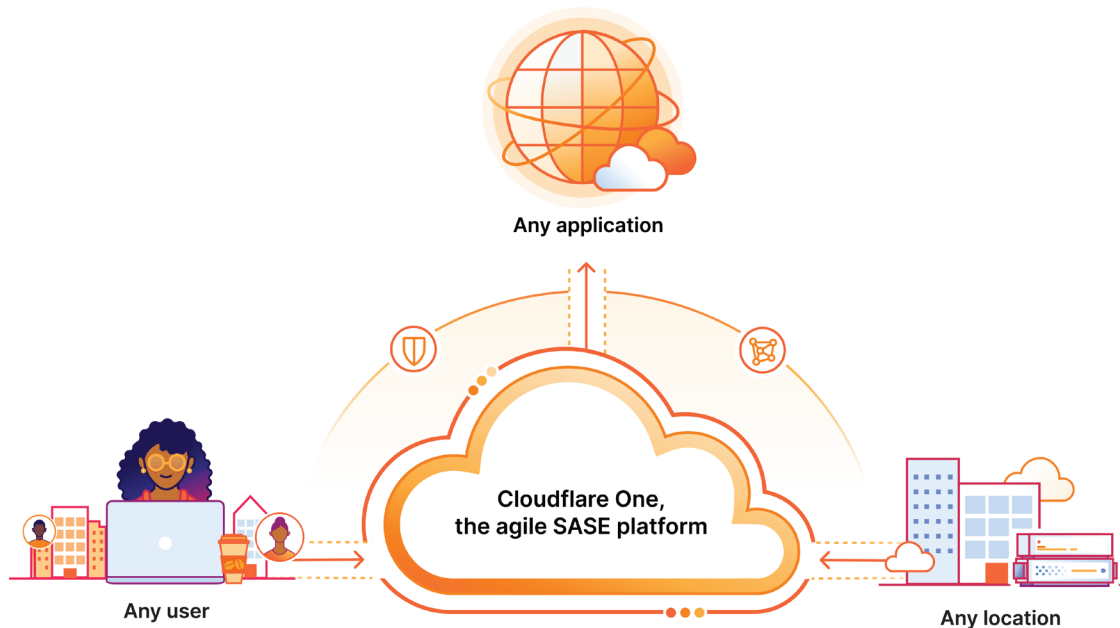


Brew up simpler connectivity: Coffee shop networking with SASE



Shift security and networking from disparate appliances to **Cloudflare One**, the agile SASE platform. Learn more at cloudflare.com/coffee-shop-networking/



Treat any location like a coffee shop

Cloudflare delivers safe, seamless connectivity that modern workers expect, without the complexity of a traditional private network.



Minimize your on-prem footprint with a light-branch, heavy-cloud SASE approach



Ensure consistent user experiences at home, headquarters, branch offices, or the coffee shop



Enforce zero trust security Build policies based on identity, not network location



Never pay for user bandwidth With Cloudflare, user traffic is excluded from WAN pricing

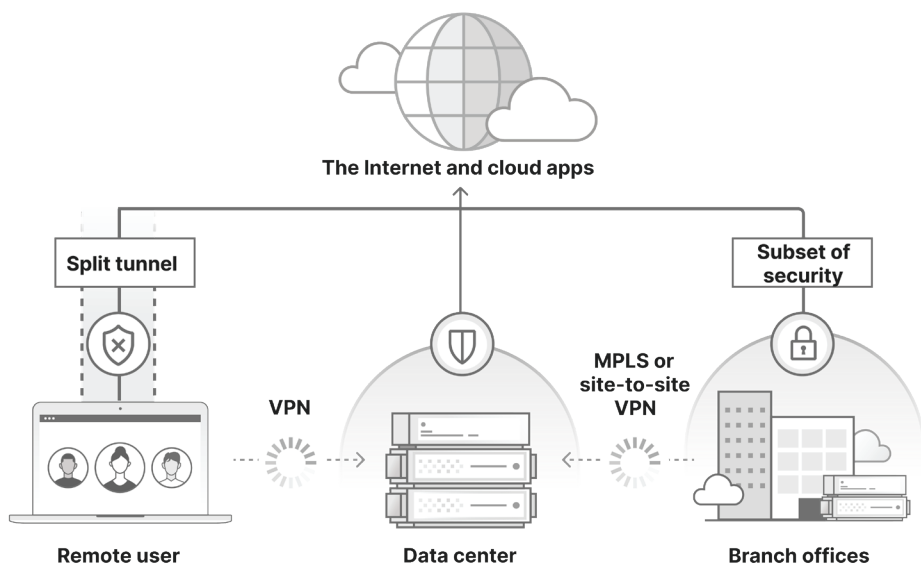
Roadmap



Traditional networks limit business agility: High costs and complexity with inconsistent protections

Legacy “hub-and-spoke” networking

All traffic is backhauled to central data centers over VPNs or expensive MPLS lines for on-prem inspection, creating bottlenecks. “Castle-and-moat” security grants overly broad access.

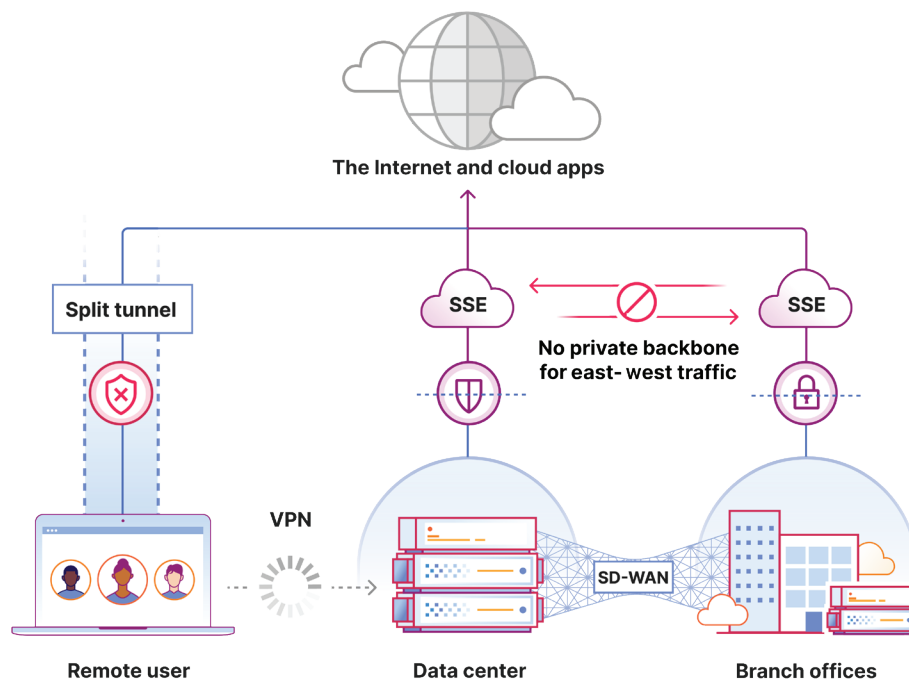


Distributed work and the cloud render this model obsolete.

- ⊗ Expensive hardware and aging private lines
- ⊗ Performance bottlenecks frustrate users
- ⊗ Network-level access allows for lateral movement, and split tunnels to SaaS apps bypass security inspections

The SD-WAN stopgap of the 2010s

SD-WAN emerged to help branches use the Internet and MPLS lines. Remote workers still relied on VPNs, while security enforcement remained disjointed when service-chained with SSE vendors.



SD-WAN was designed to connect buildings, not people.

- ⊗ Complex overlay configurations with SD-WAN
- ⊗ Remote user experience remains second-class
- ⊗ Fragmented and stitched-together SD-WAN and SSE architectures make consistent security nearly impossible