

# Cloudflare for Gaming

Accelerate and secure your games for the best user experiences

## Unlock the next level of success

### Achieve performance and security at scale

Gaming and gambling companies face an increasing number of targeted cyber attacks, including distributed denial-of-service (DDoS) attacks and bot scraping attacks, along with unpredictable spikes in demand during periods of peak usage. Since every second of waiting time increases the likelihood that a gamer will stop playing, gaming companies need to exceed expectations in order to stay competitive.

With Cloudflare, your gamers will benefit from fast, global application performance with low latency, while your IT and security teams can protect servers, services, and networks against traffic spikes and cyber attacks. Gaming companies can speed up innovation and achieve cost savings while meeting industry, regulatory, and data privacy requirements.



### Targeted attacks are on the rise

DDoS attacks are increasing in scale and complexity. Gaming and gambling organizations have become prime targets for cyber criminals because they understand how vital it is for these businesses to provide peak performance and availability at all times.



### Accelerate gamer experiences

Improve engagement and retention rates with faster, more responsive load times. With Cloudflare, your games will be within 50 milliseconds of 95% of global Internet users, with far fewer requests to your origin servers.



### Secure against cyber attacks

Defend systems against sophisticated threats like DDoS attacks, which can cause significant downtime, poor user experiences, and mass user exodus, as well as from malicious content scraping bots.



### Simplify your stack

Reduce total cost of ownership by leveraging the Cloudflare global network to power your business. Rapidly adjust to new threats and conditions by collaborating across networking and security teams with a single unified control panel.

## How Cloudflare helps gaming companies succeed



### Bot Management

Undetected malicious bots can damage your brand, steal sensitive information, scrape pricing data, and negatively impact your revenue. Manage bots in real time with speed and accuracy by harnessing data from the millions of Internet properties on Cloudflare.



### API Security

APIs are the lifeblood of gaming, and are often the target of widespread attacks designed to perform unauthorized actions or exfiltrate data. Cloudflare makes it easy to secure APIs with strong client certificate-based identity and strict schema-based validation.



### DDoS Mitigation

Cloudflare secures websites, applications, and entire networks while ensuring the performance of legitimate traffic is not compromised. We've blocked some of the largest DDoS attacks in history, with 5x the DDoS mitigation data center capacity of our competitors.



### Waiting Room

Sudden increases in traffic can overwhelm your applications and infrastructure. Waiting Room routes excess users to a custom-branded waiting room, helping preserve customer experience and protect origin servers from being overwhelmed with requests.



### Web Application Firewall

Our powerful web application firewall protects against application layer intrusions and is integrated with the rest of our leading cloud-delivered application security portfolio, so expanding attack surfaces and novel attacks never get in the way of running your business.



### Advanced Rate Limiting

Advanced rate limiting protects against denial-of-service attacks, brute-force login attempts, API traffic surges and other types of abuse targeting APIs and applications. Avoid unpredictable costs associated with traffic spikes and enumeration attacks.

## Ready to get started?

Meet your current challenges with confidence and prepare for what's next.

[Contact us](#) today for your free assessment.

## Under Attack?

Cyber Emergency Hotline: **+1 (888) 99 FLARE**