# Cloudflare's connectivity cloud

A unified platform for connecting, protecting, and building everything in your digital environment

## Challenge

IT complexity stands in the way of too many vital digital investments.

As organizations move to the cloud, expand into new regions and customer bases, and adopt new technologies like AI, they often adopt a variety of new security, connectivity, and developer services to support that growth. Unfortunately, many of these services are redundant and incompatible, creating security gaps, visibility problems, customer experience slowdowns, and operational inefficiencies.

Such problems diminish the returns companies get from their existing digital initiatives, and slow down the launch of new ones. In recent years, as many as 70% of large-scale tech programs do not meet budget, scope, and timeline expectations — with over half of the failures attributable at least in part to complex interdependencies.

## Solution

Cloudflare's **connectivity cloud** can help. It is a unified platform of 70+ connectivity, security, and developer services that are powered by a global cloud network. These services provide secure, programmable, and infinitely scalable connectivity across networks, apps, clouds and users:

- **Connectivity:** Secure Access Service Edge (SASE), web app delivery, NaaS and  multi cloud
- **Security:** Secure Service Edge (SSE), web app and API security, AI security, network security
- **Development:** AI apps, full-stack development, storage, media delivery

As a result, organizations can cut network and operational complexity, boost security and regulatory compliance, and get faster time-to-value from digital investments like cloud adoption and AI.

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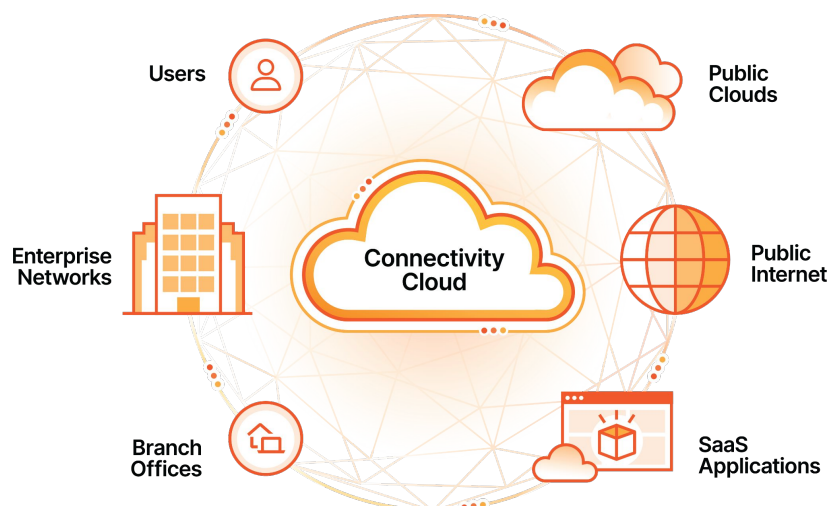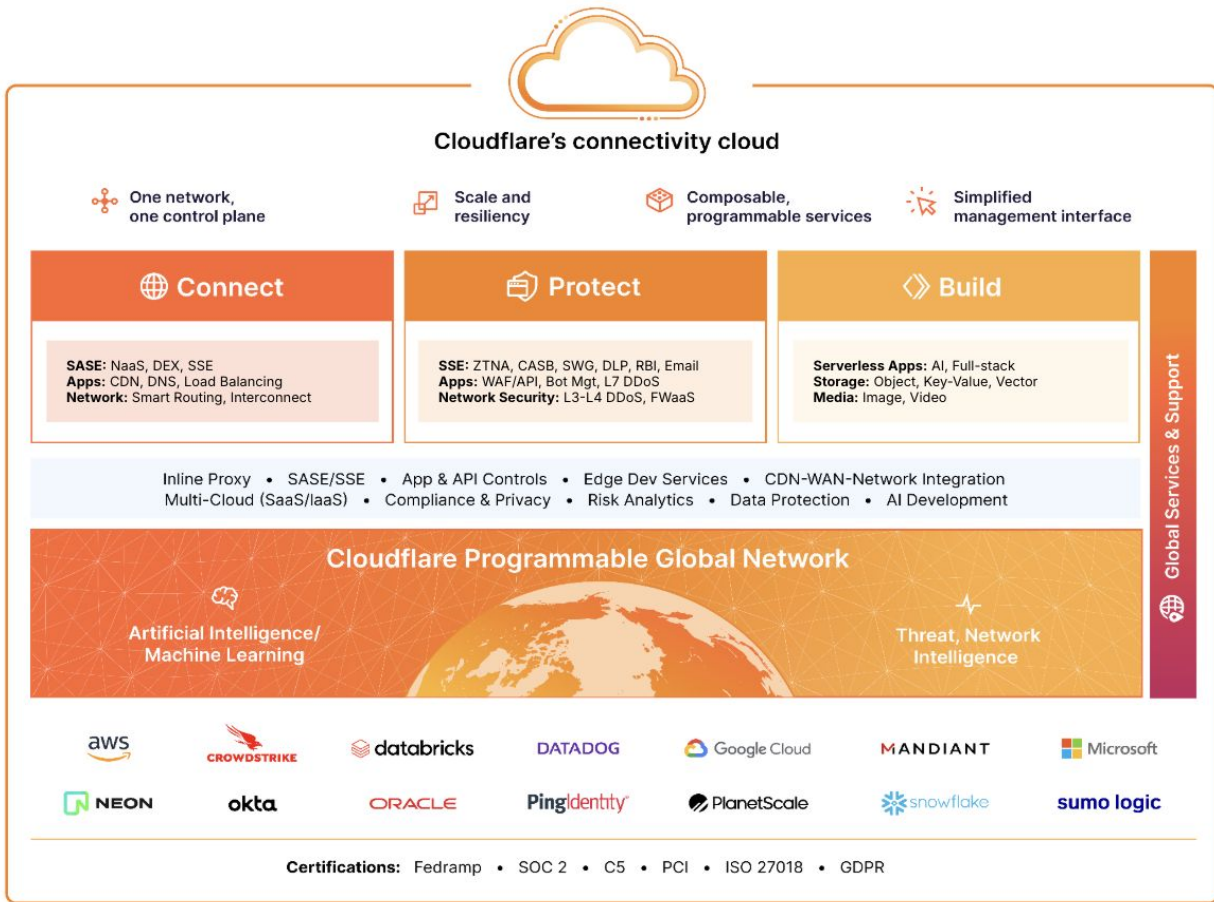
# Platform capabilities

## Strengthen security and performance with Cloudflare's global network and single control plane

Cloudflare's connectivity cloud converges security, connectivity, and development (including AI development) on a single global network. The network spans over 335+ cities in 125+ countries, interconnects with over 13,000 other networks, and uses Anycast routing to automatically serve content from and route requests to the nearest data center. This scale allows us to deliver applications to customers and users alike with incredible performance no matter where they are on Earth — a boon to companies with global operations or regional expansion goals.

In addition, our connectivity cloud serves around 20% of the world's Internet properties. As a result, it blocks approximately 227 billion cyber threats per day from all over the world, and uses that peerless threat intellig-

ence to protect global and local organizations alike from the latest threats. Among other outcomes, this global scale and visibility helps organizations reduce web app breach risk by 25%.

## Improve customer and user experiences with the resilience of Cloudflare's network

The Cloudflare network has over 348 Tbps of network capacity — many orders of magnitude more than the largest-ever cyberattacks and traffic spikes. Our Anycast architecture and dynamic traffic routing mitigate the impact of localized outages or infrastructure failures. And underlying everything is a high-capacity optical fiber network.

All of this helps organizations deliver resilient experiences for global customer and user bases, and save millions of dollars by reducing downtime.

## Accelerate transformation and compliance with Cloudflare's composable, programmable services

Cloudflare's connectivity cloud has a uniquely homogenous network architecture, in which every service is built to run on any server in any location in our network. Organizations can deliver consistent experiences globally — or choose specific regions, countries, or locations to process traffic, enforce security policies, transmit log data, perform computation, and more. The latter helps ensure regulatory compliance in a variety of contexts.

This adaptable architecture also allows Cloudflare — and by extension, Cloudflare customers — to more quickly adopt innovative technology. Over 180 of our network locations can already run AI inference, with more being added at a rapid pace. And you can customize Cloudflare services for unique needs with serverless functions that can run across the entire network.

## Boost agility and speed up launches with Cloudflare's simplified management interface

Unlike many IT and security 'platforms,' every Cloudflare service is available from the same user interface. Integrations with logging services (e.g. SIEM) are also available — providing a single point for visibility and reporting across your apps, users, and networks.

Every Cloudflare service can also be managed via a single API in order to simplify application deployment, streamline user onboarding, and reduce the risk of misconfigurations. Automation via Terraform expands these capabilities. All of this functionality explains why Cloudflare can improve security team efficiency by 29% over three years.

# Benefits and outcomes

Stronger security, better performance and resilience, easier compliance, and simpler management are critical drivers of digital success. Cloudflare customer results demonstrate this impact. A Forrester Total Economic Impact study of Cloudflare customers identified a 238% ROI over three years from broad use of our connectivity cloud.

Applied Systems, a SaaS provider for the insurance industry, has gained benefits like these from Cloudflare. As part of broader application and network modernization journeys, the company consolidated a range of functions on our connectivity cloud, including web application security and performance, cloud networking, and Zero Trust security for employees and internal resources.

The resulting efficiency helped them mitigate risk across their digital environment — and cut their network service costs by 50%. Learn more about Applied Systems' story here.

> *"By consolidating controls onto Cloudflare rather than the many control planes of multiple-vendor systems, my teams can focus on driving business forward. I don't know of a lot of security teams that can say that."*
>
> **-    Tanner Randolph, CISO**

# Next steps

Explore Cloudflare's unique architecture

Talk with a team member