![Cloudflare logo] CLOUDFLARE

Resilient and Performant Application Delivery

Ensure business continuity and agility for a superior customer experience

Digital businesses depend on a good customer experience

Customer retention and business growth depend on a good user experience. Customers want reliable, secure results from web and mobile applications, expect fast load times even during peak traffic periods, and are quick to abandon online experiences in the face of sluggish performance or outages. But ensuring optimal application performance is often hampered by complex architectures, inefficient networks and application services, and attack-related outages.

Cloudflare Application Performance solutions help optimize application performance to deliver a superior customer experience. By caching content at the edge, Cloudflare reduces latency and improves end-user experience, delivering traffic via the fastest and most reliable routes. Cloudflare ensures business continuity by load balancing traffic across sites and servers and creating virtual queues to gracefully manage peak traffic periods, delivering static and dynamic content like websites, images, live and on-demand videos quickly and securely.
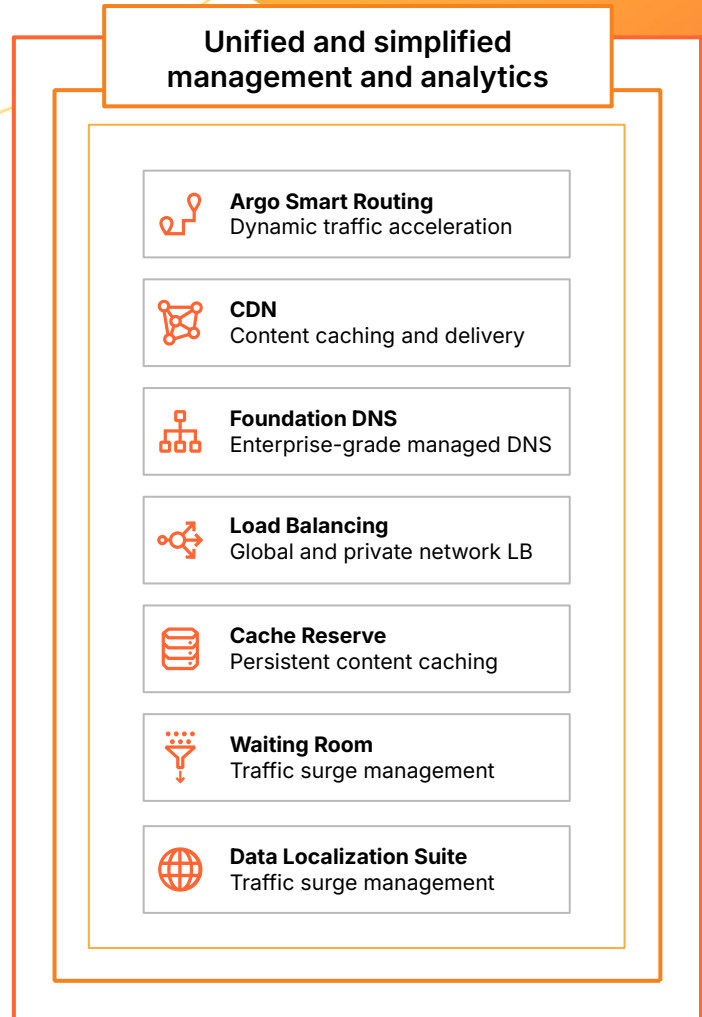

Unified and simplified management and analytics

Argo Smart Routing
Dynamic traffic acceleration

CDN
Content caching and delivery

Foundation DNS
Enterprise-grade managed DNS

Load Balancing
Global and private network LB

Cache Reserve
Persistent content caching

Waiting Room
Traffic surge management

Data Localization Suite
Traffic surge management

Figure 1: Centralize control and visibility with the Cloudflare Application Performance portfolio

Accelerate web applications

Ensure better reliability and performance, even during unexpected traffic surges while minimizing costs across private, hybrid, and multi-cloud deployments.

Streamline management

Simplify management by seamlessly consolidating application delivery and security services on a single, user-friendly platform with a composable architecture.

Ensure global compliance

Adhere to global compliance regulations with granular data localization controls, keeping data locally stored and protected at the Internet edge with ease.

Application performance and security that work together seamlessly

Performance and reliability problems can be caused by numerous factors ranging from inefficient traffic routing to credential stuffing attacks, and more. Slow performing or unavailable web apps can result in brand damage, revenue loss, compliance violations, breaches, and more. Our application security products work closely with our performance suite, all delivered by Cloudflare's connectivity cloud in a single pass. All Cloudflare web application and API services are available at every data center, so you can spin up new capabilities to protect and accelerate your applications without tradeoffs between security and performance.
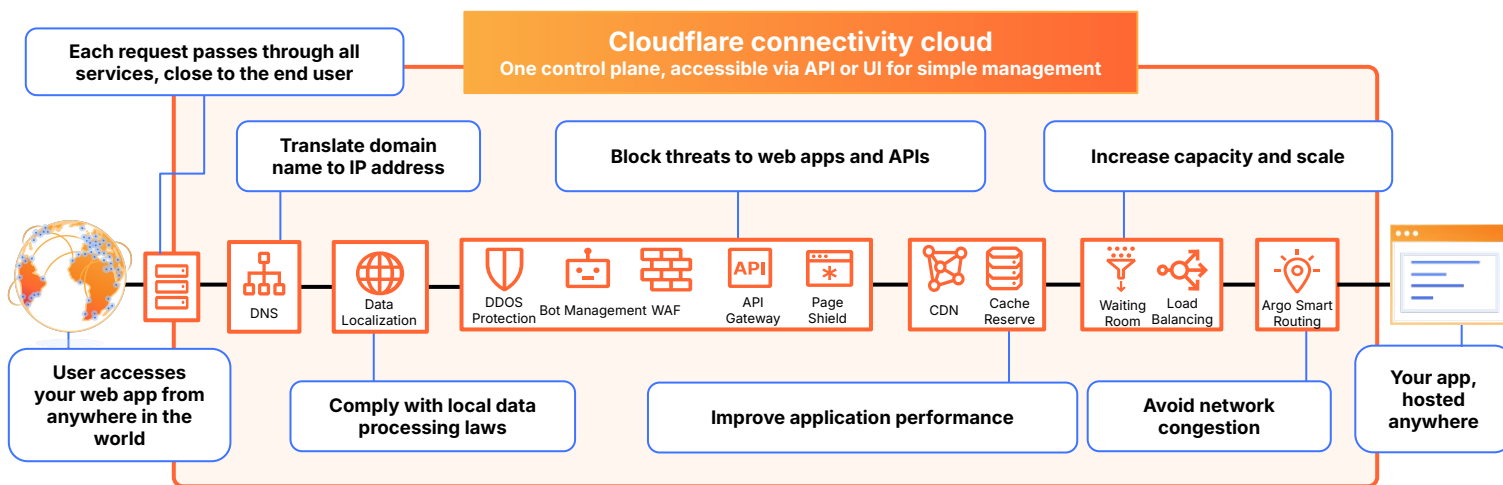

Figure 2: Sample request path for combined usage of Cloudflare Application Performance and Security

About Cloudflare

Cloudflare is the world's first connectivity cloud with a global network spanning over 330 cities in 120+ countries and a capacity of over 320 Tbps.

Cloudflare is uniquely architected to operate within approximately 50 milliseconds of approximately 95% of the Internet-connected population globally, providing the connectivity businesses need to deliver optimal application security and performance — without leaning on outdated solutions or opening the door to threats.

> The experience for end users is very smooth, and using a centralized service like Cloudflare to manage application access policies makes it easier for our IT and security teams. Plus, we now have visibility into who is using each of our services, which helps us improve our security holistically."
>
> João Pedro Gonçalves,
> Global Chief Information Security Officer, EQT

EQT

Ready to see more? Register for our App Performance Demo Series