Cloudflare One is agile SASE for retail

Connect and protect your stores, warehouses, workers, AI agents, and omnichannel infrastructure with a quantum-safe SASE architecture, unified by design.

Truly unified SASE

The "platform" promise, finally delivered

Legacy SASE architectures and costly MPLS circuits have become the new technical debt for retailers. Adding fragmented tools to secure highly distributed store locations and POS systems only creates more visibility gaps. First-generation SASE solutions promised simplicity but delivered a patchwork of proxies and complex policies that struggle to scale during seasonal hiring surges.

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

- **20%** of the web is protected by Cloudflare, providing unmatched Internet visibility into threats targeting ecommerce platforms.
- **~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 from distribution centers to pop-up stores.



SASE on Cloudflare's global network

Experience unmatched consistency for security and high-performance secure access across your distributed stores, warehouses, and ecommerce platforms with a platform that is easier to deploy and built to last. As AI accelerates data movement for personalized shopping and agentic commerce, retailers need an architecture that is unified by design, not compromised by the complex, stitched-together acquisitions of first-generation SASE providers.

Why Cloudflare

Deploy faster. Adapt instantly.



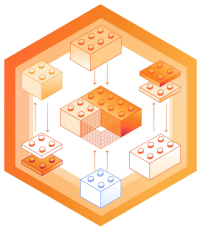
The fast path to safe AI adoption

Don't just manage shadow AI — secure the infrastructure powering omnichannel retail. We are the first SASE platform to secure connections to MCP servers, helping you govern AI agents and protect sensitive data.



The easy-to-use SASE

Stop paying for bloated tools that slow down store operations and seasonal hiring. Remove the 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 with an adaptable architecture for dynamic retail environments, and infinitely customize your SASE deployment to fit sophisticated needs alongside our expert design partners.

Where to get started

Connect and protect your store associates, supply chain, and omnichannel infrastructure — securing your customer data everywhere

Transforming your retail network doesn't have to require a massive, disruptive overhaul that impacts store operations. Solve your most urgent pain point today, like replacing a complex legacy VPN or securing AI tools for personalized shopping, and modernize your long-term architecture at your own pace





Safely adopt AI for next-gen commerce

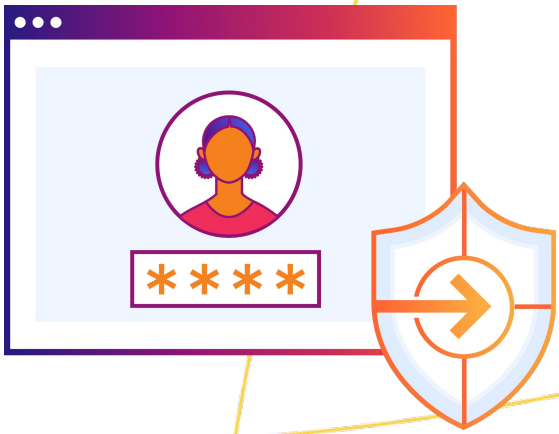
Move beyond basic blocking to secure AI adoption at scale, optimizing supply chains without introducing new vulnerabilities.

- **Govern AI agents:** Be among the first to govern connections between your workforce, MCP servers, and internal data.
- **Control shadow AI:** Discover unsanctioned GenAI tools being used by your merchandising or support teams. Manage access and redirect employees to approved, vetted apps to reduce risk.
- **Secure every prompt:** Analyze AI prompt content and intent to prevent sensitive payment card data (PCI) and customer PII from leaking into public models, protecting your brand's integrity.

Modernize remote access

Stop relying on clunky, insecure legacy VPNs that degrade the end-user experience for store managers and corporate staff. Provide identity-first, high-performance secure access to internal apps and inventory infrastructure.

- **Accelerate seasonal onboarding:** Quickly grant safe, frictionless access to temporary holiday workers and BYOD third-party vendors in minutes, not days. Simplify operations during peak seasons.
- **Speed up retail M&A:** Integrate acquired retail brands and new store locations more efficiently, without the technical debt of complex IP overlapping or brittle firewall rules.
- **Stop ransomware:** Replace overly broad network access with granular zero trust rules. Prevent threats from moving laterally from a compromised store POS system or unmanaged vendor device.

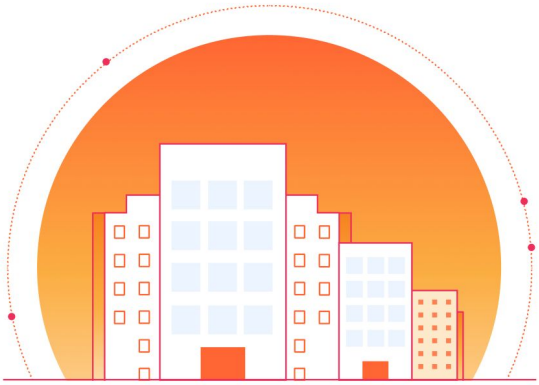




Protect web browsing

Implement frictionless DNS and HTTP filtering to protect highly distributed store locations, remote workers, and supply chain partners from malware, phishing attacks, and malicious websites.

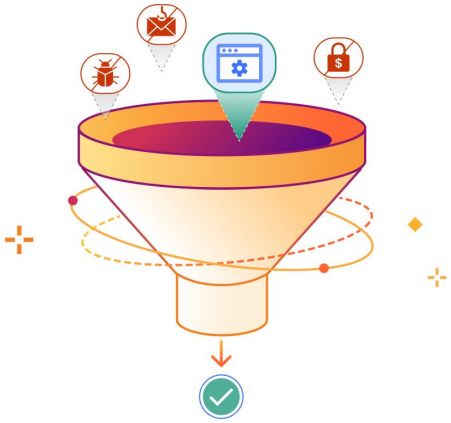
- **Get instant results:** Accelerate time-to-value with flexible deployments that block Internet threats, preventing malware from reaching your inventory systems while reducing SOC alert noise.
- **Protect without friction:** Enforce security using the same network that powers the world's fastest public DNS resolver, ensuring high-performance access for store associates or shoppers.
- **Enforce acceptable use:** Deliver safe, private guest Wi-Fi experiences while isolating corporate POS systems from guest networks. Simply update your DNS settings.



Block email phishing attacks

Retailers face relentless phishing campaigns targeting store managers, supply chain logistics, and corporate staff. AI-powered email security stops these threats, impersonation attempts, and malware before they reach your users' inboxes.

- **Block with precision:** Thwart elusive and targeted phishing threats that bypass native Microsoft 365 or Google Workspace defenses, protecting your organization against credential theft.
- **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 other collaboration apps, like isolating risky web links to prevent malware from compromising POS networks.



Deploy coffee shop networking

Treat every distributed store, warehouse, and franchise like a coffee shop. Deliver consistent, high-performance secure access across all remote and office locations.

- **Minimize appliances and MPLS:** Reduce cost and complexity with a more efficient "light branch, heavy cloud" SASE approach. Eliminate legacy hardware from hundreds of retail locations.
- **Unify access policies:** Use composable ZTNA and WAN services to enforce the same security policies for both remote and local corporate users.
- **Consolidate infrastructure:** Enable a zero trust posture everywhere your employees work with a simplified infrastructure stack, improving business agility so you can spin up new stores quickly.

Value outcomes

A recent Forrester™ Total Economic Impact™ study found a composite organization, representative of five large Cloudflare customers, achieved benefits that directly benefit retail 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

Organizations securing the future of work

Delivery Hero
E-commerce
Read case study

44K+
Global workers protected
after rapid M&A integration

ocado GROUP
E-commerce
Read case study

10k+
Employees secured
with faster, safer connectivity

"The beauty of the way we approached it, I could budget for it. Instead of waiting three years to gain the benefits, I was able to get different parts and pieces turned on. For the most part you can attack this doing pieces at a time that supplement each other; they just add on. All it does is get stronger."

Nigel Williams-Lucas
Vice President of Information Technology

DTLR

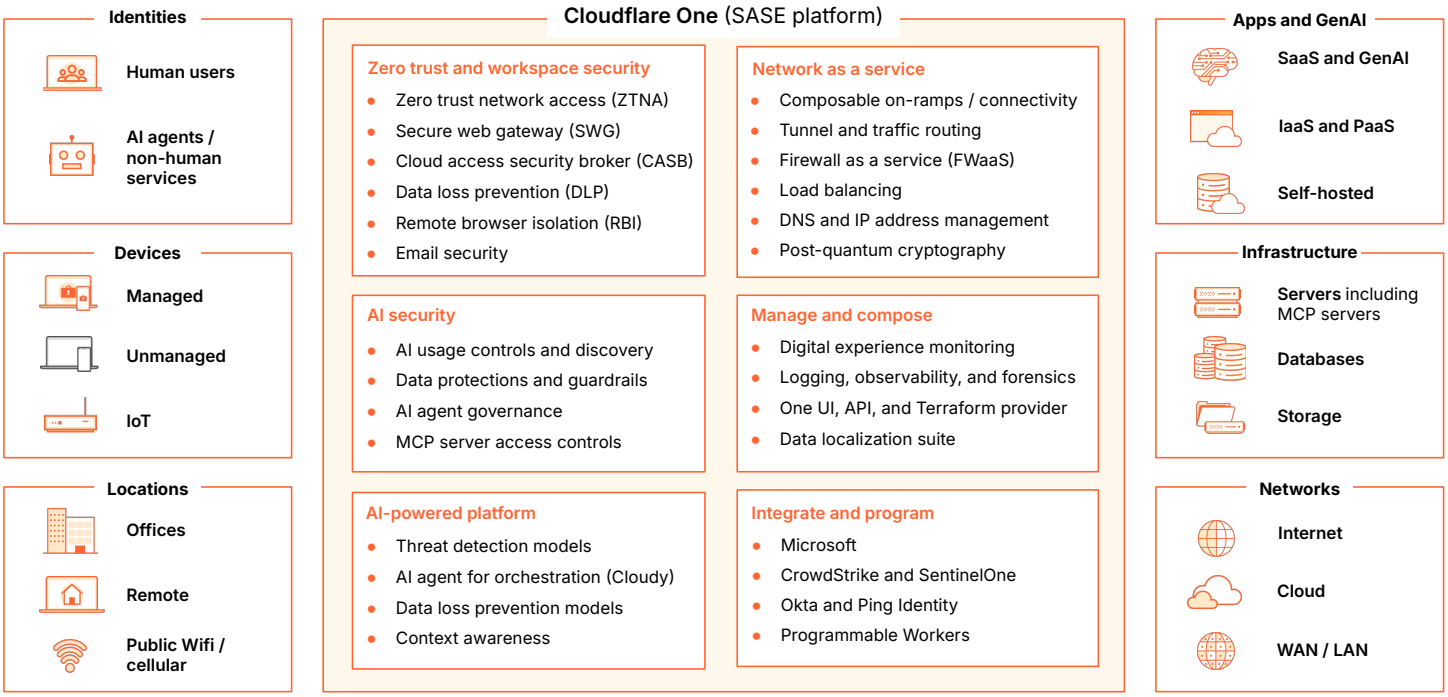
SASE solution packages

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



- **Eliminate bandwidth fees for managed devices:** Secure store associate POS tablets and inventory scanners anywhere without paying per gigabyte.
- **Expand your WAN with every seat:** Build your shared bandwidth pool for connecting retail storefronts, warehouses, and distribution centers.
- **Access the globe for one flat rate:** Predictable OPEX, no matter where your supply chain partners and corporate staff are logging in from.
- **Deploy unlimited software connectors:** Secure your SaaS environment and internal inventory management apps without paying per connection.
- **Secure SaaS inclusively:** Get full CASB coverage to protect sensitive customer PII across ecommerce platforms, M365, and shift scheduling apps.
- **Unlock digital experience monitoring natively:** Pinpoint latency issues for managed devices and remote store associate tablets as a built-in feature, not an expensive add-on.

How it works



Security and network services, built for innovators

Zero trust and workspace security

Enforce granular security policies across web browsing, SaaS inventory portals, corporate email, and private POS apps. Stop lateral movement to prevent disruptive ransomware that shuts down stores, and protect and customer PII, all without slowing down your distributed workforce of store associates, seasonal holiday workers, and third-party supply chain vendors.

Network-as-a-service (NaaS)

Your private global retail backbone and quantum-safe SASE. Seamlessly connect distributed store locations, remote warehouses, seasonal pop-up shops, and mission-critical ecommerce operations to a lightning-fast, secure, and DDoS-protected network built for operational agility and resilient checkout experiences.

AI security

Safely adopt GenAI across your retail organization. Curate strict guardrails and govern AI agents to prevent sensitive payment details and customer PII from leaking into public LLMs. Manage non-human permissions across your automated inventory, personalized marketing, and agentic commerce systems.

Manage and compose

Monitor the digital experience for in-store shoppers and remote corporate staff, and ensure strict data privacy for sensitive data across different global jurisdictions. Centralize visibility and control across your entire omnichannel infrastructure and hundreds of distributed locations with one unified dashboard, robust APIs, and our native Terraform provider.

AI-powered platform

Detect and block threats targeting your omnichannel operations and digital supply chain. Improve DLP accuracy with context analysis to protect sensitive transactional data. Analyze employee AI prompt intent to prevent shadow AI data leaks, and instantly summarize policies and logs in natural language to accelerate incident response for lean retail IT teams.

Integrate and program

Adapt to your dynamic retail tech stack. Integrate third-party ecommerce and SaaS platforms, and extend capabilities using custom programmable code to match your exact business logic, from seamlessly isolating POS systems on guest Wi-Fi portals to customizing intelligent routing for massive seasonal traffic surges.

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.

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