

# Deliver a secure shopping experience with Cloudflare

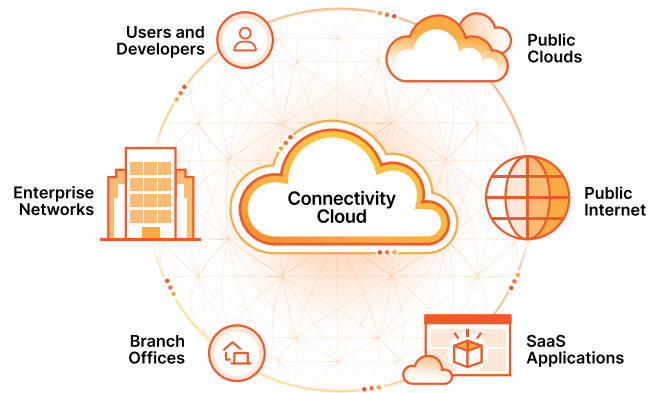
## Simplify your operations to improve your efficiency, productivity, and customer experience

### The need to meet rising consumer expectations

The COVID-19 pandemic accelerated the trend towards online shopping. Today, in a post-lockdown world, eCommerce continues to be the largest growth driver for the retail industry. To meet intense consumer demands, retailers must integrate their online and offline shopping experiences so that shoppers can follow a seamless path to the products they want.

Cloud technology can help retailers deliver an ideal customer experience—but it comes with technical challenges. Companies face the constant threat of data breaches, which are on the rise in the U.S. retail sector. Retailers everywhere need robust security tools that can help them satisfy complex data protection regulations.

As retailers deploy modern cloud solutions, they must find a way to merge them with legacy systems. Strategies such as ship-from-store and buy-online-pick-up-in-store can engage customers and boost traffic, but they require a level of system integration that many retailers struggle to achieve.



### Regain control of your IT environment

Successful modernization requires better control over increasingly complex IT environments. A connectivity cloud dramatically simplifies secure “any-to-any” connectivity with a unified platform of cloud-native services that improve both security and control. Built on Cloudflare’s programmable global network, Cloudflare Connectivity Cloud offers integration with all networks for secure, low-latency, scalable networking combined with artificial intelligence, machine learning, and threat intelligence, all with a unified interface.



#### Strengthen your eCommerce security

Amidst a surge of data breaches, Cloudflare’s network can absorb and mitigate DDoS attacks to keep your eCommerce platforms up and running during peak traffic periods.



#### Achieve omnichannel integration and work from real-time data

Improve the performance of increasingly popular services such as buy-online-pick-up-in-store (BOPIS) and ship-from-store. Cloudflare’s edge computing capabilities let you run code closer to your customers.



#### Enhance the user experience

Delight your online shoppers even in areas with less developed infrastructure. Cloudflare’s CDN can significantly improve page load times by caching content closer to users.



#### Optimize the efficiency of your supply chain and operations

Protect your cloud-based supply chain management systems against unauthorized access and insider threats. Cloudflare’s Zero Trust security framework can secure access to your critical systems.

# Enable omnichannel retail without complexity

Cloudflare provides everything you need to accelerate your digital transformation, improve your operational efficiency, and deliver a best-in-class customer experience.



## Connect every app and API

Remove the technology barriers between your employees, customers, and suppliers. Connect stores, warehouses, data centers, and clouds as you expand your retail presence around the world.



## Protect employee and customer access

Easily secure your users, devices, networks, apps, and data everywhere they live. Protect apps and APIs from threats and exposure, and safeguard your networks against outages.



## Build AI-powered apps

Easily build and deploy full-stack applications everywhere, thanks to integrated compute, storage, and networking. Generate serverless code with exceptional scale and store data in multiple clouds.

## Cloudflare is your partner for creating best-in-class digital services

Wherever you are on your digital transformation journey, Cloudflare can help. Cloudflare integrates with your existing infrastructure, including on premises, private cloud, public cloud, and hybrid environments, as well as your existing identity providers, endpoint security products, and hardware appliances.

Built-in intelligence powers our entire portfolio of security, performance, privacy, compliance, and development services. Because Cloudflare serves approximately 20% of all web traffic and stops over 200 billion threats per day, we have broad insight to help you reduce risk.

With Cloudflare, you benefit from cross-functional security, AI-ready development tools, and fast, seamless connectivity in a unified interface. Modernize your infrastructure with confidence to realize improved scale, efficiency, and costs.

**"We can now find the source of an incident and resolve it in 25% of the time it previously took."**

**Guillaume Cécile** • Operational Security Manager, Carrefour



Carrefour



## Ready to get started?

[Speak to an expert](#) about our award-winning security and connectivity services.

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