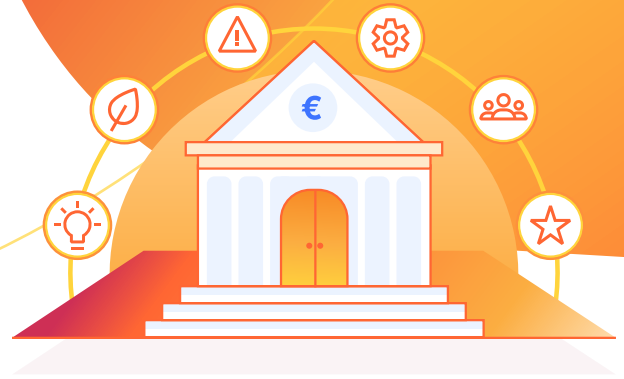


# 10 reasons financial services institutions choose Cloudflare



The financial services industry is in the middle of a profound transformation driven by technological innovation, changing consumer preferences, and evolving regulatory requirements. To remain competitive, financial institutions need technology partners that can help accelerate their digital modernization to be more agile, secure, and resilient, while reducing complexity and streamlining compliance.

**Here are ten reasons financial institutions pick Cloudflare as their technology partner of choice to help them connect, protect, and build everywhere.**

## 1 Ensures operational resilience

With high-capacity, low-latency connections, Cloudflare enables high-priority network performance and resilience to provide fast, always-on services and maintain reliable operations, even during traffic spikes or disruptions, for the best customer experiences possible. Cloudflare unifies DNS, L3, and L7 protection through a single-pass architecture & unified control plane that accelerates global performance, mitigates DDoS attacks at the edge and enhances productivity through automation.

## 2 Maintains regulatory compliance

Cloudflare's extensive infrastructure provides redundant systems and advanced security controls that facilitate adherence to standards, like the Payment Card Industry Data Security Standard (PCI DSS), the Directive on Security of Network and Information Systems (NIS2), the General Data Protection Regulation (GDPR), the Digital Operational Resilience Act (DORA), the guidelines from the Federal Reserve, European Central Bank, Financial Conduct Authority, and the Prudential Regulation Authority, among others. Financial firms can leverage granular data residency controls to meet regional banking regulations and maintain compliance with sovereignty requirements.

## 3 Offers unique 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.

## 4 Enables secure AI innovation

With Cloudflare Workers AI financial institutions can accelerate their digital transformation while maintaining data sovereignty and regulatory compliance. Approximately 78% of top generative AI companies are already leveraging the Cloudflare platform. Cloudflare AI Security Suite offers a unified platform for securing workforce AI tools and public-facing applications.

## 5 Provides built-in security protection

Cloudflare helps financial institutions accelerate their journey to Zero Trust and implement sophisticated security measures, including post-quantum cryptography preparations and AI-driven fraud detection. In addition, with a total network capacity of more than 405 Tbps, financial services firms are in the best position to withstand even the largest DDoS attacks that would cripple most other providers.

**6 Protects against fraud**  
Cloudflare Fraud Detection provides precise, easy to use tools that can be deployed in seconds to any website on the Cloudflare network to help detect and categorize fraud. For every type of fraud detected, the institution can choose how to respond—block fraudulent traffic at the edge, pass the information in headers to build integrations with their own app, or use the Cloudflare Workers platform to direct high risk users to alternate online experience with fewer capabilities and risks. Cloudflare’s Bot Management blocks trillions of requests from automated software, profiling automated software signatures and user behaviors to protect user accounts from fraud.

**7 Delivers consistent performance**  
With a single control plane, every service runs on every server across Cloudflare’s global network to ensure consistent performance for your trading platforms, payment systems, and banking applications. Unified execution across regions maintains regulatory compliance while delivering ultra-low latency.

**8 Streamlines management**  
With a single user interface/application programming interface (API) Cloudflare simplifies the management of your entire financial technology stack. From a single location, streamlining ongoing management, as well as compliance reporting and audits.

**9 Improves user experiences**  
Cloudflare’s global network delivers content to end users from the closest available location to ensure optimal redundancy and ultra-low latency to provide the best experience possible.

**10 Eliminates technical debt**  
Cloudflare’s unified, composable platform frees you from legacy dependencies and eliminates the need to integrate and maintain multiple point products. Cloudflare gives you a modern architecture that enables you to quickly deploy capabilities, the moment they are available, across your infrastructure to innovate, streamline operations, and propel your financial institution forward.

**Achieve operational resilience, regulatory compliance, and AI innovation with Cloudflare’s comprehensive platform. We help you:**



**Connect:** Improve network delivery, customer service, and operational efficiency with cloud connectivity.



**Protect:** Adopt a Zero Trust architecture and defend against DDoS attacks, phishing, and insider threats.



**Build:** Leverage cloud technologies, APIs, and microservices to develop innovative digital products.

**Learn how Cloudflare can help your financial service institution accelerate your digital modernization to deliver secure, resilient innovation, while reducing complexity.**

[Learn more](#)

