

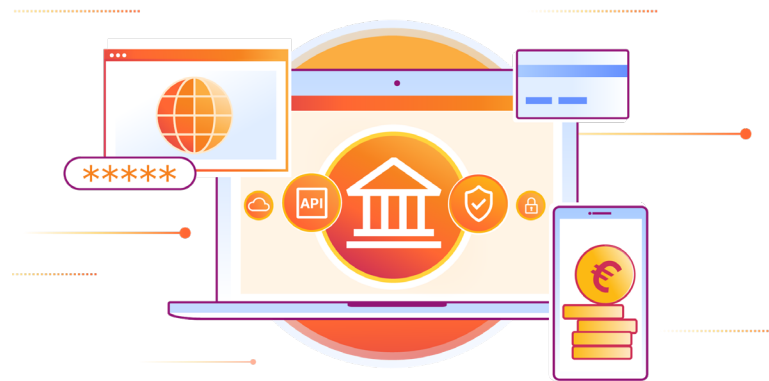
# Top 10 Reasons Financial Service Organizations select Cloudflare

## Ten reasons why financial service organizations choose Cloudflare

Security, compliance, and resilience are all top priorities for global banks and financial services firms as they strive to create efficiencies, drive product innovation, and deliver valuable customer experiences. Yet many banks face technology-related roadblocks that prevent them from achieving these goals.

Cloudflare now empowers banks and other financial institutions with fast, secure, and reliable services to protect sensitive data, improve regulatory compliance, and provide engaging customer experiences.

Here are ten reasons why the world's leading banks and financial institutions choose to work with Cloudflare.



1

### Enhanced security across an evolving threat landscape

The financial services industry faces a dynamic cybersecurity threat landscape that targets new attack vectors like AIs and APIs to expose sensitive financial data, compromise mission-critical systems and disrupt operations, with phishing and sophisticated ransomware attacks.

Cloudflare provides comprehensive protection against evolving threats, including web, API, AI, and network vulnerabilities with state-of-the-art encryption and AI-driven threat detection and response capabilities.

2

### Increased visibility into attacks and attack logs

Banks require comprehensive visibility into threat activity and attack logs to effectively assess and respond to the evolving threat landscape.

Cloudflare's UI provides full visibility and control to IT and security teams, enabling them to mitigate risks independently, without relying on professional services or incurring additional costs. For added support, banks can subscribe to Cloudflare's security operations center-as-a-service offering that enables expert security professionals to assist in threat detection and mitigation alongside automated protections. Cloudflare helps banks take advantage of cloud-based solutions and integrate AI, machine learning, and advanced analytics. As a result, banks can accelerate innovation, helping modernize core systems, launch new digital products, and deliver highly personalized, engaging customer experiences.

3

### AI-powered innovations that deliver enhanced experiences

Whether they're looking to meet ever-evolving customer expectations, keep pace with changing technology trends, or gain a new competitive edge, modern financial services firms need to develop new digital solutions and experiences.

Cloudflare helps banks take advantage of cloud-based solutions and integrate AI, machine learning, and advanced analytics. As a result, banks can accelerate innovation, helping modernize core systems, launch new digital products, and deliver highly personalized, engaging customer experiences.

4

### An API-first approach

Development teams face significant challenges when attempting to integrate legacy, non-API-first applications and systems with modern infrastructure. Not only does this make it difficult to support automation, cloud migration, AI/machine learning analytics, and other initiatives, but it leads to inefficient operations and the risk of future service disruptions.

Cloudflare's API-first architecture empowers banks to automate all configurations seamlessly. As a comprehensive Terraform provider, Cloudflare integrates with infrastructure-as-code (IaC) solutions, enabling DevOps teams to leverage existing scripts for streamlined automation. This ensures consistent, repeatable processes while reducing the risk of service disruptions and unlocking the full potential of modern banking operations.

5

### Streamlined compliance

Complying with regulations such as PCI DSS 4.0, GDPR, PSD2, DORA, and NIS2 is more difficult than ever. Failure to comply can result in costly fines, damaged corporate reputation, and the erosion of customer trust — ultimately impacting long-term business viability.

Cloudflare has a proven track record of success helping banks and financial services firms improve their compliance efforts and results. The zero-trust architecture approach ensures identity verification and access controls, while application security, powerful encryption, and data masking all help protect the most sensitive information.

6

### Performance and resilience on a global scale

Banks must do all they can to prioritize performance and resilience to provide fast, always-on services and maintain reliable operations, even during traffic spikes or disruptions.

With high-capacity, low-latency connections and global redundancy, Cloudflare enables high-priority network performance and resilience. Banks all over the world can deliver consistent, reliable services for the best customer experiences possible.

“

**“Cloudflare makes us proactive rather than reactive — we can take a long-term strategic approach to security while remaining nimble and able to react to sudden threats. That keeps our clients' money and information safe.”**

**Christopher Naidoo**  
Head of Digital IT Operations

 **Investec**

7

### Superior network performance

It's not a choice: Banks need optimal network performance to deliver fast, reliable, and secure digital experiences that meet customer expectations in an increasingly competitive and always-connected financial landscape.

Cloudflare's extensive global network accelerates website and application performance, reducing latency and providing seamless digital banking experiences. We deliver high availability with our global network and caching and fallback capabilities, helping ensure uninterrupted banking services even during server outages.

8

### Freedom from legacy architecture constraints

Many banks still rely on outdated legacy systems and architectures. This technology was not designed for modern digital demands, resulting in excessive technical debt and leaving the institution unable to innovate and remain competitive in an increasingly agile marketplace.

Cloudflare's expansive global network operates across more than 330 cities and 12,500 networks to deliver speed, reliability, and automation — with every service running on every server. By enabling customers to control configurations and avoiding reliance on legacy setups and professional services, Cloudflare helps banks to innovate efficiently while minimizing IT complexities.

9

### Efficient operations to free IT teams

IT teams should be focused on driving strategic initiatives — such as enhancing security, improving customer experiences, and implementing innovative technologies — rather than getting bogged down by routine tasks and updates.

The Cloudflare architecture routes traffic to the nearest data center and automates essential processes like IP address allocation, firewall updates, and DNS management. By offloading these repetitive tasks, Cloudflare enables IT teams to redirect their resources toward high-value projects, fostering innovation, improving operational efficiency, and enhancing overall system reliability.

10

### A trusted partner for innovation and guidance

Banks need strategic, trusted partnerships that offer more than just technology — they require collaborative support to shape solutions, solve challenges, and drive innovation.

Cloudflare empowers customers through advisory boards, executive briefings, and beta programs, ensuring they can influence product roadmaps. With a professional services team offering tailored advisory or hands-on support, Cloudflare helps banks solve problems, achieve their goals, and maximize the value of their investments.

### Connect, protect, and build the future of banking

In an era of rapidly changing technology and increasing regulatory pressures, banks need a trusted partner that can not only address today's challenges but also help them innovate for the future.

Cloudflare provides the robust infrastructure, security, and flexibility needed to navigate these complexities while empowering banks to stay competitive and deliver seamless experiences for their customers.