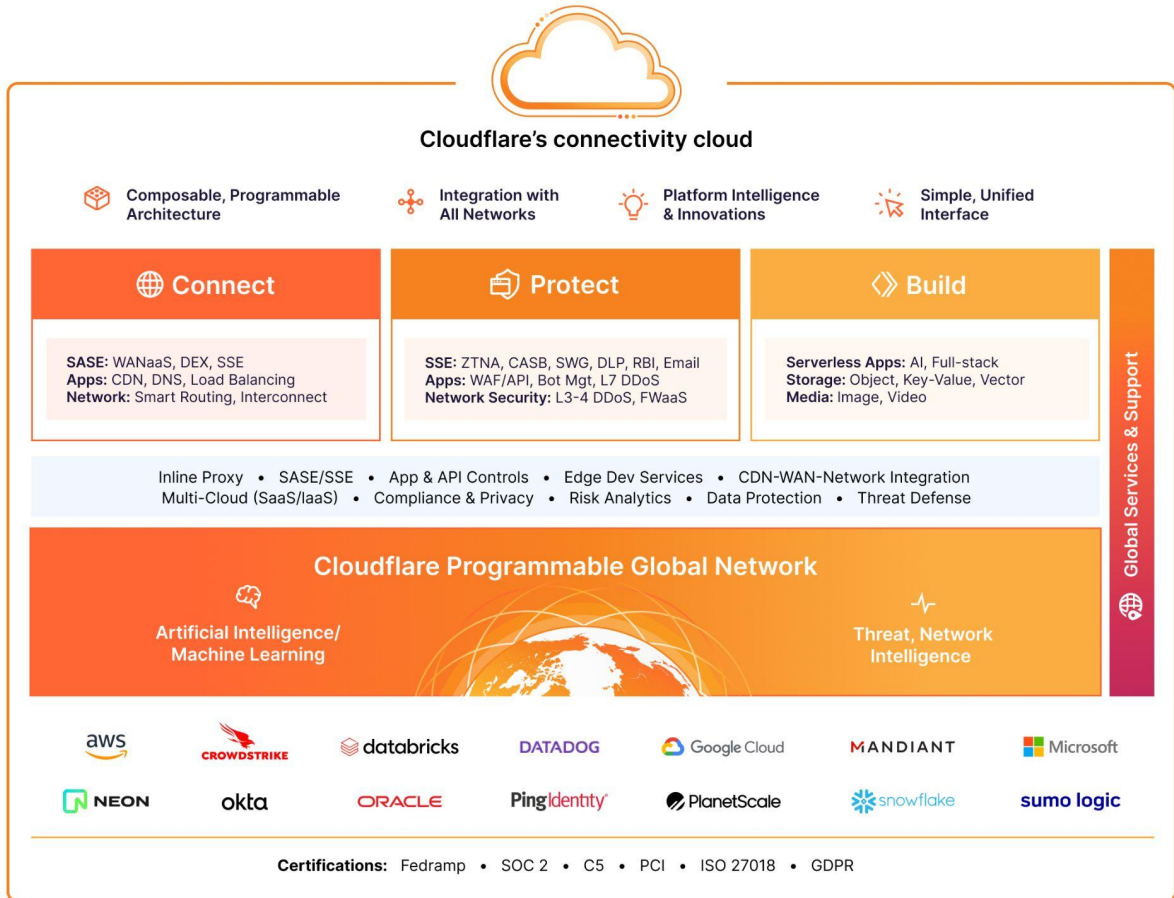
54% improved Time-to-Market (TTM) of new innovations ³

2. TechValidate survey of executive users of Cloudflare

3. [Forrester Survey: Regain Control with a Connectivity Cloud](#)

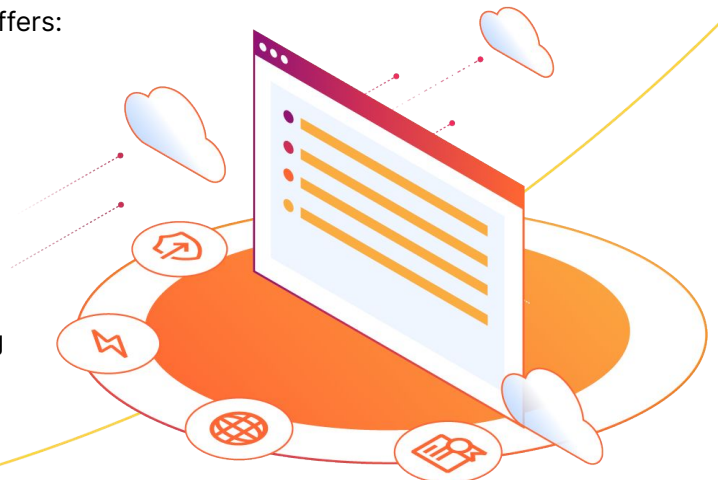
Consolidate, simplify, and modernize onto Cloudflare

At Cloudflare, we're committed to being a strategic partner that can help you connect, protect or build in this modern world. Unlike others, Cloudflare replaces infrastructure, removes point solutions, and integrates IT domains onto a unified, intelligent platform of programmable cloud-native services to consolidate, simplify, and modernize across your applications, network, and cybersecurity tech stacks.



No need to piece together “best-of-breed” as Cloudflare offers:

- **A unified, simplified interface** across an integrated product platform of cloud-native services
- **Integrations with all networks, enterprise, and Internet** offering infinitely scalable connectivity
- **A composable and programmable architecture** with limitless interoperability and customizable networking
- **Platform intelligence** with built-in security, performance, privacy, and compliance



Consolidate and simplify more use cases and achieve greater cost reduction

Unlike the competition, Cloudflare is able to consolidate and simplify more use cases and achieve greater cost reduction, driving down even more tech stack complexity. But where should you start your modernization journey? Start by determining your top priorities:

- **Reduce total cost of ownership.** Are point solution vendors creating silos and tech inefficiencies? Is each new solution driving up costs? What would be the value of reducing manual work or consolidating multiple functions?
- **Lower your risk profile.** Are you confident that security and visibility gaps do not exist across your entire digital environment? Is there a unified place to see and mitigate threats? Are you able to react quickly and mitigate risk?
- **Accelerate digital modernization.** What are the business goals that you are looking to support over the next 12 months? How much innovation versus optimization will you be focused on? What new technologies are you hoping to introduce and why?

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**Here’s what
customers
are saying:**

Replaced 7 vendors with one, user-friendly platform

“With Cloudflare, we've been able to replicate all the functionality that we had previously with a variety of tools and consolidate it into one, which just makes everything easier.”

— Eric Pierce, Senior Manager
Cybersecurity, [MindBody](#)



Avoided compromise — balancing security, scalability, and user experience

“Cloudflare offered everything we needed. We didn't have to make concessions. It was a holistic solution with optimized tools that met all of our needs...”

— Lior Gross, Dir. of Software
Development, [Caliente.mx](#)



**Get in touch with us today to discuss your
digital modernization needs.**

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