



EXECUTIVE GUIDE

Connectivity cloud, explained:

A platform for connecting, protecting,
and building more of your business
with Cloudflare



Table of Contents

3	The challenges and risks of an everywhere world
5	Finding the right foundation for digital modernization
6	Cloudflare's connectivity cloud services
7	Cloudflare's connectivity cloud is the right platform for your next digital project
8	Cloudflare's connectivity cloud improves IT agility, reduces risk, and delivers strong ROI
9	Case Study: Applied
10	Leading enterprises use Cloudflare to support digital progress

The challenges and risks of an everywhere world



Today's enterprise technology leaders are expected to support **the digital imperative to work, develop, and deliver everything, everywhere** — by bringing together clouds, on-premise applications, SaaS apps, hybrid workforces, branch offices, devices, and network infrastructure into a consistent environment.

Unfortunately, this is far easier said than done. These domains weren't built to work together efficiently and securely. As a result, many organizations wind up with a complex tangle of partially overlapping services for security, network connectivity, app delivery, and development.

Such a tangle is difficult to manage on a good day. And when the organization embarks on new digital projects — like cloud migration, AI adoption, or vendor consolidation — underlying technological complexity causes delays, visibility issues, increased risk.

In light of all these challenges, it's no surprise that 52% of enterprise digital projects are delayed, and even more are too slow to deliver value¹.

1. 2022 Gartner Overcoming the Barriers to Digital Execution Survey



Digital initiative

Simplify, consolidate, modernize

Reduce risk, simplify compliance

Build and deliver AI & innovative apps

Secure and accelerate customer-facing apps

Run multi-cloud and hybrid environments

Secure access for your workforce



Challenges

- Vendor lock-in
- Incumbent processes and dependencies

- Increase in advanced threats
- Security skills gap

- Legacy tools
- Compliance restrictions on data usage

- Growing attack surfaces
- Legacy tools
- Global user bases

- Vendor lock-in
- Data management

- Growing attack surfaces
- Global, hybrid workforces

Finding the right foundation for digital modernization



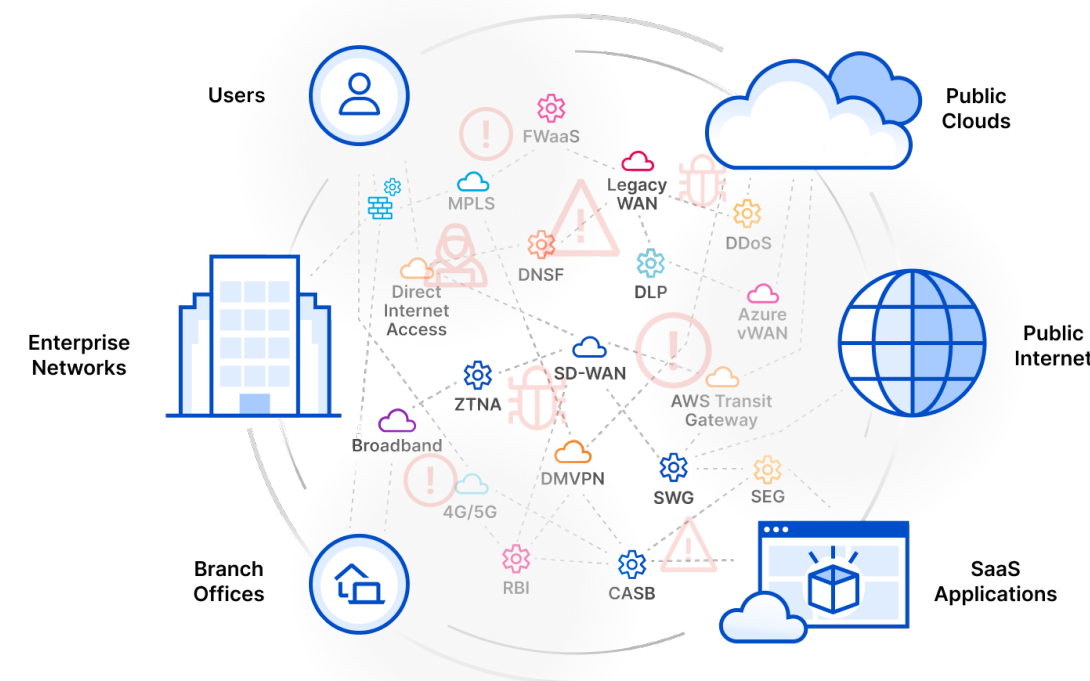
IT and security leaders embarking on new digital projects — or simply modernizing their environment — need to choose the right kind of cloud services to keep everything secure and connected. More specifically, they need a cloud **platform** that isn't just another tool to integrate, but rather delivers unified visibility and control across any domain.

Cloudflare's **connectivity cloud** delivers on that promise. It's a unified platform of cloud-native security, connectivity, and development services — including the ones you already use — that helps organizations regain control of their digital environment:

Introducing: the connectivity cloud.

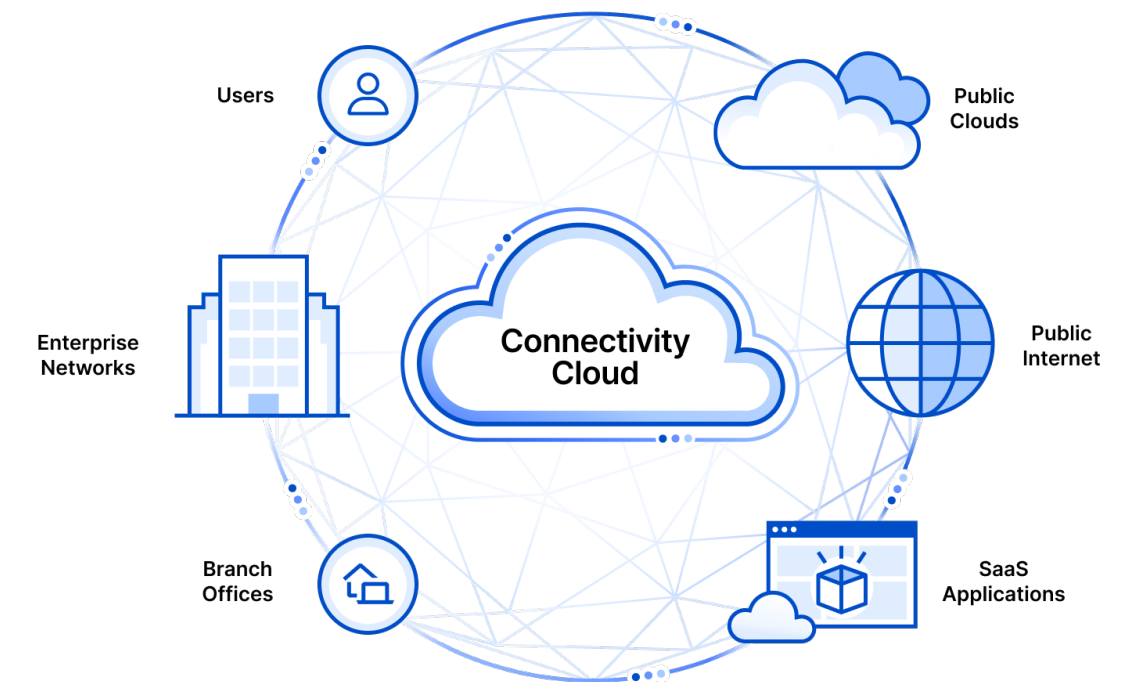
FROM

A connectivity cloud **transforms** fragmented and low-control, high-risk IT environments from this:



TO

To one that maintains **consistent control**, and offers a new way to **connect, protect**, and **accelerate** business:



Cloudflare's connectivity cloud services



Customer Initiatives		Cloudflare's connectivity cloud services include:
1	Simplify, Consolidate, Modernize	✓ Secure Access (SASE) + Developer services + Apps/API and Network Security & Performance
2	Reduce Risk, Simplify Compliance	✓ Web, Email, Cloud, Private App Security via Zero Trust Apps/API and Network Security
3	Build and Deliver AI & Innovative Apps	✓ Serverless Full-Stack App with Object/Key-Value Storage, Live/On-demand Video, Image Optimization
4	Secure and Accelerate Customer-facing Apps	✓ Application & API Security + Performance
5	Run Multi-Cloud and Hybrid Environments	✓ Network Security + Performance Application & API Security + Performance
6	Secure Access for Your Workforce	✓ Zero Trust (SSE): Web, Email, Cloud, Private App Security Network Connectivity (SASE): WANaaS, FWaaS, DEX
		Cloudflare Global Network

Cloudflare's connectivity cloud is the right platform for your next digital project



Cloudflare quality

Unmatched scale and interconnectivity via infrastructure sitting in 300+ global cities, plus integration with tens of thousands of other networks. Services are available from every server, and agnostic to cloud providers and geo-locations.

Programmable, composable architecture with fully API programmable Layer 1 - 7 connectivity and services decoupled from the tech stack and interoperable with each other in every network location.

Built-in network and threat intelligence drawn from protecting and accelerating ~20% of the web, and applied to every service via machine learning.

A simple, unified management interface for all of our services — including consolidated logging + integrations with any cloud log storage and analytics platform (e.g. SIEM).



How it supports new digital initiatives

- No service chaining that can complicate integrations
- No performance impact from using multiple services. Wherever on Earth you use any Cloudflare service, you're going to get the same experience for customers or users.
- Easily customize Cloudflare services to work with any third-party system.
- Customize where data is cached, inspected, and decrypted, to help meet compliance needs.
- Reduces security gaps
- Ensures strong performance for all kinds of traffic
- Reduces dashboard fatigue
- Streamlines visibility into attack surfaces and network activity

Cloudflare's connectivity cloud improves IT agility, reduces risk, and delivers strong ROI



Because of our services' deep integration and interoperability, using more of them over time reduces complexity, rather than adding to it. Put another way — the more Cloudflare services an organization uses over time, the stronger their ROI. A Forrester Total Economic Impact™ study commissioned by Cloudflare found that a composite organization representative of interviewed customers saw:

238%

ROI over three years, with
payback in <6 months

29%

improvement in security
team efficiency

25%

reduction in web application
breach risk

\$1.1M

reduction in legacy tool spend
over three years



CASE STUDY:

Consolidating security across employees, applications, and networks



Applied Systems builds SaaS solutions for the insurance industry. Based in Chicago, the company has over 2,500 employees across the US, UK, Canada, Western Europe, and India.



The Challenge

Transform into a cloud-native company

Historically, Applied Systems' relied on a variety of point security and connectivity services — some hosted on-premise — for network connectivity and protection, workforce security, and more. However, the hardware was slow and costly to scale, and the isolated cloud services created visibility gaps.

In order to reduce this complexity — and gain the agility needed to serve enterprise customers — and become more agile and secure — Applied decided to consolidate onto a single cloud platform.



The Solution

Adopt a single, powerful cloud-native security and connectivity platform

Applied Systems consolidated its network firewall and DDoS protection, Zero Trust network access service, email security, browser isolation, and more onto Cloudflare's connectivity cloud. Tanner Randolph, the company's CISO, says the connectivity cloud is "easier to deploy and better for our employees. We are much more secure as an organization with the same amount of time available to us."

Read the full case study [here](#).



Key Results

- Secure access for 2500+ employees across self-hosted apps and infrastructure
- Automatic network scale without adding network appliances or buying additional bandwidth
- Gained the ability to write universal rules across every data center with strong automation.

Leading enterprises use Cloudflare to support digital progress



"Cloudflare mirrored our own vision to create a digital platform that integrated multiple services into a one-stop solution with a great user experience, great security, and great functionality ... They immediately understood where we wanted to go, and that is why our relationship has prospered."

Investec

"Cloudflare is a growth enabler for DHL Parcel. Cloudflare provides security out-of-the-box that helps alleviate my team's workload and allows us to focus on the business."

DHL Parcel



"We were pleasantly surprised to discover that with Cloudflare's comprehensive and fully integrated approach, we could replace five security tools with a single platform. Plus, the functionality is clearly better."

Carrefour

"Cloudflare is streamlining our migration from on-prem to the cloud. As we tap into various public cloud services, Cloudflare serves as our independent, unified point of control — giving us the strategic flexibility to choose the right cloud solution for the job, and the ability to easily make changes down the line."

Handelsblatt Media Group

"Thanks to Cloudflare, we can focus on growing our product and expanding into new markets with confidence, knowing that our platform is fast, reliable, and secure."

Canva

Learn more about the world's first connectivity cloud here.





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