

A woman with dark hair, wearing a red jacket and a brown apron, is smiling and looking at a tablet computer. She is standing in a grocery store aisle, with shelves of fresh produce like green beans and yellow peppers visible in the background. The lighting is warm and focused on her.

coles
group

From the Checkout to the Cloud: Securing Coles' agentic future



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At Coles, the vision is to become the most trusted retailer in Australia and grow long-term shareholder value. It is a mission that goes beyond the supermarket shelf, delivering value consistently for the future through a strategy deeply rooted in digital acceleration, community connection, and increasingly autonomous decision-making.

Coles is fundamentally transforming from a traditional grocer into an integrated, technology-first retail ecosystem. This evolution is no longer just about digitising existing processes; it is about enabling agentic systems that can sense, decide, and act in real time across the enterprise. The 'Simplify and Save to Invest' (SSI) programme provides the operational backbone, ensuring that efficiency and automation fund the next generation of customer and team experiences.

At Cloudflare, we are here to power this transformation with confidence by delivering a secure, high-performing connectivity cloud that enables AI agents to operate safely and autonomously at scale, while protecting brand integrity and customer trust.

I look forward to building the future together.

Pat Breen
Area Vice President, ANZ



Aligning with Coles' strategic priorities

Coles' journey is a testament to its vision of being a truly tech-driven enterprise. You have firmly established eCommerce leadership and are fuelling future success through an omnichannel model that lays the groundwork for AI-driven autonomy across retail operations.

As Coles scales, the challenge shifts from insight generation to decision execution at machine speed: managing a massive IoT footprint across 800+ stores and securing the 1.6 billion daily predictions that drive stock flow. In this fast-evolving landscape, the architectural decisions you make today will define how safely and effectively AI agents can operate tomorrow.

Cloudflare is ready to support Coles not just as a technology provider, but as a strategic partner - helping you operationalise agentic AI securely across three core themes:



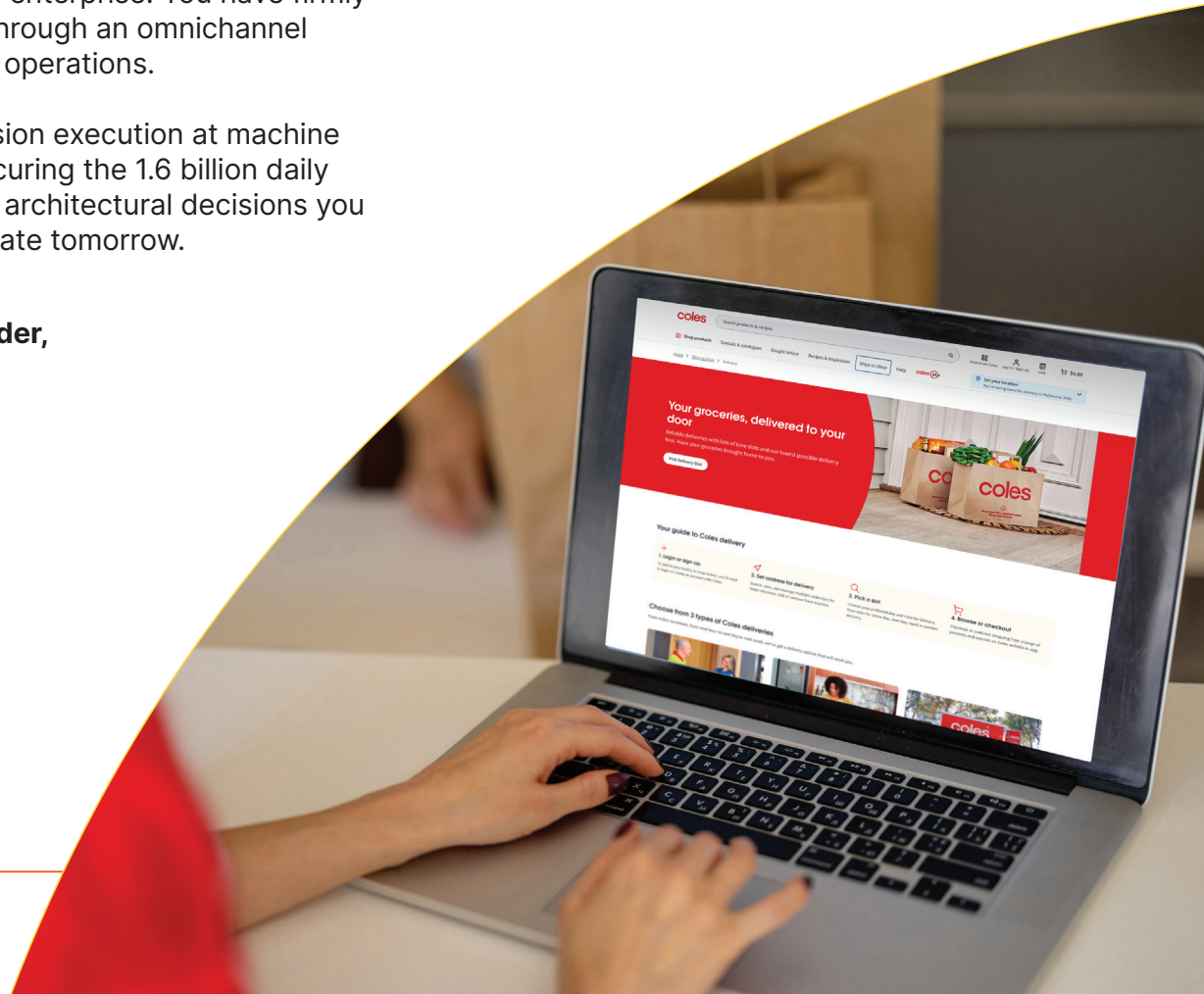
Connecting the agentic experience



Fortifying the digital perimeter



Unlocking innovation at scale



1 Connecting the agentic experience

Business outcome: Enhancing hyper-personalisation and seamless transactions

Digital is Coles' primary growth engine, with eCommerce sales growing at over 20% annually. The ambition is to leverage agentic AI models that can autonomously recommend, optimise, and personalise experiences for over 10 million active Flybuys members.

The challenge:

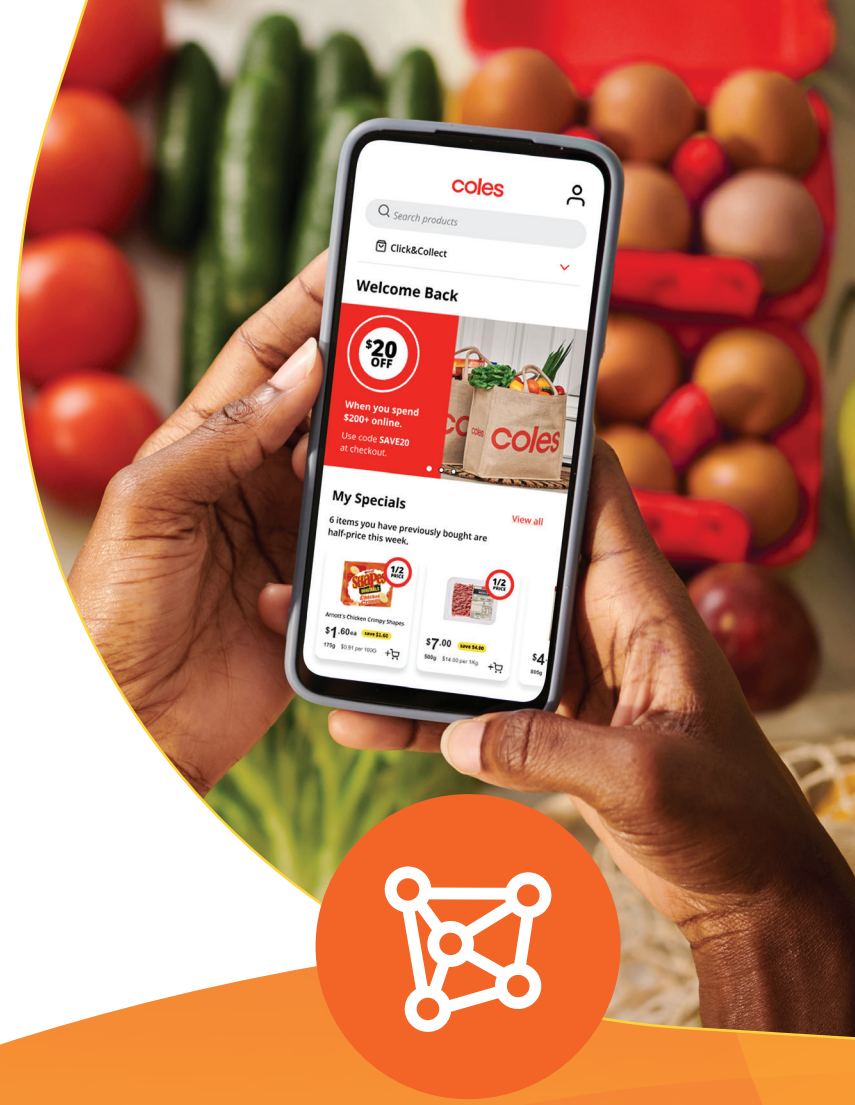
As pricing and promotions become algorithmically optimised, digital channels become a high-value target for automated price scraping and synthetic traffic. AI agents responsible for dynamic pricing must operate with absolute integrity and resilience.

How Cloudflare helps:

Unified Digital Experience: Our global CDN and Argo Smart Routing ensure faster page loads, reducing friction and cart abandonment.

Secure Agentic Commerce: We protect digital storefronts from malicious bots and AI-driven scraping that target pricing models, enabling pricing AI agents to act confidently in real time.

Edge Personalisation: Cloudflare Workers allow developers to deliver personalised promotions at the edge, ensuring millisecond response times for AI-driven customer guidance.



2 Fortifying the digital perimeter

Business outcome: Securing the IoT attack surface and supply chain integrity

Expanding digital footprints into physical stores and Automated Distribution Centres (ADCs) creates a massive new IoT and AI-driven attack surface.

The challenge:

Predictive systems now generate 1.6 billion decisions daily to optimise stock flow. These APIs power autonomous agents that adjust supply and pricing in near real-time, making them a prime target for abuse. A cyber incident impacting an AI-driven ADC could disrupt supply across entire regions.

How Cloudflare helps:

API Shield: Protects the AI-driven stock-flow engine and decision APIs that autonomous agents rely on, ensuring predictions remain accurate and trusted.

Zero Trust for OT & IoT: Segments and protects critical ADC systems so autonomous operations remain resilient. Every Smart Trolley and Smart Gate is authenticated to ensure AI agents only act on trusted signals.

Bot Management: Blocks AI-driven scraping and malicious bots that target pricing models, protecting Coles' value leadership.



3 Unlocking innovation at scale

Business outcome: Accelerating AI adoption and operational efficiency

Coles is leveraging “AI-as-a-Service” and agentic AI to optimise everything from rostering and task automation to supply chain demand prediction.

The challenge:

GenAI tools like the “mycoles Assistant” require tight controls to prevent data leakage, runaway costs, or model misuse. Developers need a platform that combines agility and security without the cost and constraints of traditional cloud models.

How Cloudflare helps:

AI Gateway: Provides visibility and control for agentic workflows, allowing Coles to safely deploy internal AI agents while managing cost and data governance.

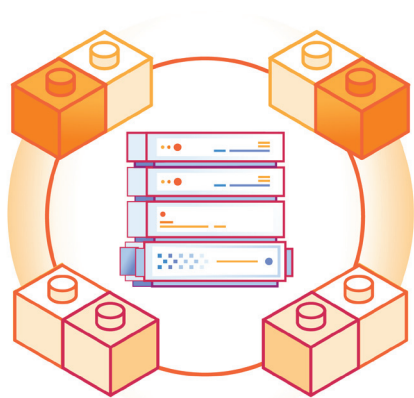
Cloudflare Workers: Empower Coles’ developers to build serverless apps that run closer to the customer, enabling “agentic” systems to sense and act in real-time.

Integrating Technology Investments: Cloudflare acts as a trusted intermediary for leading data platforms, caching data at the edge to reduce egress costs and latency.



Funding the future: The SSI advantage

Cloudflare directly supports Coles' \$1 billion SSI savings target:



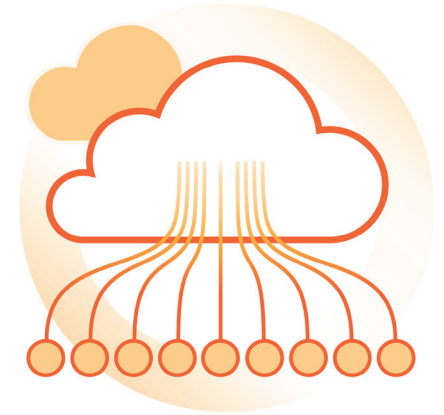
Platform consolidation:

Replacing fragmented point solutions with a single unified connectivity cloud for WAF, Bots, Zero Trust, and AI security.



Automation efficiency:

Centralised security across 800+ stores frees up teams to focus on strategic AI innovation rather than manual infrastructure management.





Reducing shrink:

Low-latency connectivity for AI-powered cameras and autonomous loss-prevention agents to reduce "shrink" in real-time.

Proven retail success stories

Leading global retailers use Cloudflare to solve the challenges Coles faces today:

Retailer	Technology Challenge	Cloudflare Impact
	Securing international fulfilment centres and replacing legacy VPNs.	Implemented Zero Trust for 10,000 employees; secured global expansion without legacy hardware.
	Protecting 1,000,000 storefronts from bot/DDoS attacks during peak surges.	Powered the biggest shopping weekend of the year with lightning-fast checkouts and seamless security.
ALLSAINTS	Scaling for traffic surges while maintaining PCI/GDPR compliance.	Zero website outages; 21% average performance gain with Argo Smart Routing.
THG	Modernising legacy eCommerce infrastructure to improve global productivity.	Reduced software deployment times from 8 hours to 10 minutes.
FORTUNE 500	Blocking bot armies from scooping up sought-after inventory during launches.	Used Durable Objects to build a fair waiting room that scales to 1 million requests per second.

Next steps for your growth

We are ready to help Coles operationalise agentic AI safely and at speed by:



Securing the Intelligent Edge:

Authenticating every Smart Gate and Caper Cart that feeds AI decision systems.



Mitigating Third-Party Risk:

Applying Zero Trust to secure AI-driven supply chain integrations.



Protecting AI Investments:

Deploying API Shield to secure the 1.6 billion daily predictions driving stock-flow decisions.



Optimising AI Costs:

Using AI Gateway for visibility into “Tell Coles” and GenAI consumption.



**Scan the QR code
to book a workshop
with us.**

Grounded in trust, focused on growth



Your dedicated Cloudflare team combines deep technology expertise with a sharp focus on Coles goals. We're here to help you achieve both immediate stability and long-term growth.

To help build momentum and bring the outcomes covered here to life, we invite you to book a Keystone Workshop with our specialist team - walk away with a clear, actionable and business focused roadmap to tackle your most pressing business challenges with confidence.



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Cloudflare at a glance



Global company

35%
of Fortune 500

Millions

of users, with
>2 million developers

~4000

employees

Innovation

Founded **2010**
NYSE: NET, > \$1.6B+ ARR
\$60B market cap

>250

patents and growing
in cloud, security, AI,
networking

>900

companies building AI apps
on Cloudflare. Including
80% of the **top 50**
generative AI companies

Market leadership

App/API & network security
and performance
Developer services
SASE/SSE

Strategic partners:
Accenture, Kyndryl

1,300

global channel partners

2,900+

Protected from Cyber
Attacks FOC via Project
Galileo

Cloud network is our differentiator

All services at all locations
Peering to over 13,000
networks

335+

cities in
network; with

~35

in China

125+

countries

180+

AI inference
locations

227 billion

cyber threats blocked every
day





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Ready to make the next move?

Let's connect today to secure Coles' automated future.

To discover how we can help you seize the opportunities ahead, talk to **Danielle Mason** at dmason@cloudflare.com today.

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