

Zero Trust for digital-first businesses

As Zero Trust and SASE models evolve, tech firms partner with Cloudflare for our Internet-native services. Our rapid innovation matches their business growth.

Why they choose Cloudflare

To design their architecture around the power of the Internet

With business models that rely on the Internet, many tech firms gravitated to cloud-based security early, but still likely maintain some on-prem appliances like VPNs.

Today, Cloudflare helps those firms turn the Internet into their new corporate perimeter and leverage the scale and speed of distributed cloud architecture.

To prioritize user productivity, for admins and employees

Tech firms pride themselves on making intuitive, easy-to-use products and expect the same from their security vendors.

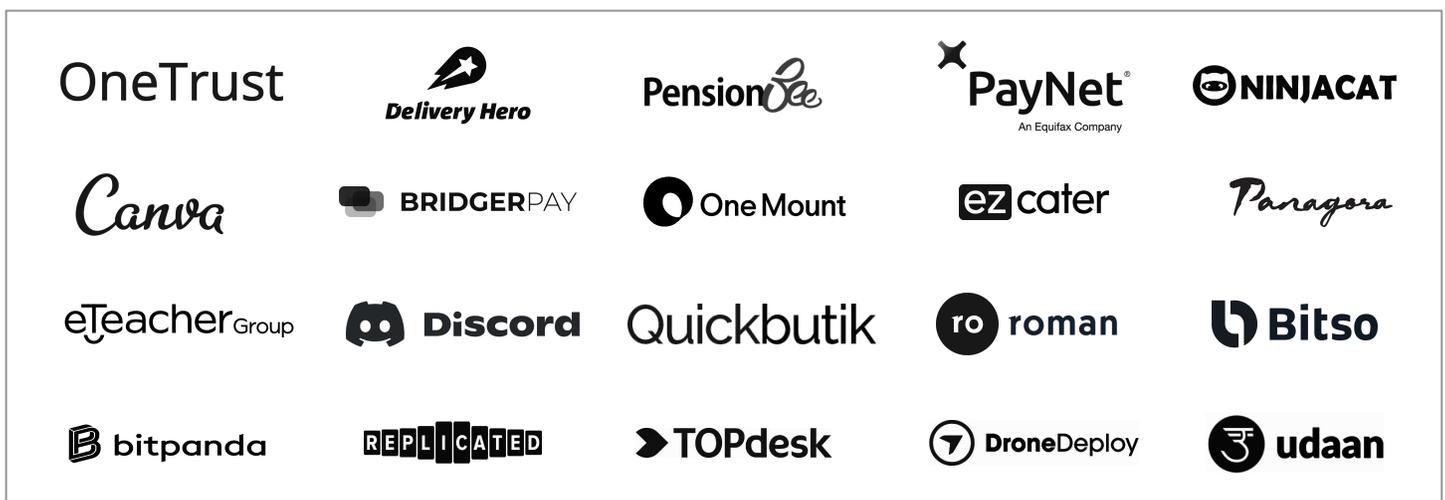
Cloudflare's single-pane management, single device client, and easy integrations make life simple for your admins. Plus, security is delivered close to end users, ensuring a fast and frictionless experience.

To bring developer best practices to IT and security

Tech firms value modern features that empower IT, security and DevOps to deploy quickly and iterate with agility.

Cloudflare takes an API-first approach and supports automation through Terraform. Everything is built on our developer platform, allowing us to ship faster than other vendors. (See page 3 for more features)

Tech firms using Cloudflare's Zero Trust platform



Cloudflare's own evolution

In the early days...

We prioritized investing in cloud infrastructure and SaaS tools, which aligned with our own business model. But we still maintained on-prem security and IT appliances like firewalls and a VPN.

Fast forward to today...

We have removed almost all our on-prem hardware ([including our VPN](#)). We use our Zero Trust platform to secure our apps, users, and data with ZTNA, SWG, DNS, FW, and CASB security, all built on our network.

6 reasons tech-driven businesses choose Cloudflare

What we have in common	What customers say about us
Embracing hybrid & multi-cloud futures	"Adopting Zero Trust was a very simple choice. We want to be an 'all-internet company' and have everything in the cloud. We do not want to be limited by a corporate network perimeter. That's why Cloudflare's Zero Trust platform has been such a strong fit for us." — Phạm Anh Liêm, Director of Cybersecurity, One Mount Group
Value easy-to-use product design	"At Delivery Hero, we always strive to deliver an amazing experience to our customers. Cloudflare helps us do the same for our internal teams." — Christian von Hardenberg, CTO, Delivery Hero "Just as Canva simplifies graphic design, Cloudflare simplifies performance and security." — Jim Tyrell, Head of Infrastructure, Canva
Value fast-paced innovation	"Cloudflare's culture of innovation truly excites me. Many companies will introduce a great product with a lot of fanfare, but then it tapers off... Cloudflare's products only get better over time." — Conor Sherman, Head of Security, ezCater "The depth of Cloudflare's offerings is incredible, and Cloudflare is adding new features and tools all the time. Clearly, Cloudflare deeply understands the cyber threat environment and the needs of online businesses." — Boaz Borovsky, CTO, eTeacher Group
Committed to the SaaS model	"Cloudflare takes away the anxiety of scaling the business and enables us to focus on building new features." — Azddin Benberkan, Founder, Quickbutik
Adapting to rapid organizational growth	"As both Cloudflare and Panagora grew, we subscribed to more Cloudflare services, and Cloudflare is now an integral part of our platform." — Fredrik Schweinebarth, CTO & Co-Founder, Panagora
Similar IT and security experiences	"We are trying to embrace remote work and BYOD trends, including reducing our VPN usage. Cloudflare is also adapting to hybrid work and has coached us on what apps to protect first and what POCs make sense to get started" — IT Director, SaaS company

The Cloudflare difference

Unified Zero Trust platform

Internet-native architecture

- Natively integrated ZTNA, SWG, & RBI services built from scratch with CASB and data protection controls
- Built on Cloudflare's own developer platform
- Every service runs in each of our 250+ locations
- Single-pass inspection of traffic
- 100% SaaS model always delivered close to users
- No lift-and-shift or acquire-and-stitch

Intuitive administration

- Single policy builder with regular expression support
- Single interface to manage integrations
- Terraform support to automate configuration of ZTNA and SWG policies with version control
- Single, well-documented API for all services
- Start enforcing Zero Trust policies in <30 minutes

Zero Trust for any app, in any cloud

- Consistent policy enforcement across public, private, and SaaS cloud environments
- Clientless access to web-, SSH-, or VNC-based self-hosted apps and SaaS apps (reverse proxy)
- Private routing to internal IPs via our device client

Simpler threat and data protection

- Ultra-lightweight threat protection powered by the world's fastest, privacy-first DNS resolver (1.1.1.1)
- Unlimited SSL inspection, browser isolation, and DDoS protection natively built into SWG and ZTNA
- RBI innovation eliminates security vs. UX tradeoff

Flexible integrations

Identity agnostic

- Onboard all your corporate identities at once
- Federate multiple providers and multiple instances of each provider

Endpoint agnostic

- Device posture checks with your preferred endpoint protection provider
- Enhance checks with signal from our device client

Cloud agnostic

- Log data can be stored across cloud destinations
- Diverse network onramp partners that are not cloud-specific

Flexible deployments

Setting up our app connector

- Use same connector for one or many apps
- Run command-line tool as a service on Linux, Windows and macOS
- Pre-packaged as a Docker container
- Replica support for modern Kubernetes environments

Deploying our device client

- Best-in-class encryption, all the time
- Managed- or self-enrollment
- Works across most popular OSs
- Runs in userspace, not kernel space
- Forward traffic through Wireguard tunnel or DNS over HTTPS — with or without split tunneling

Next steps with Cloudflare

LEARN

[Explore](#) Cloudflare's approach to Zero Trust

ENGAGE

Take a [self-guided tour](#) of our platform and common use cases

PROVE

[Contact us](#) to request your one-on-one engagement with a solution specialist