Cloudflare One is agile SASE for hospitality

Connect and protect your properties, seasonal workforce, AI agents, and guest experiences. Accelerate innovation with a quantum-safe SASE architecture, unified by design.

Truly unified SASE

The "platform" promise, finally delivered

Legacy SASE has become the new technical debt. In the hospitality industry, adding fragmented tools to fix a fragmented network only creates more gaps. First-gen SASE solutions promised simplicity but delivered a patchwork of proxies and inconsistent policies that break down at franchise and management company boundaries.

Cloudflare One is the unified platform that other SASE providers promised but couldn't build. We eliminate the friction of legacy security and networking with **one control plane, data plane, and infrastructure layer.**

- **20%** of the web is protected by Cloudflare, providing unmatched Internet visibility
- **~80%** of the top 50 GenAI companies run with Cloudflare, giving us a unique position to secure GenAI usage and govern AI agents
- **300+** cities delivering full SASE (>3x other SASE vendors) for resilient, consistent experiences



SASE on Cloudflare's global network

Experience unmatched consistency for security and performance across corporate headquarters, remote resorts, and franchisee locations with a platform that is easier to deploy and built to last. As AI accelerates data movement and hospitality embraces personalized guest experiences, organizations need an architecture that is unified by design, not by stitched-together acquisitions.

Why Cloudflare

Deploy faster. Adapt instantly.



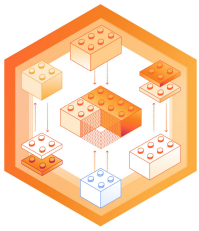
The fast path to safe AI adoption

Don't just manage shadow AI — secure the infrastructure. We are the first SASE platform to secure connections to MCP servers and govern both human users and AI agents.



The easy-to-use SASE

Stop paying for bloated tools you can't deploy across distributed properties. Remove the per-site complexity of legacy SASE, and accelerate the time to roll out high-value, zero trust security and networking capabilities.



A truly composable, programmable platform

Augment your existing stack, and infinitely customize your SASE deployment to fit sophisticated needs alongside our expert design partners. Support unique franchise requirements; no per-property exceptions.

Where to get started

Connect and protect your workforce, properties, and guest networks — securing your data everywhere.

Transforming your distributed property network doesn't have to mean a massive, disruptive overhaul. Solve your most urgent pain point today, like replacing a sluggish VPN, securing seasonal staff onboarding, or governing AI usage, and modernize your long-term architecture at your own pace.





Safely adopt AI

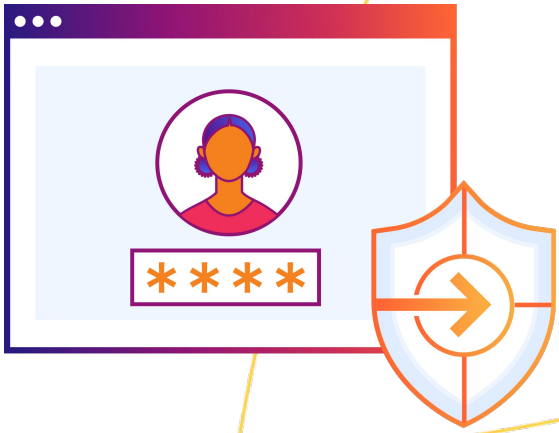
Move beyond AI blocking to secure AI adoption at enterprise scale, ensuring personalized guest experiences don't lead to data leaks.

- **Govern AI agents:** Govern connections between your workforce, AI-powered guest service chatbots, MCP servers, and internal data.
- **Control shadow AI:** Discover unsanctioned AI tools used by property staff and manage access, redirecting employees to approved apps.
- **Secure every prompt:** Analyze AI prompt content and intent to block sensitive guest PII, payment details, and loyalty profiles from leaking into public models.

Modernize remote access

Stop relying on clunky, insecure VPNs that slow down reservations and expose your properties to lateral attacks. Provide identity-first, quantum-safe access to internal apps like your property management systems (PMS) and back-office infrastructure.

- **Accelerate onboarding:** Quickly grant safe, frictionless access to seasonal contractors, franchisees, and BYOD employees in minutes, not days, without requiring per-property hardware.
- **Speed up M&A:** Integrate newly acquired hotel brands or management company networks more efficiently, without complex IP overlapping or firewall rules.
- **Stop ransomware:** Replace broad network access with granular zero trust rules that prevent threats from spreading laterally and shutting down POS systems across properties.





Block email phishing attacks

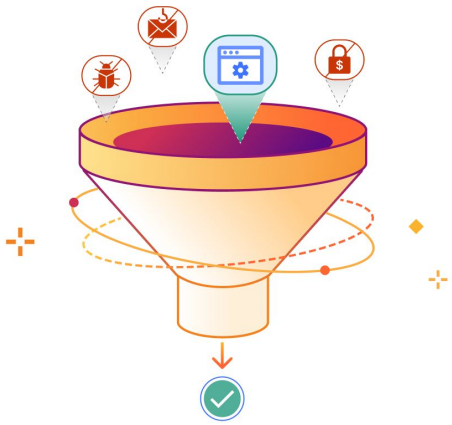
AI-powered email security stops the sophisticated brand impersonation, malware, and business email compromise targeting your properties before threats reach users' inboxes.

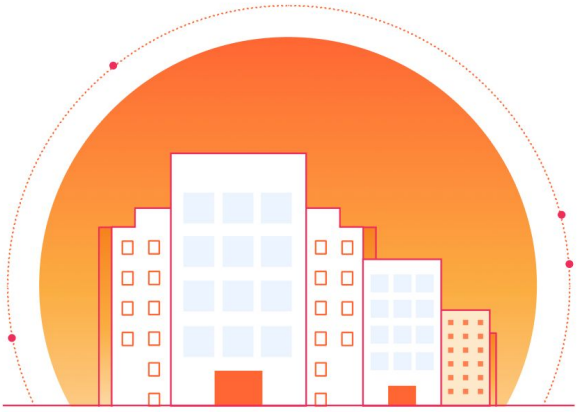
- **Block with precision:** Thwart elusive fake booking confirmations and invoice fraud that easily bypass native Microsoft 365 or Google Workspace defenses.
- **Deploy faster:** Get started instantly with flexible MX and API deployment methods that need minimal configuration and no tuning.
- **Extend workspace security:** Add native SASE controls across email and collaboration apps, automatically isolating risky web links in a remote browser so malware never touches the endpoint.

Protect web browsing

Implement lightweight DNS and HTTP filtering to protect remote users, back-office staff, and public networks from malware and phishing attacks.

- **Get instant results:** Accelerate time-to-value with flexible deployments that block Internet threats while reducing alert noise for your IT helpdesk.
- **Protect without friction:** Enforce flexible security rules using the same network that powers the world's fastest public DNS resolver, ensuring PMS platforms run without delay.
- **Enforce acceptable use:** Secure corporate and guest Wi-Fi with safe, private visitor experiences that protect your brand from liability. Simply update your DNS settings.





Deploy coffee shop networking

Treat any bandwidth-constrained resort or franchise location like a coffee shop. Deliver consistent, high-performance connectivity across remote and corporate locations.

- **Minimize appliances and MPLS:** Reduce cost and complexity with a more efficient "light branch, heavy cloud" SASE approach.
- **Unify access policies:** Use composable ZTNA and WAN services to enforce the same security policies for remote property managers and local corporate staff.
- **Consolidate infrastructure:** Enable a zero trust posture everywhere your employees work, all with a simpler infrastructure stack.

Value outcomes

A recent Forrester™ Total Economic Impact™ study found a composite organization, representative of five large Cloudflare customers, achieved benefits that directly benefit hospitality profitability and business agility, like:

35%
time savings on security and IT management

90%
reduction in VPN-related IT tickets

~$5.2 M
in connectivity-related savings

Hospitality organizations securing the future of work



Top hotel chain

A global hospitality leader with thousands of properties worldwide adopted a cloud-first strategy with Cloudflare, replacing both Zscaler and Cisco for remote access.

The hotel chain deprecated fragmented access and web filtering tools and consolidated with Cloudflare, covering 20k users including 38 contractor organizations. This provided faster, more stable connectivity and was simpler to deploy and manage across offices.

Other hospitality organizations protected by Cloudflare:

- Canadian entertainment venue enabling multi-location casino access
- Popular hotel chain replacing legacy VPN with modernized remote access
- Theme park technology provider that delivers ticking and guest experiences at theme parks globally
- Large entertainment company providing zero trust access for contractor workforce

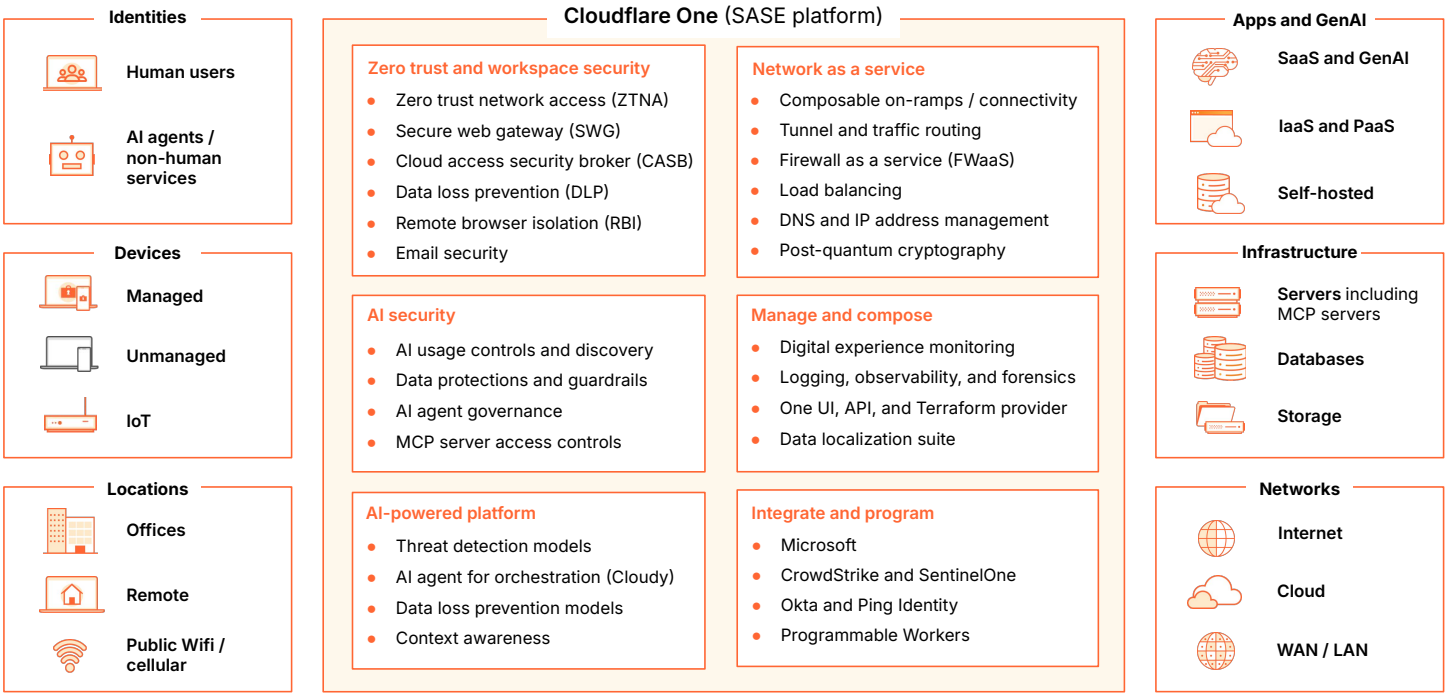
SASE solution packages



Cloudflare's Interna packages connect and protect internal systems — no billing surprises

- **Eliminate bandwidth fees for managed devices:** Stop double-paying for seats and bandwidth, making hybrid work more cost-effective.
- **Expand your property WAN with every seat:** Build your shared bandwidth pool for connecting your franchise locations and POS terminals.
- **Access the globe for one flat rate:** Predictable OpEx, no matter where your employees and guests are logging in from.
- **Deploy unlimited software connectors:** Integrate with your preferred PMS, POS platforms, and reservation engines with no hidden charges.
- **Secure SaaS inclusively with full CASB coverage:** Prevent the leakage of sensitive guest PII and loyalty profiles.
- **Unlock premium DEM natively, not as an add-on:** Proactively troubleshoot network performance issues, included as a core platform feature.

How it works



Security and network services, built for innovators

Zero trust and workspace security

Enforce granular security policies across web, SaaS, email, and private apps. Stop lateral movement originating from compromised franchisee networks and protect highly sensitive guest PII and payment data, all without slowing down your frontline reservation teams.

Network-as-a-service (NaaS)

Leverage your own private global backbone and quantum-safe SASE. Connect remote branch offices, clouds, and corporate data centers to a fast, secure, and DDoS-protected network. This "coffee shop networking" approach minimizes heavy branch appliances and lowers your TCO.

AI security

Move beyond simple blocking to safely adopt GenAI for personalized guest experiences and revenue management. Curate data guardrails and govern AI agents to prevent the leakage of sensitive corporate data and guest profiles into public models, while managing non-human permissions.

Manage and compose

Monitor the digital user experience to ensure reservations and check-ins are never delayed by network latency. Centralize visibility and control across your entire property portfolio with one unified dashboard, a robust API, and a Terraform provider that prevents per-property configuration headaches.

AI-powered platform

Detect and block emerging threats like sophisticated brand impersonation and fake booking scams. Improve DLP accuracy with context analysis, analyze the intent of AI prompts, and summarize security policies and logs in natural language to reduce the burden on your IT helpdesk.

Integrate and program

Adapt to your existing hospitality tech stack without vendor lock-in. Integrate your preferred third-party tools, and extend your SASE capabilities using custom code modules to match your exact business logic for property integrations.

Ready to get started with agile SASE?

Talk to an expert | **View enterprise packages**

Or, keep learning more in Cloudflare's SASE demo hub or reference architecture.

© 2026 Cloudflare, Inc. All rights reserved.