

# Cloudflare for financial services

Secure. Resilient. Compliant. By design.

## OVERVIEW

### A single, secure unified platform

Financial institutions need a comprehensive technology platform that can help them modernize with operational resilience, secure hybrid/multi-cloud, and accelerate AI adoption to minimize risk and help address compliance requirements.

## CHALLENGES

### Legacy infrastructure, increasing cybersecurity risks, and regulatory pressures can hold institutions back

Today's consumers demand seamless, always-on digital experiences that are convenient and accessible at any time. To meet these expectations, financial institutions are looking to implement technologies that will help them innovate at an accelerated pace to stay competitive, while protecting their data and operations to maintain trust and compliance.

- **AI and expanded threat landscape:** Institutions must secure AI workforce tools, prevent sensitive data leakage, and maintain visibility into AI agent behaviors while enabling innovation.
- **Regulatory compliance:** DORA, BCBS principles, and guidance from the Federal Reserve, ECB, FCA, and PRA require institutions to prove they can operate through — not just recover from — severe disruptions. PCI DSS 4.0, GDPR, and NIS2 add rigorous data security and supply chain oversight requirements. Meanwhile, the EU AI Act, SEC guidance, and banking supervisors' model risk expectations introduce new AI governance obligations as adoption accelerates.
- **Legacy infrastructure and growing customer expectations:** Integrating modern tools with outdated infrastructure is expensive and complicated, demanding meticulous planning and specialized expertise to ensure a smooth transition.

## SOLUTION

### A comprehensive platform tailored to meet the critical needs of global banks

Cloudflare helps financial service organizations securely accelerate their digital modernization initiatives and innovate to better compete and address customer expectations, while maintaining data sovereignty and regulatory compliance. Cloudflare's [connectivity cloud](#) provides a unified composable, cloud-native platform that empowers institutions with fast, secure, and reliable services to protect sensitive data, improve regulatory compliance, and provide engaging customer experiences.



Cloudflare's network spans **335+ locations in 120+ countries**



**One customer** successfully mitigated the largest DDoS attack ever for a major European bank

## Superior network performance

Cloudflare's platform is backed by a global cloud network, spanning over 335 locations in more than 120+ countries, for optimal operational scale and resilience. This coverage enables financial services institutions to deliver lower latency, better user experiences, and better localization and data sovereignty. Financial firms can instantly deploy across regions, auto-scale to handle traffic spikes, and operate closer to users via edge delivery to efficiently secure their applications.

## Unparalleled scale and performance for operational resilience

Cloudflare unifies DNS, L3, and L7 protection through a single-pass architecture and unified control plane that accelerates global performance, mitigates DDoS attacks at the edge and enhances productivity through automation. With a total network capacity of more than 405 Tbps, financial institutions can power all their high-frequency trading and real-time transactions. In addition, firms are in the best position to withstand even the largest DDoS attacks that would cripple most other providers.<sup>1</sup>

## Streamlined compliance

Cloudflare has a proven track record of success helping banks and financial services firms comply with new and evolving regulations, such as DORA, FCA, ECB, PRA, BCBS, MSA, PCI DSS 4.0, GDPR, NIS2, Federal Reserve and SEC guidelines, and others. By unifying DNS, L3, and L7 protection through a single-pass architecture and unified control plane, Cloudflare gives institutions the tools to address regulatory resilience requirements. Granular data residency controls and programmable services provide precise control over financial data processing locations – from traffic inspection to encryption and audit logging.

## Increased visibility and actionable threat intelligence

Cloudforce One leverages Cloudflare's global threat visibility to provide a powerful package of threat intelligence and expertise that gives financial institutions real-time actionable information for combatting escalating cyber threats and fraud attempts. Cloudflare's strategic partnership with the United States Department of the Treasury and the Department of Energy's Pacific Northwest National Laboratory (PNNL) creates custom indicator feeds crucial for protecting institutions from malicious links and phishing attempts specifically targeting the financial sector.

## Optimized security for enhanced productivity

Cloudflare provides a global software-defined private network, replacing hardware and VPN servers, that enhances user productivity through reduced latency and improves security with a least privileged architecture to accelerate secure app deployment and delivery. Institutions can protect against evolving threats, including web, API, and network vulnerabilities with state-of-the-art encryption and AI-driven threat detection and response capabilities that help combat escalating cyber threats and fraud attempts. Cloudflare's UI provides full visibility and control to IT and security teams, enabling them to establish zero trust and mitigate risks independently, without relying on professional services or incurring additional costs.



[NCR](#) experienced 80-90% of brute force attacks blocked on day one



[SoFi](#) was able to reduce malicious traffic by over 60%, with a significantly low false-positive rate



**78%**

of top generative AI companies already leverage the Cloudflare platform



[Applied Systems](#) cut network service costs by 50%

## AI innovation

Cloudflare's Workers AI platform enables financial institutions to accelerate their digital transformation, while maintaining data sovereignty and regulatory compliance. As one of the few zero trust providers with an AI infrastructure for the web, Cloudflare is uniquely positioned to help financial firms secure their AI environments and workflows, protect their original content from misuse, and build secure, world-class AI driven experiences for their employees and customers. Cloudflare AI Security Suite offers a unified platform for securing workforce AI tools and public-facing applications.

## Reduce network and operational complexity

Cloudflare provides a single, unified control plane for security, connectivity, and development across hybrid and multi-cloud environments to streamline setup and ongoing operations. Every service runs on every server across the global network, ensuring consistent performance for trading platforms, payment systems, and banking applications. Unified execution across regions maintains rigorous security standards and regulatory compliance, while delivering ultra-low latency, freeing financial institutions to focus on other strategic initiatives.

## BENEFITS

### Integrated security, performance, and reliability

With Cloudflare, financial institutions are empowered to enhance security, drive innovation, and achieve compliance in an increasingly complex digital landscape. Cloudflare's platform helps firms be more agile and secure with a tech stack that is more resilient and efficient — all of which can lead to stronger economic outcomes.

#### With Cloudflare:

- [Applied Systems](#) cut network service costs **by 50%**
- [NCR](#) experienced **80-90%** of brute force attacks blocked on day one
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**Cloudflare was probably one of the easiest decisions we've ever made. Cloudflare has created a lot of value very quickly for our organization."**

– Bob Vernadoe, CISO, NCR



[Learn more](#)

## Get started

To learn more about how Cloudflare can help your financial institution modernize its digital environment to cut network and operational complexity, boost security and regulatory compliance, and get faster time-to-value from digital investments, visit <https://www.cloudflare.com/financial-services/>



1. [https://www.linkedin.com/posts/cloudflare\\_cloudflare-just-autonomously-blocked-hyper-volumetric-activity-7376009719557210112-18Gd/](https://www.linkedin.com/posts/cloudflare_cloudflare-just-autonomously-blocked-hyper-volumetric-activity-7376009719557210112-18Gd/)