

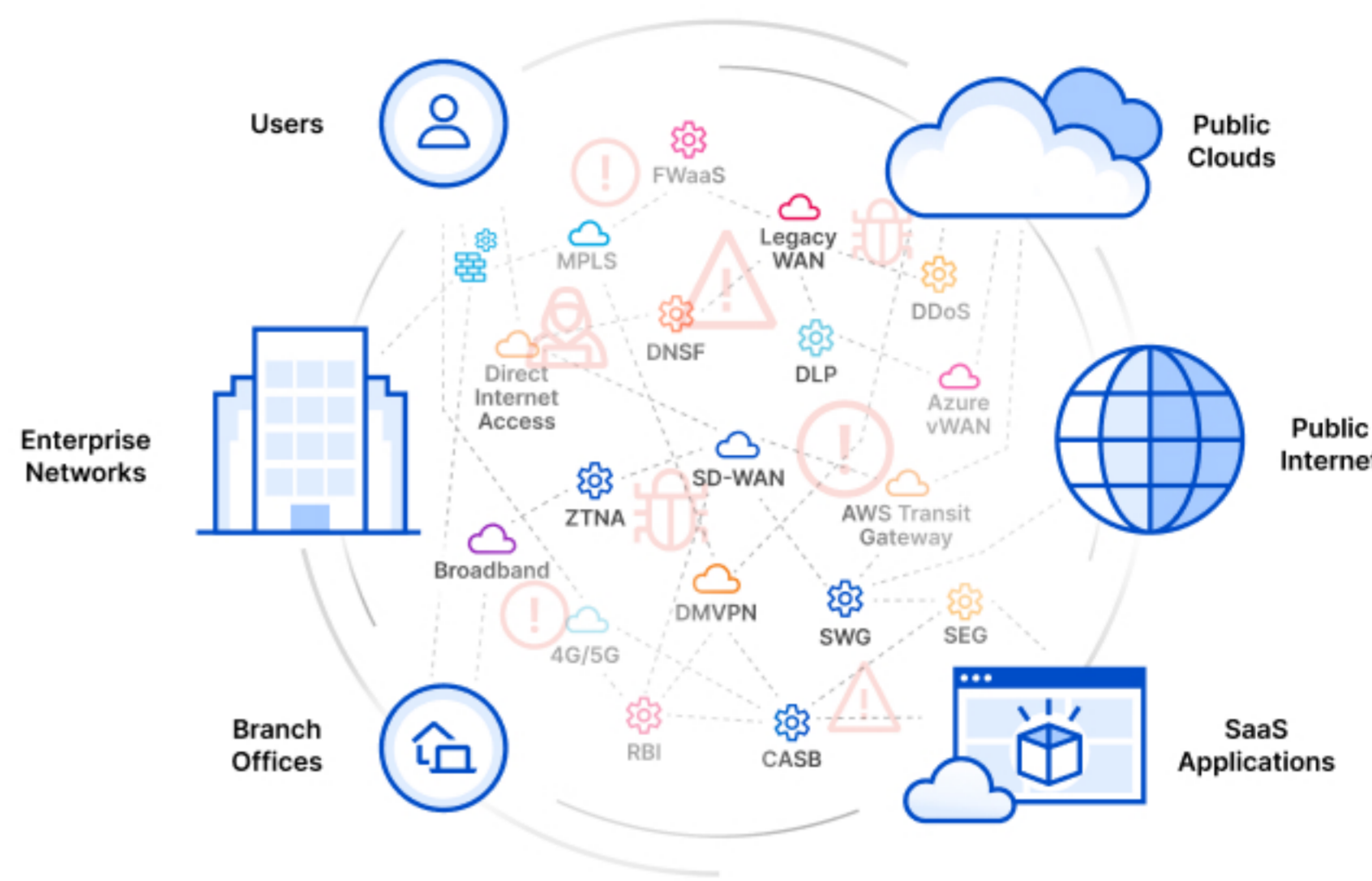
The Connectivity Cloud

Regain control over connecting, protecting, and accelerating your business

The challenge for today's technology teams: More responsibility, less control

Technology teams today are expected to manage multiple cloud deployments, SaaS and customer-facing apps, and legacy on-prem environments — all while trying to connect users anywhere, to everything.

Yet, managing and securing each of those IT domains has led to **overly complex** environments that are **inherently risky, costly to maintain, and slow down agility.**

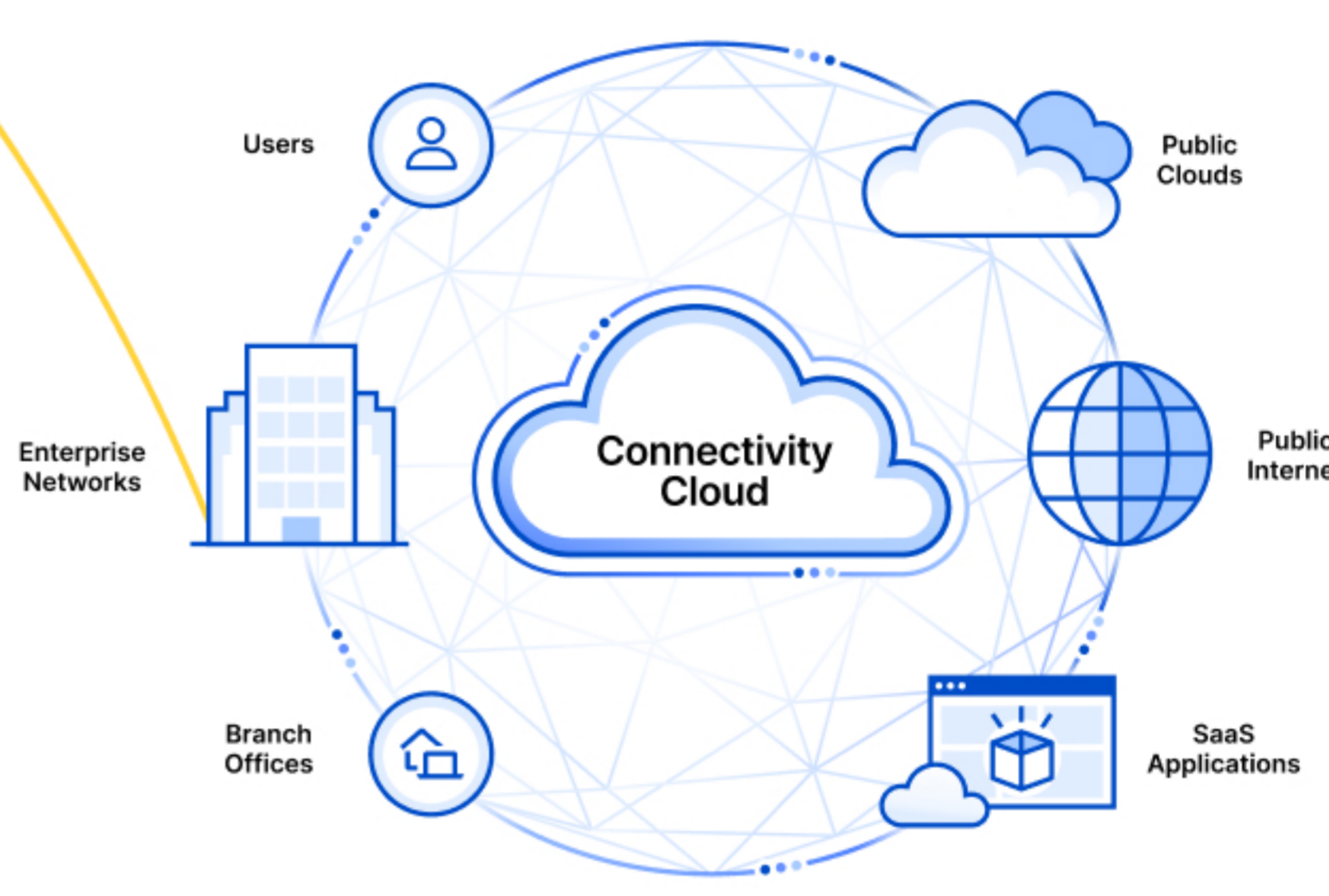


Regaining control of this increasingly complex IT stack requires a new approach: It requires a connectivity cloud.

What is a connectivity cloud?

A **connectivity cloud** is a unified platform of cloud-native services designed to help enterprises regain control over their IT environments.

Powered by an **intelligent, programmable global cloud network**, it offers unmatched security, performance, visibility, and reliability.



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key capabilities of a connectivity cloud

1. Composable and programmable architecture
2. Cloud-agnostic connectivity across any user, app, and network
3. Infinitely scalable network connectivity across every location
4. Built-in security, privacy, and compliance functions
5. One control plane for all services running on all servers

Key Benefits

Greater visibility, performance, and scale as you connect between clouds (IaaS, PaaS, SaaS), networks, and Internet-connected users (customers, employees, partners).

Reduced costs and IT complexity by consolidating vendors and lowering egress data between clouds.

Faster time to market with more efficient app development and delivery, and better employee and customer experiences that fuel competitive advantage.

Reduced organizational risk with better threat protections across users, clouds, applications, and networks.

Cloudflare delivers on the connectivity cloud promise

Measuring the impact

75%

Improved performance
Cloudflare can improve app/site performance by up to 75%¹

90%

Reduced cyber risk
Cloudflare can reduce malicious traffic by 90%²

50%

Reduced total cost of ownership
Cloudflare can reduce total cost of ownership of security and network tech investments by up to 50%³

25%

Improved business agility
Cloudflare can improve business agility and speed by up to 25%⁴

Canva is an online design and visual communication platform with a mission to empower everyone in the world to design anything and publish anywhere.

With Cloudflare, Canva:

- Enables secure remote access to internal apps, eliminating the need for Canva to build its own IAM solution
- Customizes how user traffic is handled at the network edge — increasing page speed, enhancing SEO, and optimizing performance

DHL is the first international delivery service, and one of the largest logistics companies in the world.

With Cloudflare, DHL:

- Accommodated 30% growth for package tracking and tracing requests with a large reduction in automated traffic and content caching
- Encrypts all customer communications to maintain compliance with data privacy laws

NCR is the #1 global POS software provider for retail and hospitality, and the #1 provider of multi-vendor ATM software.

With Cloudflare, NCR:

- Increased operational efficiency by reducing payment card chargebacks and squandered IT resources
- Protected customers from bad bots, fraudulent transactions, and business disruption
- Grew recurring revenue with premium security services for high-risk customers

Cloudflare's connectivity cloud

- Composable, Programmable Architecture
- Integration with All Networks
- Platform Intelligence & Innovations
- Simple, Unified Interface

- Simple, Secure Access
- Secure, Fast Apps & Infrastructure
- Agile Developer Services

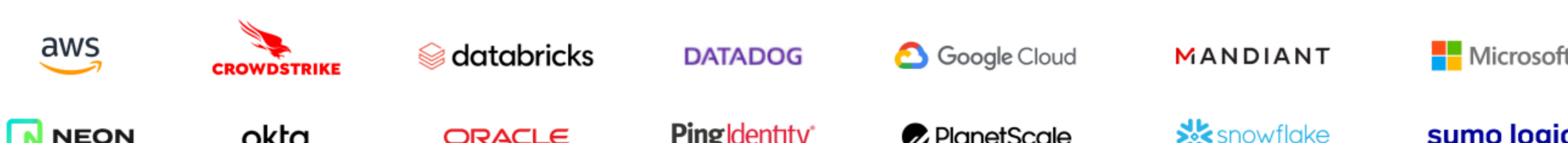
Inline Proxy • App & API Controls • Edge Dev Services • CDN-WAN-Network Integration • Multi-Cloud (SaaS/IaaS) Compliance & Privacy • Risk Analytics • Data Protection • Threat Defense

Cloudflare Programmable Global Network

Artificial Intelligence/
Machine Learning

Threat, Network
Intelligence

Global Services & Support



References

1. Based on customer data collected through a TechValidate survey of 76 Executive users of Cloudflare. The survey was conducted in 2023 to active Cloudflare customers using Cloudflare services.
2. Based on the average across four customer case studies.
3. Based on customer data collected through TechValidate survey of 58 Executive users of Cloudflare. The survey was conducted in 2023 to active customers using Cloudflare services.
4. Based on customer survey data collected through a TechValidate survey of 57 Executive users of Cloudflare. The survey was conducted in 2023 to active customers using Cloudflare services.