

# Build innovative, connected, and secure digital services

How banks can improve efficiency and customer experience

## For banks, cloud migration is uneven

While most banks have started their cloud journey, the majority of core business applications aren't in the cloud.

**91%**

of banks and insurance companies are using cloud compared to just **37%** in 2020<sup>1</sup>

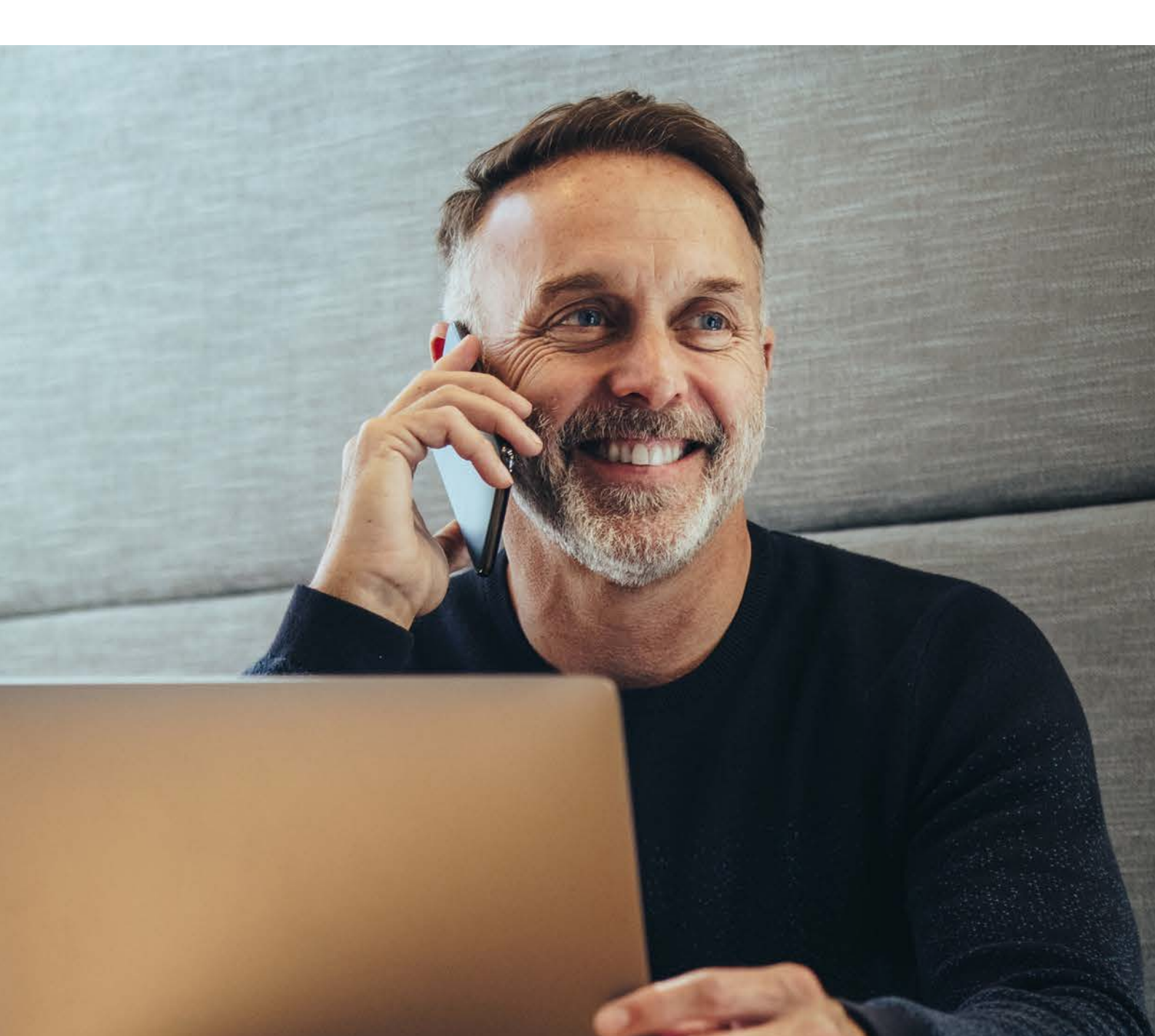
**>50%**

More than 50% of firms surveyed have only moved a minimal portion of their core business applications to the cloud<sup>2</sup>

**80%**

### Prepare for AI adoption

80% of banking and investment services firms have increased spend on AI and machine learning<sup>3</sup>



**84%**

### Support users everywhere

84% of banks offer hybrid work—they need secure, reliable access to apps, clouds, and data<sup>4</sup>

## Increase cybersecurity vigilance

### 1 in 5 cyberattacks

in the past 20 years target financial services organizations, with banks being most frequently hit<sup>5</sup>

### Ransomware and stolen credentials

were the most common causes of data breaches in financial services<sup>6</sup>

Security is still a barrier to cloud adoption for 68% of banks and insurance companies<sup>7</sup>

## Regain control with a connectivity cloud

Any-to-any connectivity, including clouds, on premises, SaaS, and the internet

Security for apps, networks, and users—all integrated by default

Accelerated development and deployment everywhere on Earth



Built-in compliance and privacy

Unified interface to reduce complexity

## Cloudflare's connectivity cloud helps you:



Improve the online experience for customers



Strengthen security with integrated services



Reduce operating costs with cloud, automation, and AI



Empower your remote workforce with secure access



What surprised us the most was that Cloudflare WAF was so easy and intuitive to use. It took our engineers almost no time to get up to speed. The issues that took days to get resolved with other cloud providers only take a few hours with Cloudflare.

Paul Shope  
Security Engineer, SoFi



**SoFi**

60% reduction in malicious traffic with a low false positive rate

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**LUANA**  
SAVINGS BANK

Zero malware infections and 100% uptime, saving time and money

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## Connect, protect, and build your digital banking services with Cloudflare

[Request a demo today](#) or learn more at [cloudflare.com/financial-services](https://cloudflare.com/financial-services)



### Sources:

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6. Verizon, 2024 Data Breach Investigations Report, May 2024
7. Cappgemini, 91% of Banks and Insurers Have Initiated Their Cloud Journey, Yet Many Are Unable To Realize Full Business Value, Nov 2023