

# Every path matters

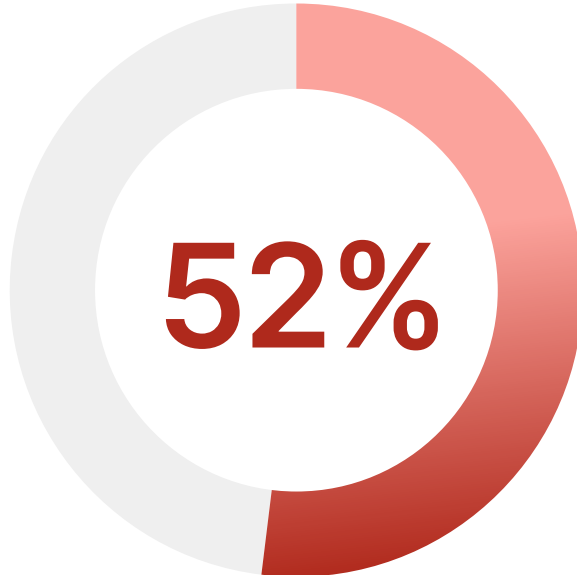
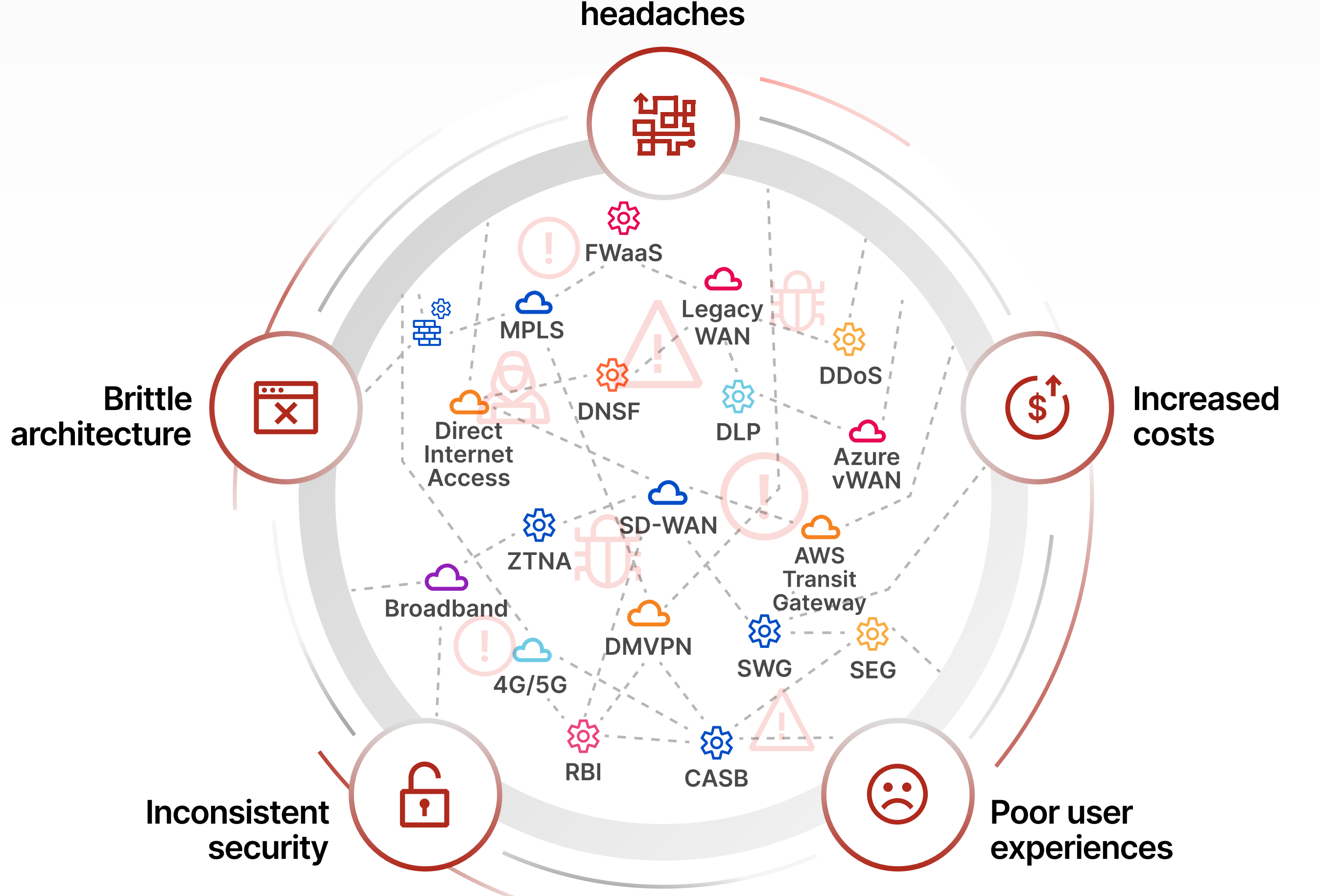
Is it time to reroute network traffic flows?



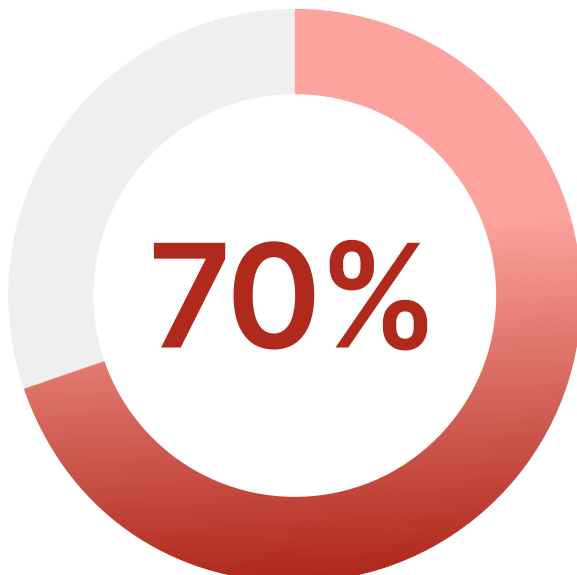
Legacy enterprise networks focused only on internal connectivity and security. However, hybrid work, cloud-deployed applications, and rapid digital modernization investments have drastically changed where and how networking flows.

What happens if network infrastructure is not ready for today's business requirements?

Legacy enterprise networks often experience:



52% of executives say **complexity is the biggest impediment** to security operations<sup>1</sup>



70% of CEOs globally say their level of **network maturity is negatively affecting** business delivery<sup>2</sup>



101% is the **average ROI for platformized organizations**, compared to 28% ROI for those who have not embraced platformization<sup>1</sup>

In traditional architectures, the **use of dozens of different solutions to cover the four network traffic flows** also adds complexity

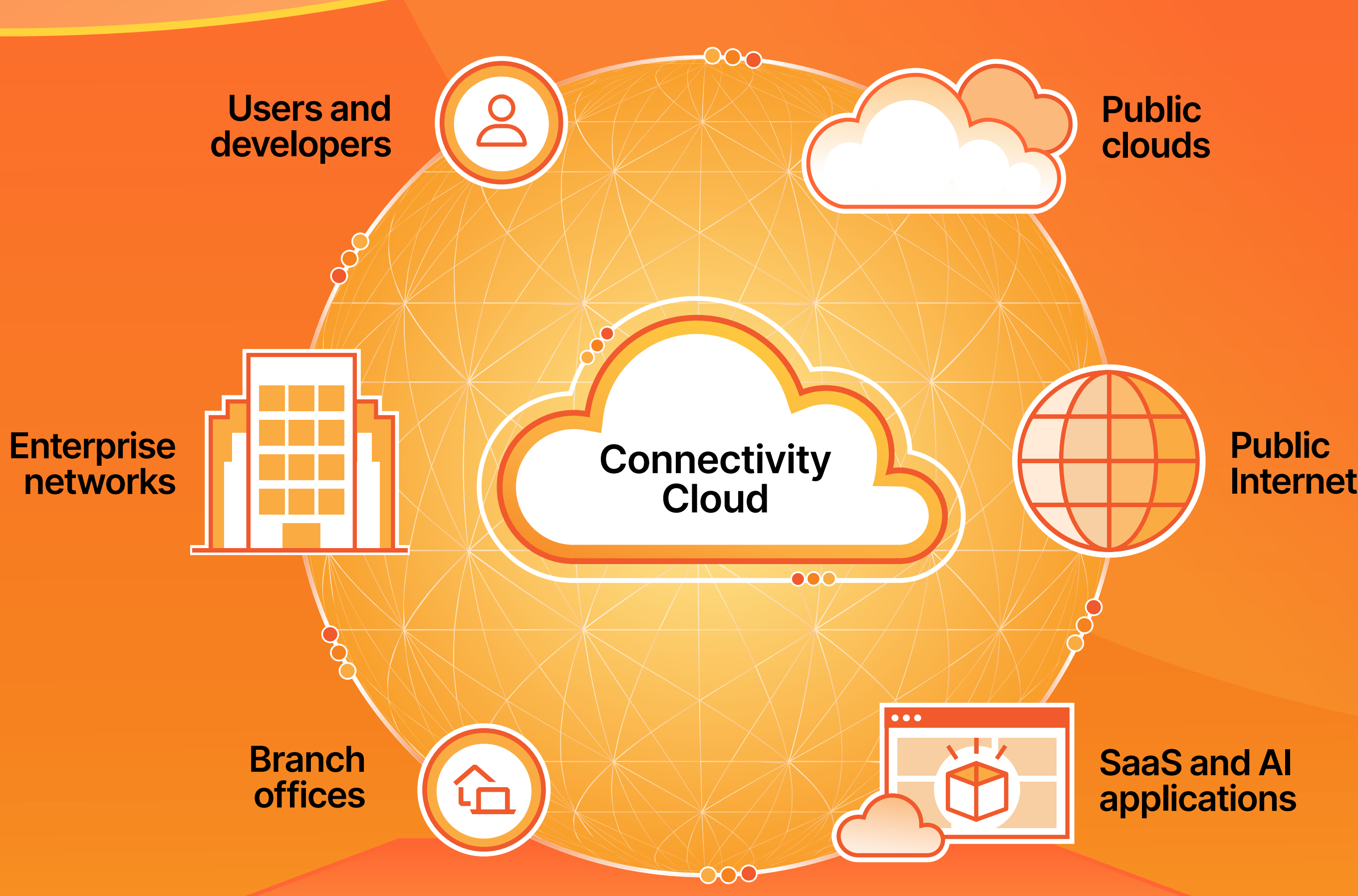
Traffic flow	Required Products	Challenges
<b>Inbound traffic</b> from the Internet	Traditionally covered by on-prem firewalls, VPN, DMZ infrastructure, ISP filtering	<ul style="list-style-type: none"> <li>DoS and DDoS attacks</li> <li>Zero-day exploits</li> <li>Phishing</li> <li>Malware</li> </ul>
<b>Outbound traffic</b> to the Internet and cloud-based apps	Traditionally covered by on-prem firewalls and proxies	<ul style="list-style-type: none"> <li>Lateral movement</li> <li>Data exposure</li> <li>Ransomware propagation</li> <li>Botnet participation</li> </ul>
<b>WAN networking</b> across campus and branch locations	Traditionally covered by physical/virtualized networking, SD-WAN, private interconnects, MPLS	<ul style="list-style-type: none"> <li>Higher CapEx/OpEx</li> <li>Network latency</li> <li>Bandwidth limitations</li> <li>Poor user experience</li> </ul>
<b>Multicloud</b> for apps across multiple clouds	Traditionally covered by DIY products	<ul style="list-style-type: none"> <li>Visibility and policy enforcement problems</li> <li>Regulatory complexity</li> </ul>

## What must change?

Legacy networks	VS	Modern networks
<ul style="list-style-type: none"> <li>Inserted appliances to add new functionality or geographies — requiring downtime and service disruptions</li> <li>Connected and secured users and branches to hosted apps in the data center</li> <li>Implicitly “trusted” traffic within the perimeter</li> <li>Were optimized to support in-office workers</li> </ul>		<ul style="list-style-type: none"> <li>Deploy composable services instead of appliances, reducing complexity and disruption</li> <li>Must support cloud, SaaS, and private cloud apps everywhere</li> <li>Must assume every entity, including distributed users, devices, apps, and data, are “untrusted”</li> <li>Can’t assume the user’s location, and must support users working from anywhere</li> </ul>

## How can you meet modern requirements while addressing all traffic flows?

Instead of using disjointed solutions for each traffic path, a **connectivity cloud** addresses network modernization holistically.



### Inbound traffic

Protect network and apps from DDoS and other Internet-borne threats

### Outbound traffic

Protect users and offices from threats, enforce consistent policies, and control data in applications

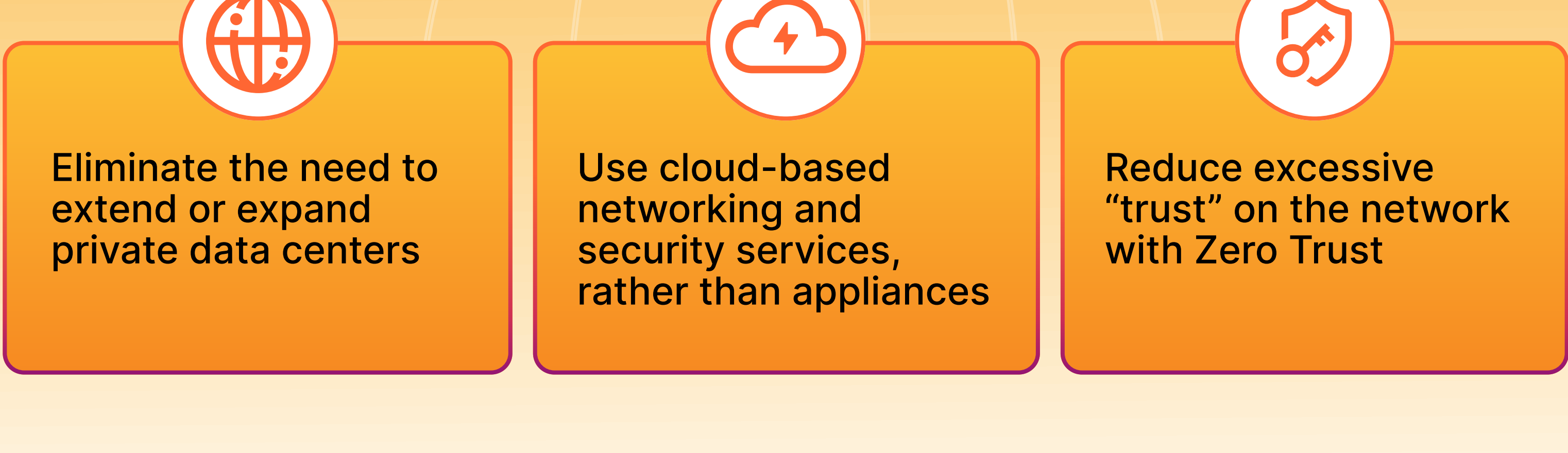
### WAN networking

Connect and secure offices, users, devices, data centers, and infrastructure

### Multicloud traffic

Provide networking to connect, secure, and build apps in public cloud/hybrid cloud environments

Cloudflare's connectivity cloud uses a composable, programmable architecture to provide networking and security services to your users, and across your cloud-enabled business infrastructure and applications.



Learn more about using Cloudflare to simplify and accelerate network modernization

Learn more

1. Ali, Mohamad, and Jenkins, BJ. “Capturing the cybersecurity dividend.” IBM, <https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/unified-cybersecurity-platform?>. Accessed 26 June 2025.

2. “70% of CEOs Say Their Network Is Slowing Business Growth, New NTT Study Finds.” Business Wire, 20 Oct 2022, <https://www.businesswire.com/news/home/20221020005120/en/70-Of-CEOs-Say-Their-Network-Is-Slowing-Business-Growth-New-NTT-Study-Finds>. Press release.