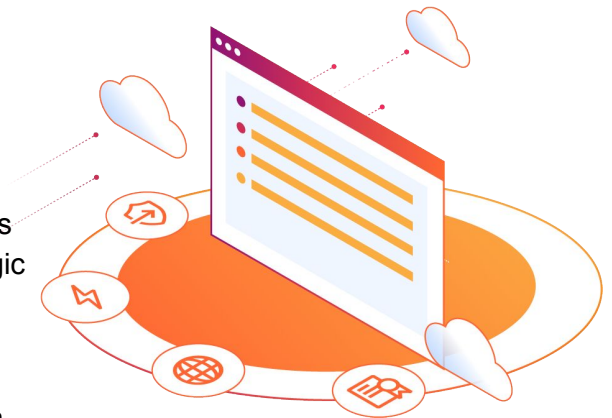


Cloudflare - Strategic Value for Elevance Health

Secure and Accelerate Elevance Health's Digital Future

Elevance Health's vision to be the most innovative, valuable, and inclusive partner in healthcare—simplifying the experience and improving the health of humanity—requires a digital foundation that is secure, performant, and agile. Focusing on future growth and strategic initiatives will enable Elevance Health to accelerate innovation and focus on member trust.

By partnering with **Cloudflare and its Connectivity Cloud platform**, Elevance Health has a path towards a more streamlined, automated, and secure environment and will improve operational efficiency, enhance security, and ensure the reliability of their applications, all while reducing costs through a more predictable billing model.



Key Business Drivers at Elevance Health

Elevance Health's environment reveals several critical operational and security challenges that create risk, increase overhead, and hinder agility. A migration to Cloudflare is driven by the need to address:

- **Significant Security Vulnerabilities:** Elevance Health's infrastructure is constantly vulnerable to direct-to-origin attacks because Akamai Site Shield's frequent IP updates make it difficult to implement effectively. Furthermore, top-level domains are not protected and are exposed, creating an unnecessary security gap.
- **Incomplete Application Protection:** Critical applications using modern protocols like gRPC are not supported or protected by the current solution, leaving parts of the digital ecosystem exposed.
- **Operational Inefficiency and High Overhead:** The current onboarding process is manually intensive, requiring an estimated 48 hours of work per month for just 6-8 new applications and the allocation of at least two additional full-time resources to manage the WAF and application services.
- **Unpredictable and Complex Costs:** Akamai's commercial model, where new feature releases often result in new products and charges, makes it difficult to maintain predictable costs and creates business frustrations.
- **Infrastructure Complexity and Risk:** Relying on F5s for top-level domain redirects creates a potential point of failure that could impact other applications. This manual process also makes it difficult to manage disaster recovery and certificates efficiently.

Why Cloudflare Is A Strategic Partner for Elevance Health

Cloudflare offers a modern, consolidated platform that directly addresses these drivers, transforming Elevance Health's security posture and operational model to align with its strategic goals.

- **Comprehensive, Simplified Security:** Cloudflare protects against direct-to-origin attacks by using a stable Anycast network architecture, allowing Elevance Health to lock down its origin infrastructure effectively. The Cloudflare platform will protect the entire digital footprint, including top-level domains and applications using gRPC and other non-standard protocols, as part of its core service.
- **Radical Automation and Speed:** Cloudflare enables the automation of deployment and management processes, drastically reducing manual effort and potential errors. The multi-day application onboarding process can be reduced to under 30 seconds, freeing technical teams to focus on strategic projects instead of repetitive manual tasks.
- **Predictable and Consolidated Commercials:** The Cloudflare platform provides a simplified and consistent bundled billing model. This eliminates the need to pay for duplicate products for DNS, load balancing, or redirects, allowing for predictable costs and room for growth.
- **Reduced Infrastructure Complexity and Enhanced Resilience:** By moving top-level domains to Cloudflare, Elevance Health can mitigate risk and remove the dependency on F5s for redirects. This consolidation onto a single control plane streamlines management and strengthens overall infrastructure resilience.
- **A Future-Ready Platform for Innovation:** Cloudflare's global network is built for performance and scale, providing the foundation needed to deploy innovative, AI-driven care models and simplify the healthcare experience for members. The programmable, secure, and performant platform will support Elevance Health's evolution into a "lifetime trusted health partner."

Future State: How Cloudflare Address These Challenges

