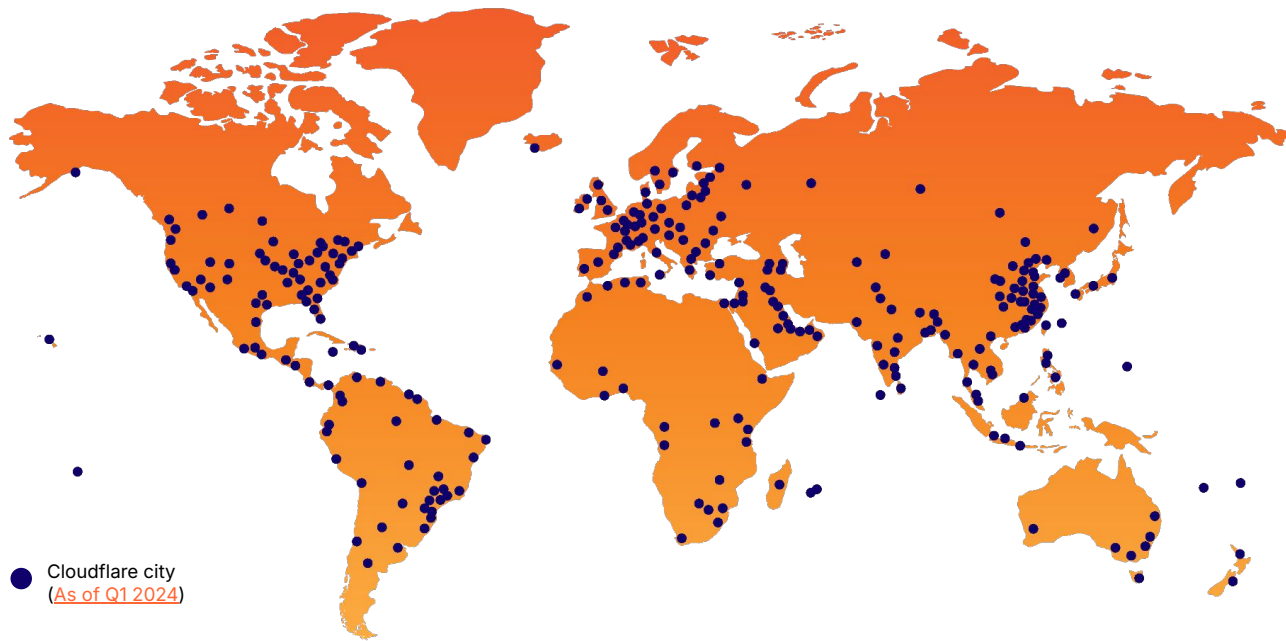




Introduction To Cloudflare

Cloudflare is the only composable, Internet-native platform...

...that delivers local capabilities with global scale.



330

cities in 120+ countries,
including mainland China

150+

AI inference locations powered by GPUs

12,500+

networks directly connect to Cloudflare,
including every major ISP, cloud
provider, and enterprise

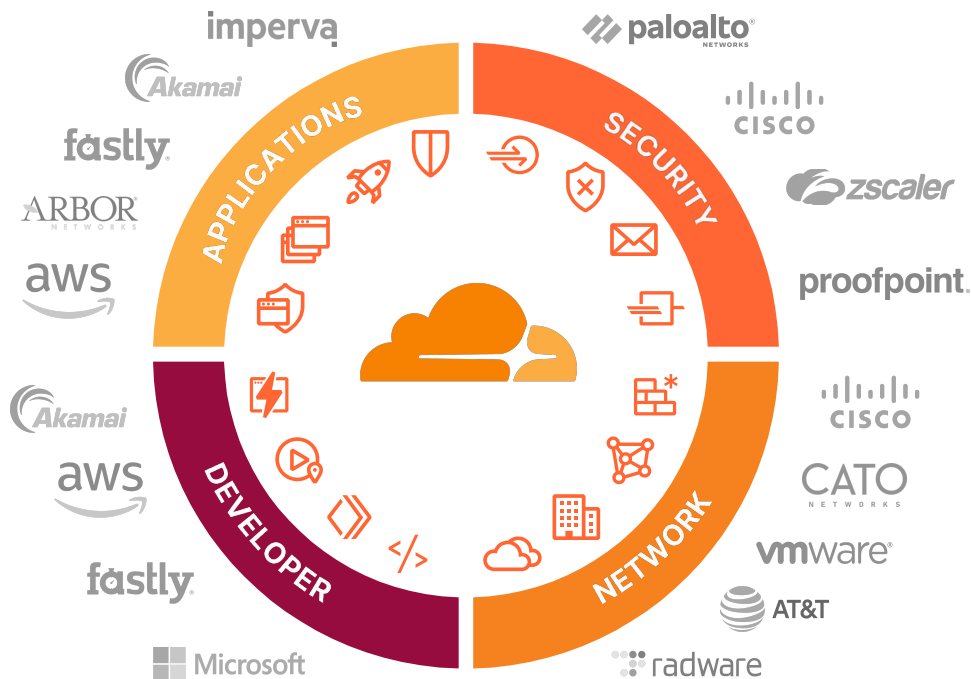
296 Tbps

global network edge capacity,
consisting of transit connections,
peering and private network
interconnects

~50 ms

from 95% of the world's
Internet-connected population

Our platform consolidates critical functions via a single, easy-to-use UI

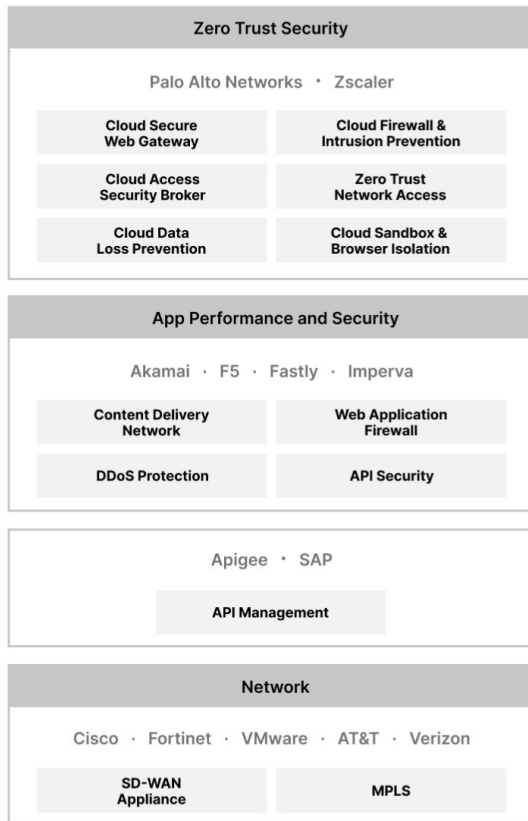


Customer perspective: simplify and consolidate

Total Cost of Ownership

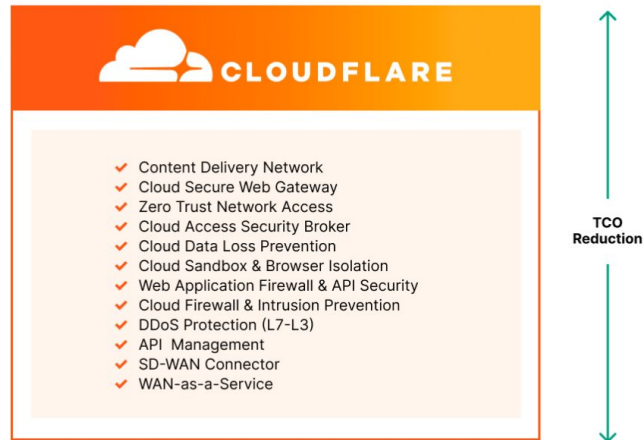
Current State

Loss of control, vendor sprawl



Future State

Cloudflare's connectivity cloud



TCO Reduction

Plans & Pricing

Free

For personal or hobby projects that aren't business-critical.

\$0/month

Add-ons billed monthly

Add a Website

Pro

For professionals, not mission critical.

\$20/month

When billed annually or \$25/mo billed monthly

Get Started

Business

For small businesses operating online.

\$200/month

When billed annually or \$250/mo billed monthly

Get Started

Enterprise

For mission-critical applications that are core to your business.

Custom

Billed annually

Talk to an Expert

Plans Breakdown

Free

For personal or hobby projects that aren't business-critical.

Pro

For professionals, not mission critical.

Business

For small businesses operating online.

Enterprise

For mission-critical applications that are core to your business.

Fast, Easy-to-use DNS	①	✓	✓	✓	✓
Unmetered DDoS Protection	①	✓	✓	✓	✓
CDN	①	✓	✓	✓	✓
Universal SSL Certificate	①	✓	✓	✓	✓
Free Managed Ruleset	①	✓	✓	✓	✓
Web Application Firewall (WAF)	①	✓	✓	✓	✓
Lossless Image Optimization	①	✗	✓	✓	✓
Accelerated Mobile Pages (AMP)	①	✗	✓	✓	✓
PCI DSS 4.0 compliance	①	✗	✗	✓	✓
Uptime SLA		✗	✗	100%	100%
Uptime Service Credits	①	✗	✗	1x	10x (Standard) ; 25x (Premium)

Plans Breakdown (Cont.)

Free

For personal or hobby projects that aren't business-critical.

Pro

For professionals, not mission critical.

Business

For small businesses operating online.

Enterprise

For mission-critical applications that are core to your business.

Single-Sign-On (SSO) Support



Network Prioritization



Role-based Account Control



Support Options

Community forums and documentation

Tickets + Community Forums

Tickets + Chat + Community Forums

24x7x365 Tickets + Chat + Phone + Community Forums

Cloudflare Rules



Up to 65 rules

Up to 155 rules

Up to 310 rules

Up to 760 rules

Bot Mitigation



Simple bots

More advanced bots

Sophisticated bots and basic bot analytics

All bots, anomaly detection, custom CAPTCHAs & threat response, advanced bot analytics, and more

Layer-3 Network DDoS protection with Magic Transit*



Custom Pricing

China Network Access



Custom Pricing

Cloudflare for SaaS



<100 hostnames free, \$.10 per additional

<100 hostnames free, \$.10 per additional

<100 hostnames free, \$.10 per additional

Custom Pricing

Developer Overview

Why developer velocity is important

~50%

Amount of time
developers spend
writing code



Increase speed to market



Increase innovation

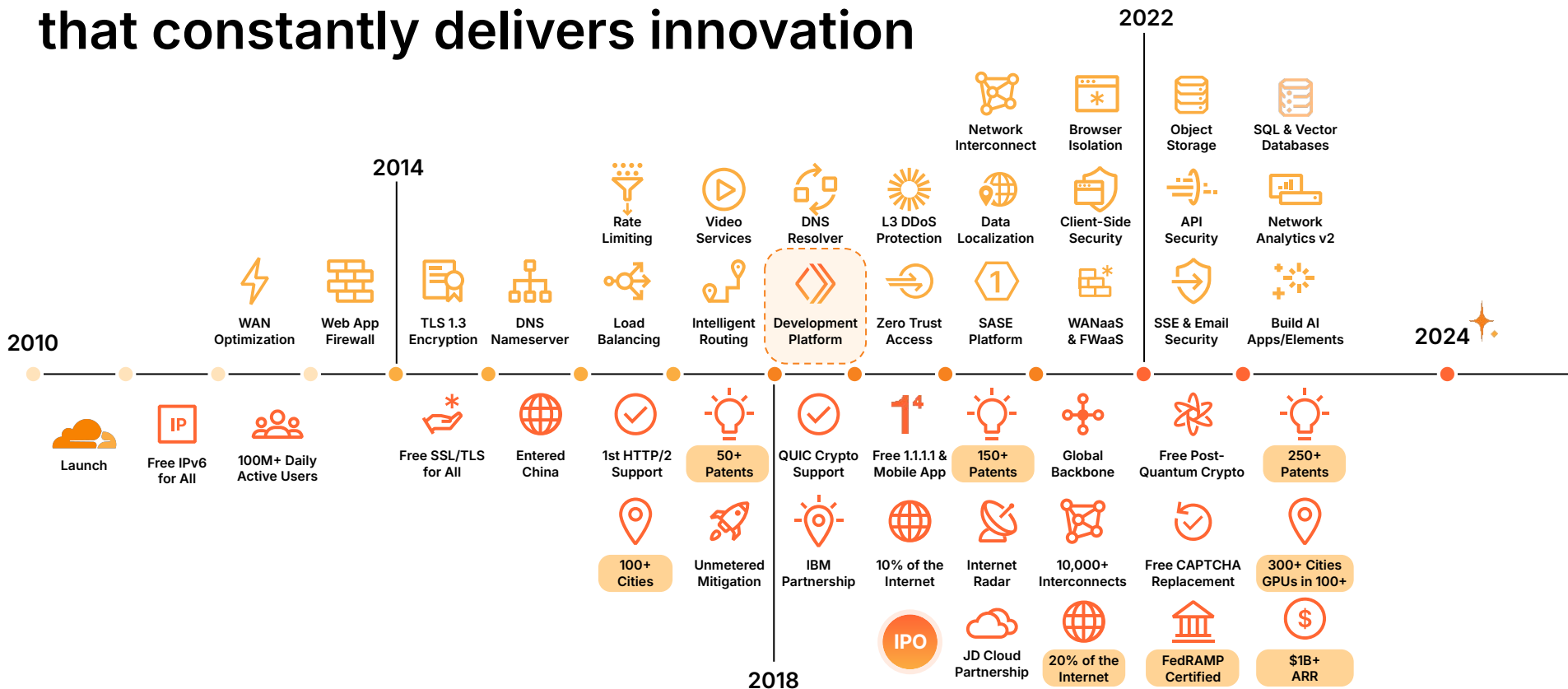


Improve software quality



Attract and retain talent

Move faster with a platform that constantly delivers innovation



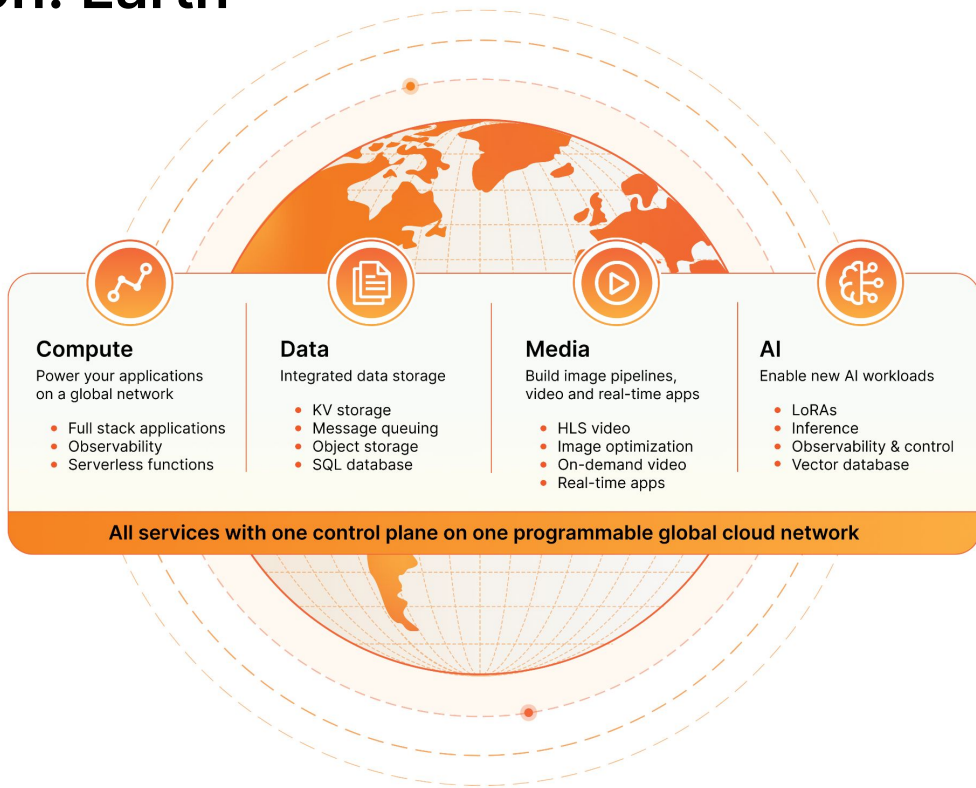
Deploy applications to region: Earth

One unified platform for building full-stack and AI applications uniquely powered by an intelligent, programmable global cloud network.

This enables organizations to ...

- ✓ **regain control,**
- ✓ **lower costs, and**
- ✓ **reduce the risks**

... of a complex and disjointed IT environment.



Developers who know trust Cloudflare

100+

of hours saved in development and testing time with Cloudflare Workers.



\$1000+

in monthly savings when switching to R2 for object storage.



40%

improvement in performance with a globally distributed asset cache and Workers powering the application

PORSCHE
INFORMATIK

 dataweavers

“Workers and Cloudflare Image Optimization allow us to do much of our processing right at the edge, without roundtrips to origin servers. That reduces costs and improves the end-user experience by speeding up frequent requests, authentications, and image processing and delivery tasks.”

- Ben Shapiro, CEO, Dataweavers

Agency Program Overview

(currently in open beta)

What are the benefits of the Agency Program?

Discounted Products

Our Agency Partners receive a 20% discount on all self-serve plans and products *(excluding Registrar)*.

No Commitments

Unlike our Enterprise program, our agency path requires no upfront commitments.

Central Billing

Partner-managed billing allows all of your accounts to flow up to a single billing profile.

Multi-tenant account support

Create accounts for each of your customers to provide discrete access controls.

CNAME/Partial Name Setup

Program participants can activate CNAME or Partial setups on Free and Pro zones.

Important Notes



1) SUPPORT

Support for Billing related issues should be submitted through the support portal on your dashboard. We can help address questions specifically related to your Agency Account.

Email agency@cloudflare.com with Agency Account related questions.

2) OPEN BETA PROGRAM

We appreciate your patience as we identify areas of improvement. Please continue to share your feedback with us as a valued member of this beta program.

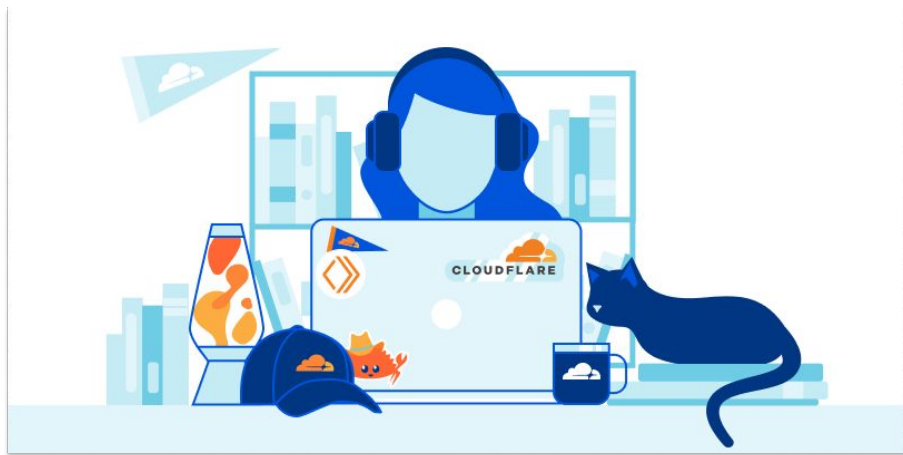
3) ACCOUNT MIGRATION

Accounts will only receive the benefits of the Agency Program when migrated under your tenant account. Any existing zones should be manually re-created in your tenant account.

Cloudflare Registrar

For Agency Partners

Purchasing New Domains under Cloudflare Registrar



IMPORTANT NOTES ON THIS PROCESS

1) BILLING

Billing is rolled up to your parent account billing details (*reminder: only one payment can be used for all child accounts at this time*).

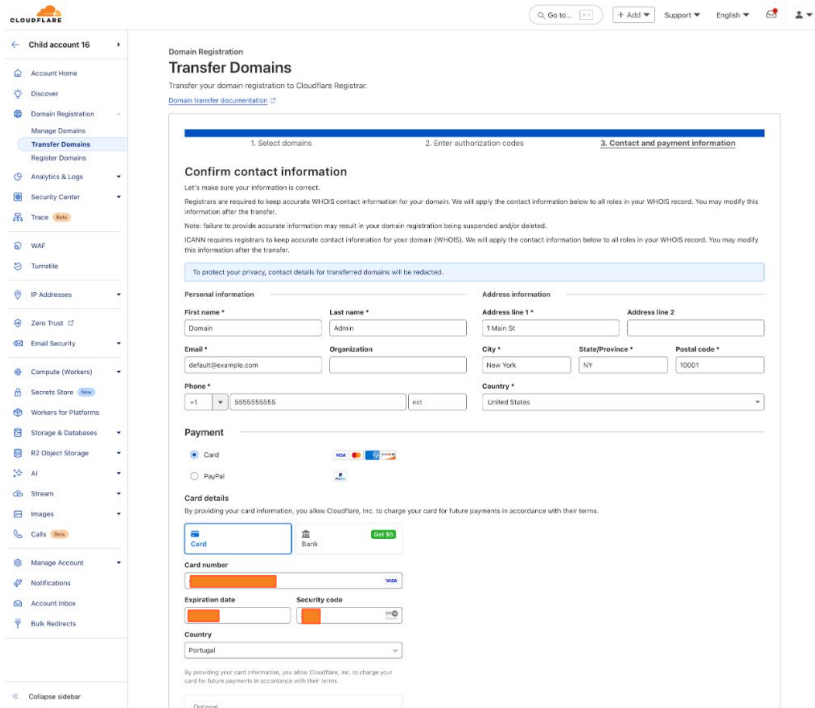
If payment details exist on your child account for some reason, checkout may show those payment details from the child account, but only the parent account details will be used.

2) INVOICING

Invoices will appear at the parent account level (the account with your billing details)

Reminder: the 20% discount for Agency Partners does not apply to Registrar purchases.

Transferring Existing Domains under Cloudflare Registrar to an Agency Account



Domain Registration

Transfer Domains

Transfer your domain registration to Cloudflare Registrar.
[Domain transfer documentation](#)

1. Select domains 2. Enter authorization codes 3. Contact and payment information

Confirm contact information

Let's make sure your information is correct.

Registrars are required to keep accurate WHOIS contact information for your domains. We will apply the contact information below to all roles in your WHOIS record. You may modify this information after the transfer.

Note, failure to provide accurate information may result in your domain registration being suspended and/or deleted.

ICANN requires registrars to keep accurate contact information for your domain (WHOIS). We will apply the contact information below to all roles in your WHOIS record. You may modify this information after the transfer.

To protect your privacy, contact details for transferred domains will be redacted.

Personal information

First name * Last name * Address line 1 * Address line 2

Domain Admin 1 Main St


Email * Organization City * State/Province * Postal code *


default@example.com New York NY 10001

Phone * Country *

+1 5555555555 ext United States



Payment


☒ Card 



☐ PayPal 


Card details

By providing your card information, you allow Cloudflare, Inc. to charge your card for future payments in accordance with their terms.

☒ Card  ☐ Bank 

Card number 

Expiration date  Security code 

Country 

Portugal

By providing your card information, you allow Cloudflare, Inc. to charge your card for future payments in accordance with their terms.

Optional

IMPORTANT NOTES ON THIS PROCESS

1) CHECKOUT/BILLING

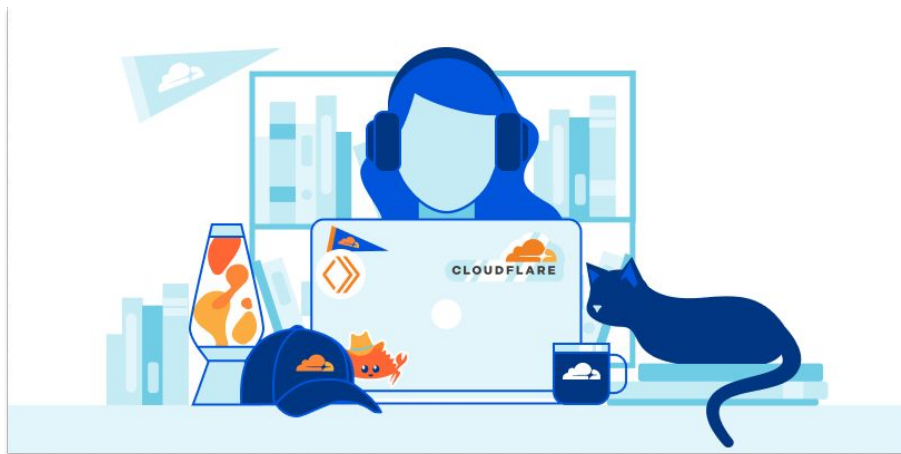
Upon checkout, you will be asked to add new billing details for the child account. Please add valid payment details in order to complete the transfer process.

NOTE: this is a bug. **ONLY** the payment details currently existing under your parent account will be used when necessary.

2) INVOICING

Invoices will appear at the parent account level (the account with your billing details)

Questions & Feedback



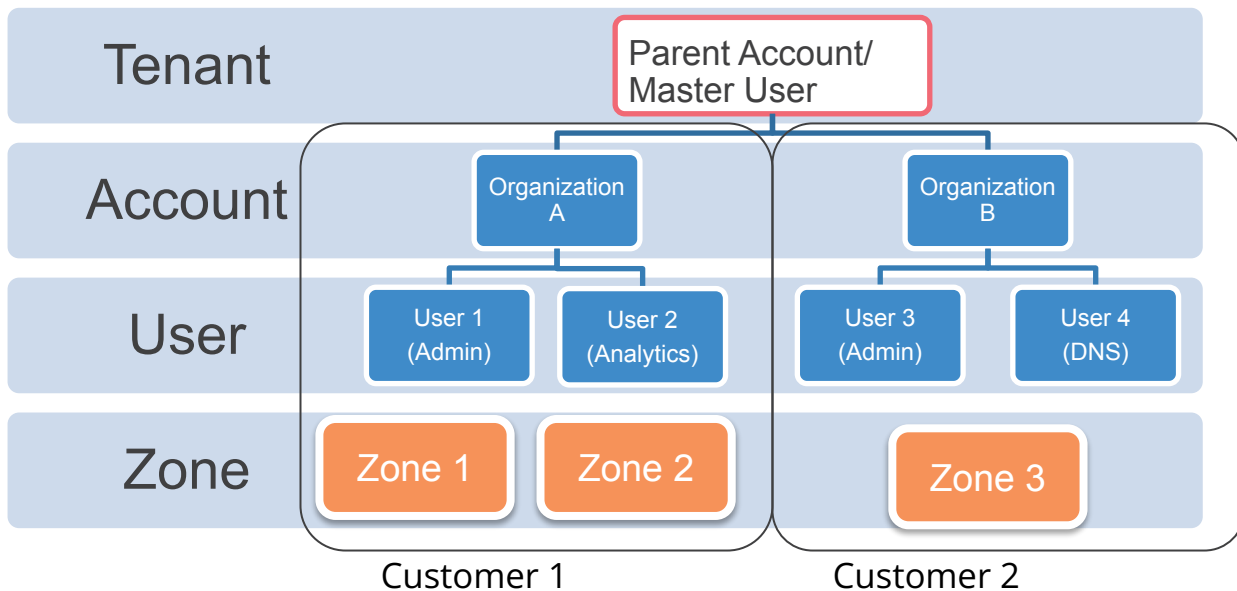
Please email
agency@cloudflare.com
with any questions or
feedback.

Appendix (Agency & Tenant API)

Tenant API Introduction

- Partner API provides capability to Partner to provision and manage Cloudflare accounts and services for customers.
- It is an extension of our Client v4 API library to make a streamlined onboarding and setup experience.
- In short, Partner API that enables Partner to:
 - Provisioning resources
 - User access
 - Enabling services
 - Service configuration
- Refer to: <https://developers.cloudflare.com/tenant/>

Tenant Structure

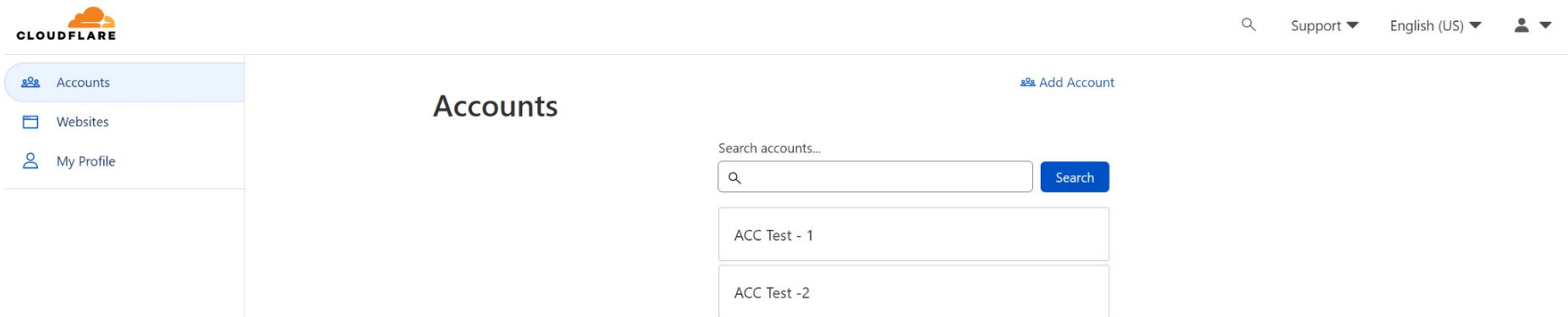


Create Account


Create User

Assign User
to AccountCreate
ZoneAssign Plan
to Zone


As a Tenant Admin, you will see an 'Add Account' button on the Accounts page.



The screenshot displays the Cloudflare Tenant UI. On the left is a sidebar with the Cloudflare logo and three menu items: 'Accounts' (selected), 'Websites', and 'My Profile'. The main content area is titled 'Accounts' and features an 'Add Account' button in the top right corner. Below the title is a search bar with the placeholder text 'Search accounts...' and a 'Search' button. The search results show two entries: 'ACC Test - 1' and 'ACC Test - 2'.

**CLOUDFLARE**

Search

Support ▾ English (US) ▾ 

Accounts

Add Account

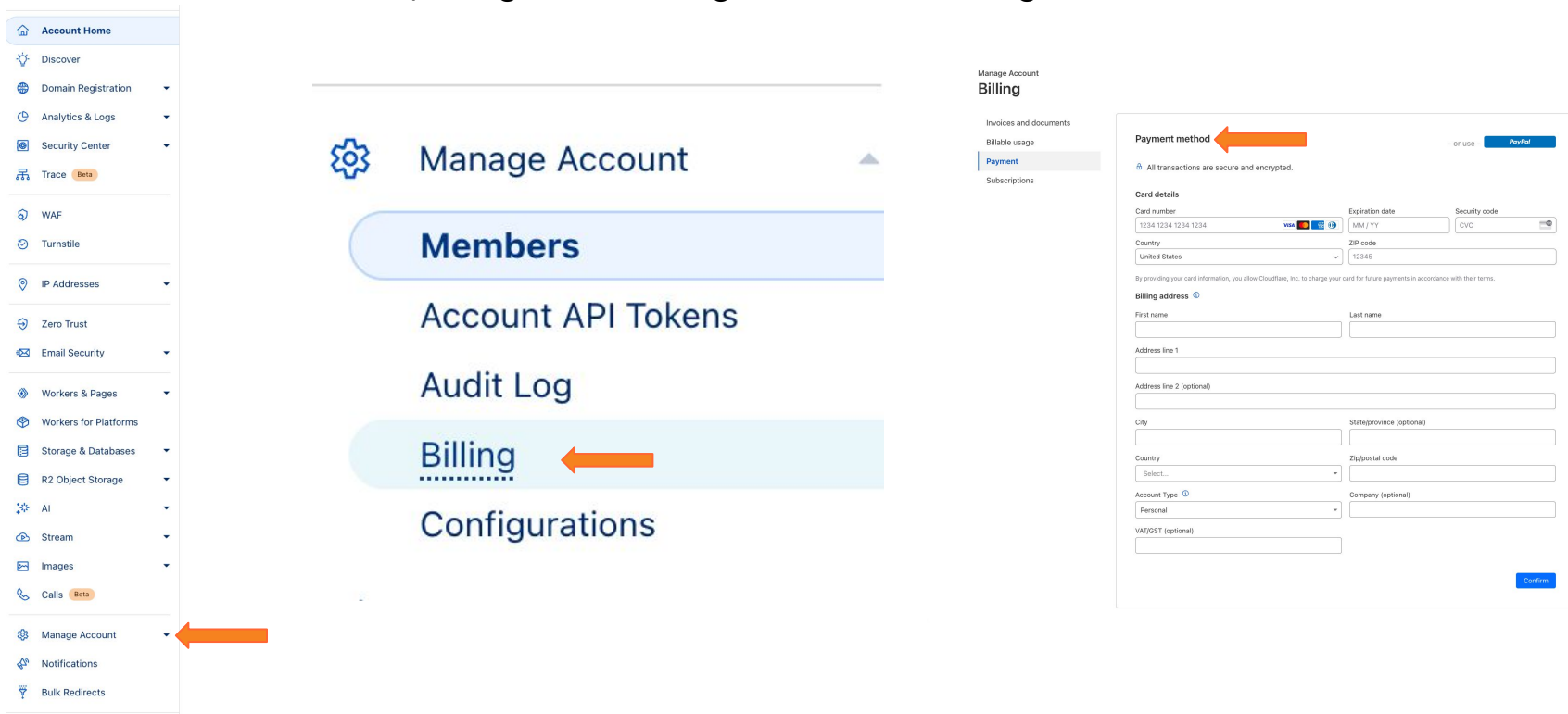
Search accounts...

Search

ACC Test - 1


ACC Test - 2

You will need to make sure your Billing details are added by selecting your tenant account, then in the Account Home, navigate to Manage Account → Billing



The screenshot displays the Cloudflare Tenant UI. On the left is a sidebar menu with the following items: Account Home, Discover, Domain Registration, Analytics & Logs, Security Center, Trace (Beta), WAF, Turnstile, IP Addresses, Zero Trust, Email Security, Workers & Pages, Workers for Platforms, Storage & Databases, R2 Object Storage, AI, Stream, Images, Calls (Beta), Manage Account, Notifications, and Bulk Redirects. An orange arrow points to the 'Manage Account' item. The main content area shows the 'Manage Account' page with a gear icon and a list of options: Members, Account API Tokens, Audit Log, Billing (highlighted with a light blue background and an orange arrow), and Configurations. To the right of the main content is a sidebar with 'Manage Account' and 'Billing' (selected). The 'Billing' section shows 'Payment method' as the active tab, with a note that all transactions are secure and encrypted. Below this is a 'Card details' form with fields for Card number, Expiration date, Security code, Country, and ZIP code. A 'Billing address' section follows with fields for First name, Last name, Address line 1, Address line 2 (optional), City, State/province (optional), Country, and Zip/postal code. At the bottom, there are fields for Account Type (set to Personal) and Company (optional), and a VAT/GST (optional) field. A 'Confirm' button is located at the bottom right of the form.

You can then create a new “Standard” account for your customers.

**CLOUDFLARE**

Search Go to... Support English User

Accounts
Websites
My Profile
Tenants

Create A New Account

Account Name

Account Description

Tenant Unit

Select... ▼

☐ Enterprise Account (Enterprise permissions required)
Provides Enterprise-level account features

☒ Standard Account
Available for Self-Serve Subscriptions

Add Account

Once you have created your Accounts, you may begin adding domains by following these steps through the Tenant API.

Click here for a step-by-step guide: <https://developers.cloudflare.com/tenant/get-started/>



Need help with API Calls?

We recommend using Postman to make API calls:

<https://www.postman.com>

We recommend importing this Postman collection

https://drive.google.com/file/d/1pevUE3bdyV2NkRvfblgQa_toSIKqpQRp/view

Available Subscriptions

Self-Serve Zone Subscriptions

CF_FREE
CF_PRO_20_20
CF_BIZ

Self-Serve Account Subscriptions

ARGO_ZONE_BASIC
WORKERS_BASIC
WORKERS_PAID
LOAD_BALANCING_BASIC_PLUS
STREAM_BASIC
IMAGES_BASIC
ACCESS_BASIC
ACCESS_BASIC
ACCESS_PREMIUM
RATE_LIMITING_BASIC
IMAGE_RESIZING_BASIC
WEB3_IPFS_BASIC
WEB3_IPFS_PREMIUM
WEB3_ETHEREUM_BASIC
WEB3_ETHEREUM_PREMIUM
SECURE_WEB_GATEWAY_PRO
SECURE_WEB_GATEWAY_BIZ
TEAMS_FREE
TEAMS_STANDARD
TEAMS_ACCESS
TEAMS_GATEWAY
WAITING_ROOMS_BASIC

<https://developers.cloudflare.com/tenant/reference/subscriptions/>

Additional documentation:

- **Agency Program FAQ one pager:**
https://docs.google.com/presentation/d/1ZV_OL2I-yReE--RHBYefHPD_x1aTwwcnFZW_s1YeP_s/edit?usp=sharing
- **How to create/add a new account:**
<https://developers.cloudflare.com/tenant/how-to/manage-accounts/>
- **How to manually migrate zones to your tenant account:**
<https://developers.cloudflare.com/fundamentals/setup/manage-domains/move-domain/>
- **Tenant documentation:** <https://developers.cloudflare.com/tenant/>

Appendix (Developer)

Storage for any use case

D1

Build serverless relational SQL databases for user, product, or other types of data with point in time recovery.

Durable Objects

A globally distributed coordination API with strongly consistent storage for building collaborative applications.

Hyperdrive

Make your existing database feel globally distributed when you connect directly from Workers.

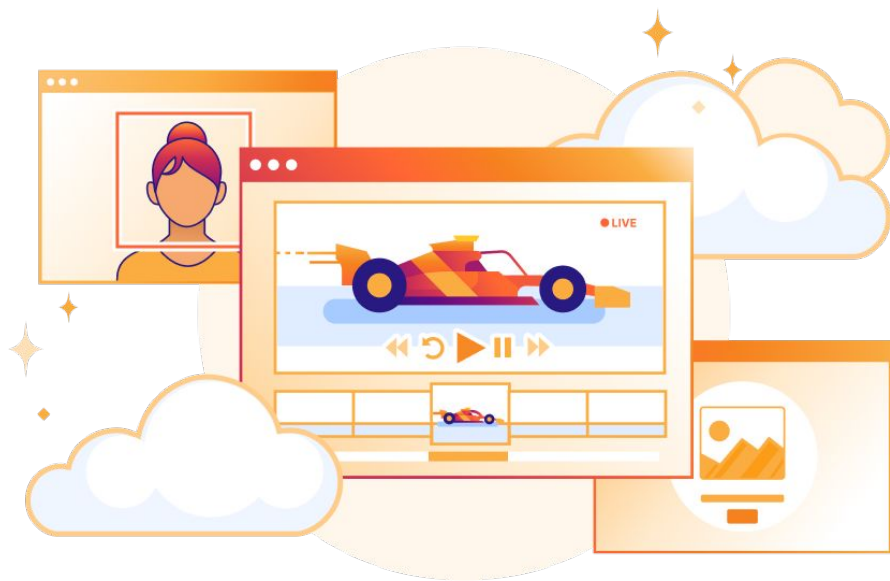
KV

Distributed, eventually consistent key-value store to serve read-heavy non-dynamic data like configurations and product information.

R2

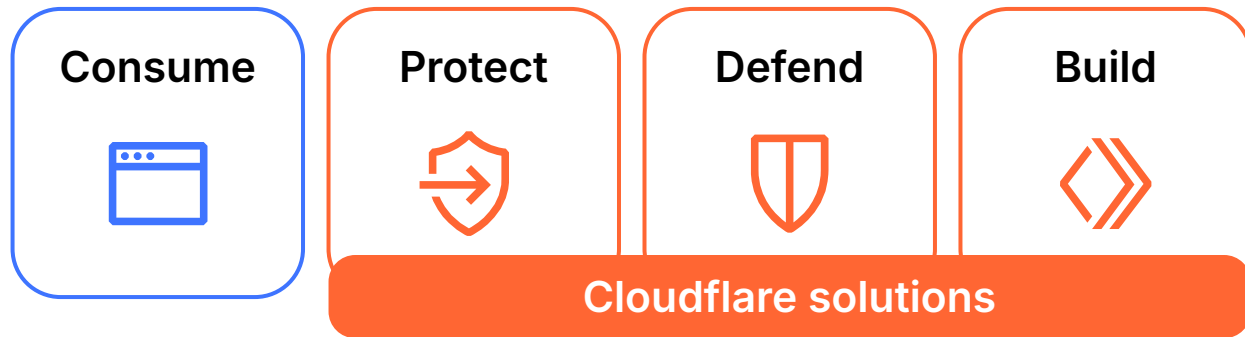
S3 compatible, egress free, object storage to store images, media, logs, LLMs, and more

Create immersive multi-media experiences



- Deliver live and on-demand video
- Create an all-in-one image pipeline
- Build real-time video & audio applications

AI impact on your business



Where are you
using AI today:

Engineering
Infrastructure
Security services
Sales & marketing

Elements of AI applications and infrastructure

Train



Store training data



Create and store model



Fine tune models

Secure



Secure access to AI services



Protect private data

Deploy



Generate embeddings



Deploy model



Run inference at scale

Optimize

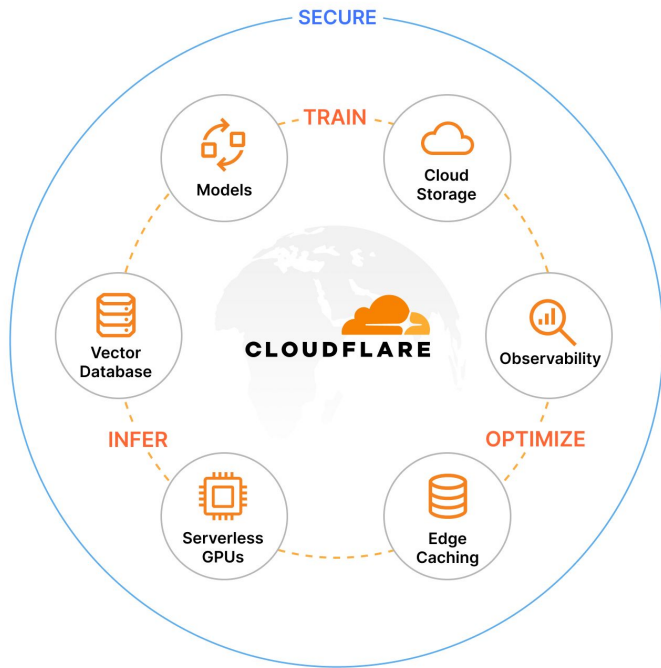


Observe and analyze usage



Control traffic & optimize cost

A holistic, end-to-end AI solution



1) TRAIN

Zero Egress Cloud Storage with **R2**

2) INFER

Generate, store, and search embeddings with **Workers AI** and **Vectorize**

3) OPTIMIZE

Gain visibility and improve performance via **AI Gateway**

4) SECURE

Protect and Defend with **Zero Trust** and **API Security**

Developer Pricing

Images Paid

When you purchase an Images Paid plan, you can choose your own storage or add storage in Images.

Metric	Pricing
Images Transformed	First 5,000 unique transformations included + \$0.50 / 1,000 unique transformations / month
Images Stored	\$5 / 100,000 images stored / month
Images Delivered	\$1 / 100,000 images delivered / month

Stream Pricing

Cloudflare Stream lets you broadcast, store, and deliver video using a simple, unified API and simple pricing. Stream bills on two dimensions only:

- Minutes of video stored (**\$5 per 1,000 minutes stored**)
- Minutes of video delivered (**\$1 per 1,000 minutes delivered**)

On-demand and live video are billed the same way.

Ingress (sending your content to us) and encoding are always free. Bandwidth is already included in “video delivered” with no additional egress (traffic/bandwidth) fees.

R2 pricing

	Standard storage	Infrequent Access storage Beta
Storage	\$0.015 / GB-month	\$0.01 / GB-month
Class A Operations	\$4.50 / million requests	\$9.00 / million requests
Class B Operations	\$0.36 / million requests	\$0.90 / million requests
Data Retrieval (processing)	None	\$0.01 / GB
Egress (data transfer to Internet)	Free ¹	Free ¹

¹ Egressing directly from R2, including via the [Workers API](#), [S3 API](#), and [r2.dev domains](#) does not incur data transfer (egress) charges and is free. If you connect other metered services to an R2 bucket, you may be charged by those services.

Workers AI Pricing

Text Generation LLMs (incl Vision models)

Model size is measured in parameters. Pricing is based on blended tokens (input + output). Vision models will convert the image input into tokens for billing. Depending on size and aspect ratio, images will be charged for between 1,601 and 6,404 tokens. Most images that are more than 224 pixels wide or tall will be charged as 6,404 tokens each.

Model Size	Pricing
<= 3B	\$0.10 per Million Tokens
3.1B - 8B	\$0.15 per Million Tokens
8.1B - 20B	\$0.20 per Million Tokens
20.1B - 40B	\$0.50 per Million Tokens
40.1B+	\$0.75 per Million Tokens

Workers For Platform Pricing

The Workers for Platforms Paid plan is **\$25 monthly**. Workers for Platforms can be purchased through the [Cloudflare dashboard](#).

Workers for Platforms comes with the following usage allotments and overage pricing.

Requests ^{1 2}	Duration	CPU time ²	Scripts
20 million requests included per month	No charge or limit for duration	60 million CPU milliseconds included per month	1000 scripts
+\$0.30 per additional million		+\$0.02 per additional million CPU milliseconds	+\$0.02 per additional script
		Max of 30 seconds of CPU time per invocation	
		Max of 15 minutes of CPU time per Cron Trigger or Queue Consumer invocation	

¹ Inbound requests to your Worker. Cloudflare does not bill for [subrequests](#) you make from your Worker.

² Workers for Platforms only charges for 1 request across the chain of [dispatch Worker](#) -> [user Worker](#) -> [outbound Worker](#). CPU time is charged across these Workers.

Workers KV Pricing

Workers KV is included in both the Free and Paid [Workers plans](#).

	Free plan ¹	Paid plan
Read requests	100,000 / day	10 million/month, + \$0.50/million
Write requests	1,000 / day	1 million/month, + \$5.00/million
Delete requests	1,000 / day	1 million/month, + \$5.00/million
List requests	1,000 / day	1 million/month, + \$5.00/million
Stored data	1 GB	1 GB, + \$0.50/ GB-month

¹ The Workers Free plan includes limited Workers KV usage. All limits reset daily at 00:00 UTC. If you exceed any one of these limits, further operations of that type will fail with an error.

Durable Objects Pricing

Paid plan

Requests	1 million, + \$0.15/million Includes HTTP requests, RPC sessions ¹ , WebSocket messages ² , and alarm invocations
----------	--

Duration ³	400,000 GB-s, + \$12.50/million GB-s ^{4,5}
-----------------------	---

¹ Each [RPC session](#) is billed as one request to your Durable Object. Every [RPC method call](#) on a [Durable Objects stub](#) is its own RPC session and therefore a single billed request.

² A request is needed to create a WebSocket connection. There is no charge for outgoing WebSocket messages, nor for incoming [WebSocket protocol pings](#)⁷. For compute requests billing-only, a 20:1 ratio is applied to incoming WebSocket messages to factor in smaller messages for real-time communication. For example, 100 WebSocket incoming messages would be charged as 5 requests for billing purposes. The 20:1 ratio does not affect Durable Object metrics and analytics, which reflect actual usage.

³ Application level auto-response messages handled by [state.setWebSocketAutoResponse\(\)](#) will not incur additional wall-clock time, and so they will not be charged.

⁴ Duration is billed in wall-clock time as long as the Object is active, but is shared across all requests active on an Object at once. Once your Object finishes responding to all requests, it will stop incurring duration charges. Calling `accept()` on a WebSocket in an Object will incur duration charges for the entire time the WebSocket is connected. If you prefer, use [state.acceptWebSocket\(\)](#) instead, which will stop incurring duration charges once all event handlers finish running.

⁵ Duration billing charges for the 128 MB of memory your Durable Object is allocated, regardless of actual usage. If your account creates many instances of a single Durable Object class, Durable Objects may run in the same isolate on the same physical machine and share the 128 MB of memory. These Durable Objects are still billed as if they are allocated a full 128 MB of memory.

D1 SQL Database Pricing

Workers Free

Workers Paid

Rows read

5 million / day

First 25 billion / month included + \$0.001 / million rows

Rows written

100,000 / day

First 50 million / month included + \$1.00 / million rows

Storage (per GB stored)

5 GB (total)

First 5 GB included + \$0.75 / GB-mo

Hyperdrive Pricing

Hyperdrive is free and included in every [Workers Paid](#) plan.

Hyperdrive is automatically enabled when subscribed to a Workers Paid plan, and does not require you to pay any additional fees to use. Hyperdrive's [connection pooling and query caching](#) do not incur any additional charges, and there are no hidden limits other than those [published](#).

Pages Pricing

Free

\$0

- ⚡ 1 build at a time
- ⚡ 500 builds per month
- ⚡ 100 custom domains per project
- ⚡ Unlimited sites
- ⚡ Unlimited static requests
- ⚡ Unlimited bandwidth

Sign Up

Pro

\$20/mo billed annually

\$25/mo billed monthly

- ⚡ 5 concurrent builds
- ⚡ 5,000 builds per month
- ⚡ 250 custom domains per project
- ⚡ Unlimited sites
- ⚡ Unlimited static requests
- ⚡ Unlimited bandwidth

Sign Up

Business

\$200/mo billed annually

\$250/mo billed monthly

- ⚡ 20 concurrent builds
- ⚡ 20,000 builds per month
- ⚡ 500 custom domains per project
- ⚡ Unlimited sites
- ⚡ Unlimited static requests
- ⚡ Unlimited bandwidth

Sign Up