



CONNECT 2023



CONNECT 2023

Welcome to Cloudflare Connect New York

Matthew Prince

Co-founder and CEO
Cloudflare

Safe Harbor

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Many of the world's largest organizations rely on the Cloudflare network

1/3

of the
Fortune 500

6

of the world's
10 largest companies

Many of the world's largest organizations rely on the Cloudflare network



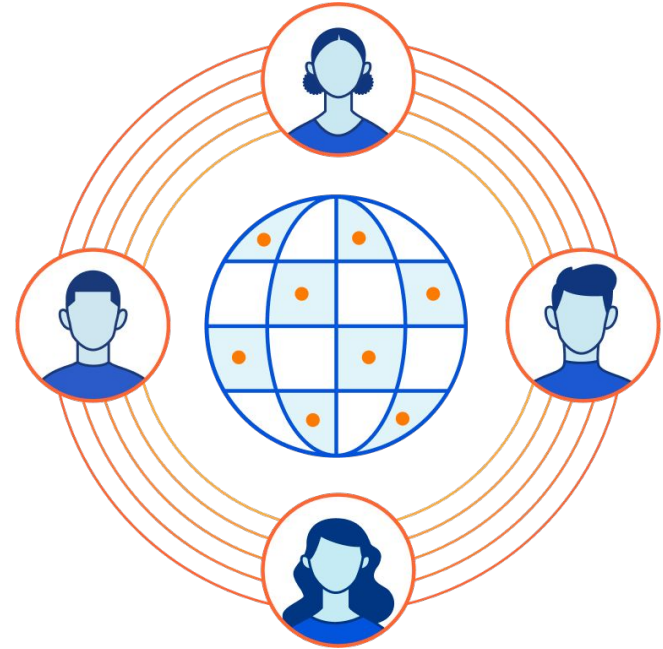
**Large organizations today
face a great deal of
complexity and risk**

Employees are working from everywhere

58%

of employees have the option
to work from home at least
one day per week

(Source: McKinsey)



COMPLEXITY AND RISK

Business-critical corporate applications live everywhere

By 2025,

85%

of corporate applications are
expected to be SaaS-based

(Source: BetterCloud)



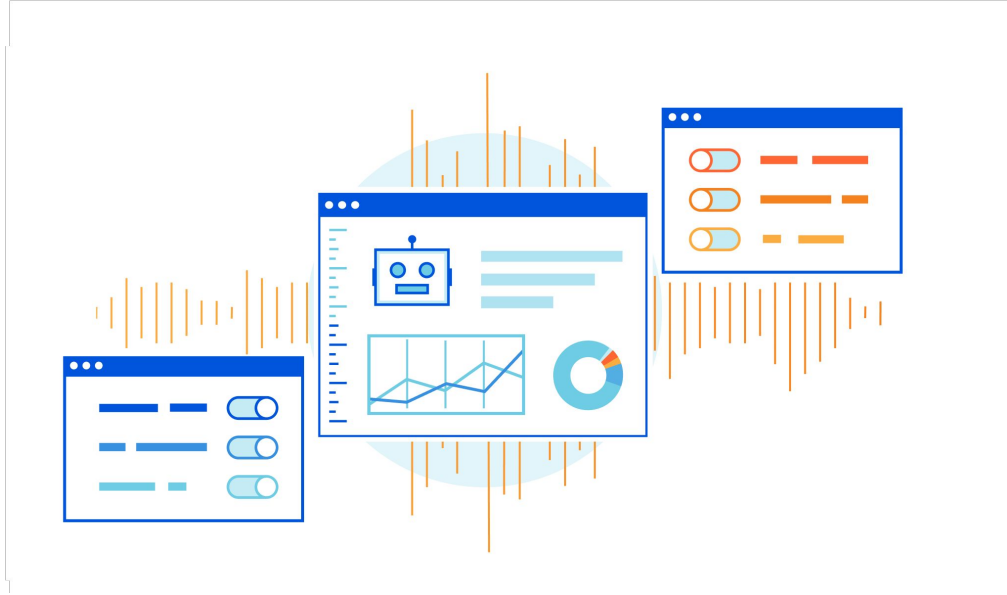
COMPLEXITY AND RISK

AI tools are finding their way into every aspect of business

43%

of employees have used AI-powered tools for work tasks — and over 2/3 did so without telling their boss

(Source: Fishbowl)



COMPLEXITY AND RISK

Data lives everywhere, and is split across multiple clouds



82%

of US and UK organizations
currently have a multi-cloud
strategy

(Source: Virtana)

COMPLEXITY AND RISK

Data lives everywhere, and is split across multiple clouds



29%

projected average increase in
public cloud spend by
the end of 2023

(Source: Flexera)

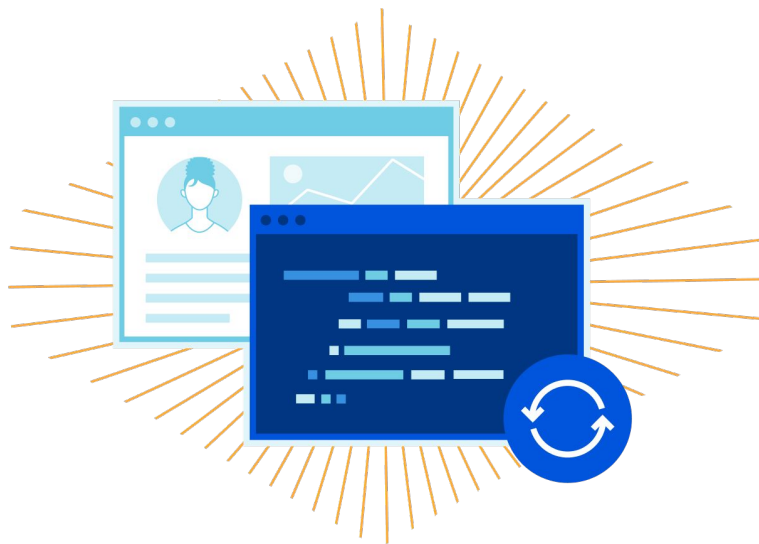
COMPLEXITY AND RISK

New attack surfaces are emerging in every application

65%

of global API traffic is generated by web browsers — a sign that more applications are “API first”

(Source: Cloudflare estimate)



New attack surfaces are emerging in every application

23

separate instances of
third-party code on the
median desktop website

(Source: HTTP Archive)



New attack surfaces are emerging in every application

25%

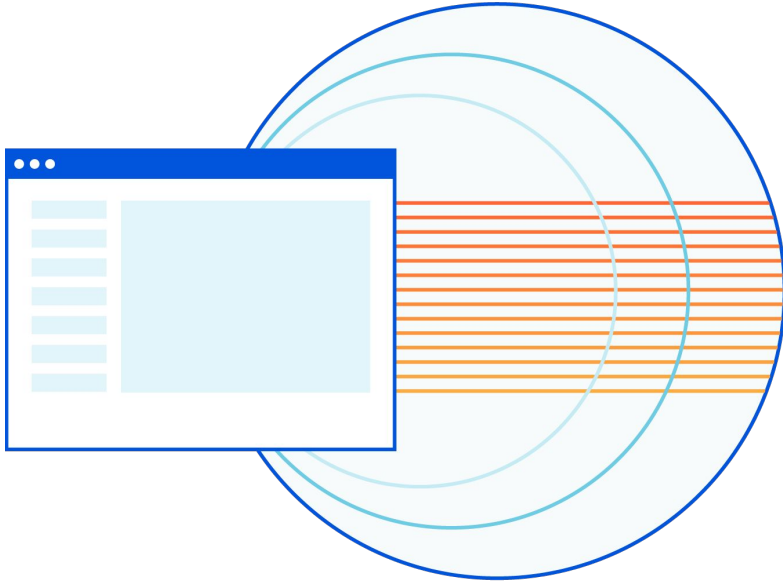
of Log4J downloads were still vulnerable one year after the vulnerability was disclosed

(Source: Maven Central Repository)



COMPLEXITY AND RISK

Businesses are trying to reduce all of this complexity



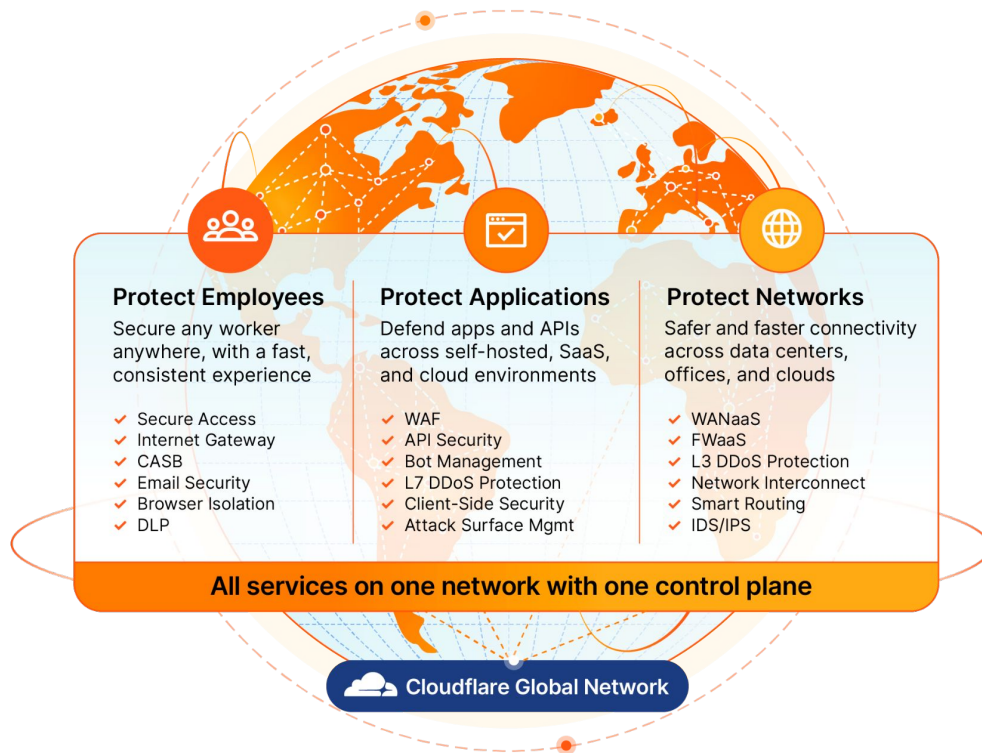
75%

of businesses are trying to
consolidate the number of
security vendors they use

(Source: Gartner)

Cloudflare was built to help
you tackle all of these
challenges

Cloudflare delivers Everywhere Security



EVERYWHERE SECURITY

Cloudflare protects companies with uniquely broad threat intelligence

~20%

of the Web runs on
Cloudflare

46M

HTTP requests served per
second

95%

of all Internet users
within 50ms of
Cloudflare's network

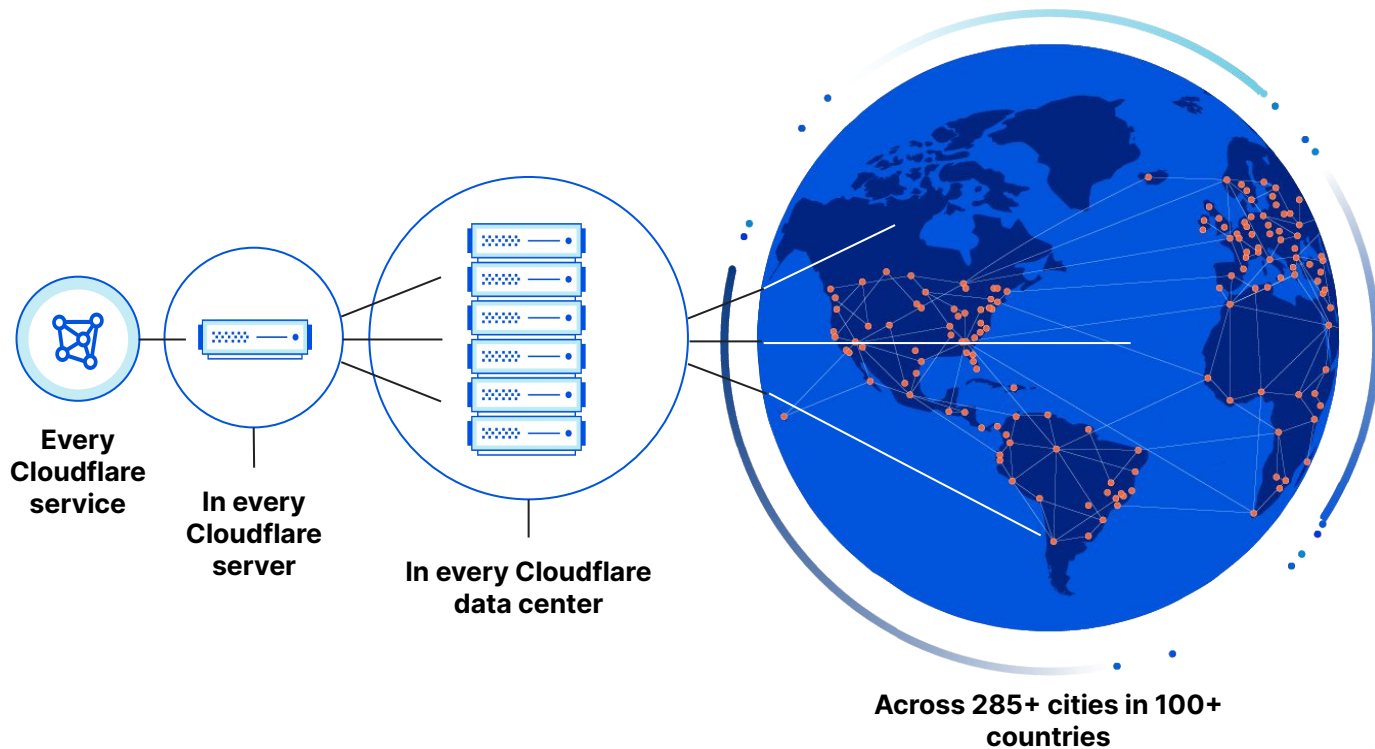
112B

cyber threats
blocked every day

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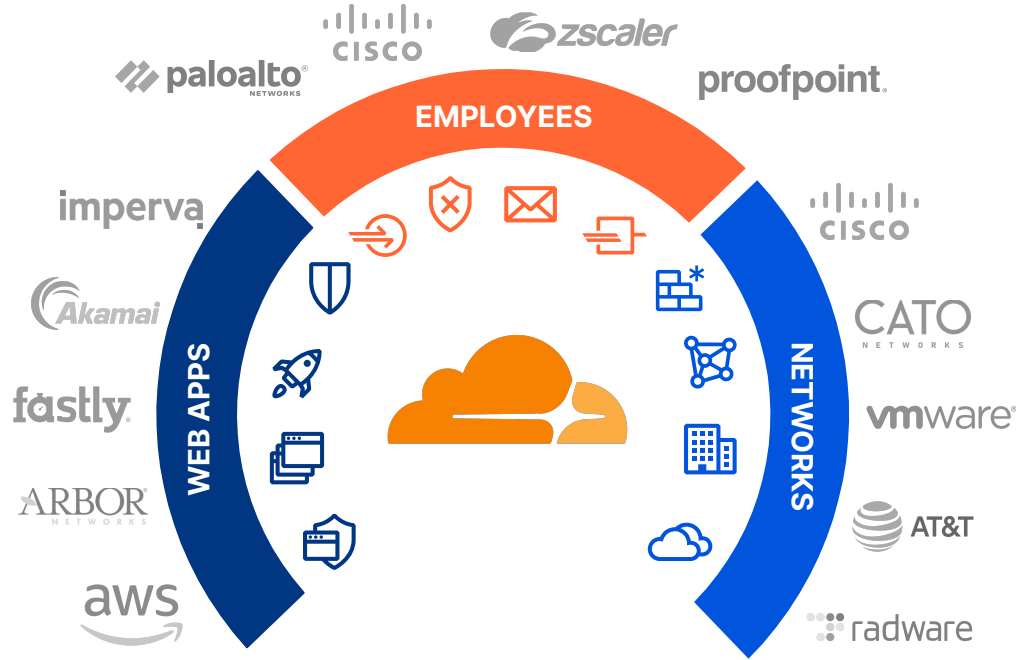
Cyber threats blocked per day and HTTP requests per second are averages over the three months ended March 31, 2023. Percent of Fortune 1000 is as of March 31, 2023. Source for percentage of Web on Cloudflare is w3techs.com.

Cloudflare services all run on the same infrastructure, simplifying implementation and improving user experiences



EVERYWHERE SECURITY

Cloudflare secures (and replaces vendors across) your entire business



Cloudflare's network is faster than leading Zero Trust competitors

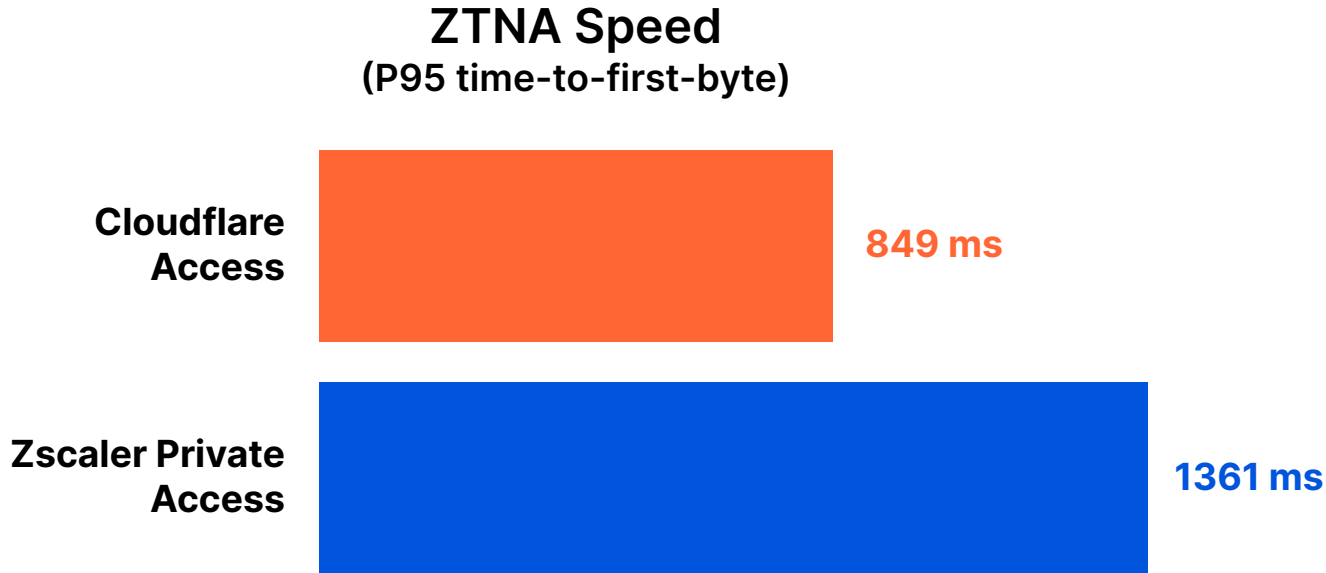
75%

faster P95 response
time than Netskope

50%

faster P95 response
time than Zscaler

Cloudflare's network is faster than leading Zero Trust competitors



Cloudflare's network is faster than leading Zero Trust competitors

Application	Zscaler Internet Access: P95 response time	Cloudflare Gateway: P95 response time
Global	142.0 ms	7.2 ms
Azure site	181.0 ms	7.7 ms
Zoom	254.2 ms	6.2 ms
Slack	186.2 ms	6.5 ms
Workers site	184.1 ms	6.1 ms
Google	100.8 ms	7.4 ms

Cloudflare delivers better ROI than leading Zero Trust competitors



**Faster
implementations**



**Fewer outages /
support tickets**



**Fewer security
gaps**



**Better employee
productivity**

ZERO TRUST

Descaler program: Bill reductions + better functionality for Zscaler customers



Act Three: Developer Platform

Cloudflare developer tools make the whole enterprise more programmable

Workers 	KV R2 D1   	CDN DNS Load Balancing   	Pages Wrangler  
Compute Power the logic of an application	Storage Provide contextual information	Network Send information to/from different locations	Developer Experience Allows for focus on application differentiation
Cloudflare takes care of the infrastructure management Production readiness baked in	No vendor lock-in Seamless data placement	Global network with best in class performance Scalable and reliable without any additional config	Developer velocity without compromise Built for the biggest and most critical workloads

Cloudflare Workers helps you scale and adapt efficiently

Cloudflare Workers:

Serverless development platform that lets you easily deploy custom security policies, routing rules — or entirely new applications

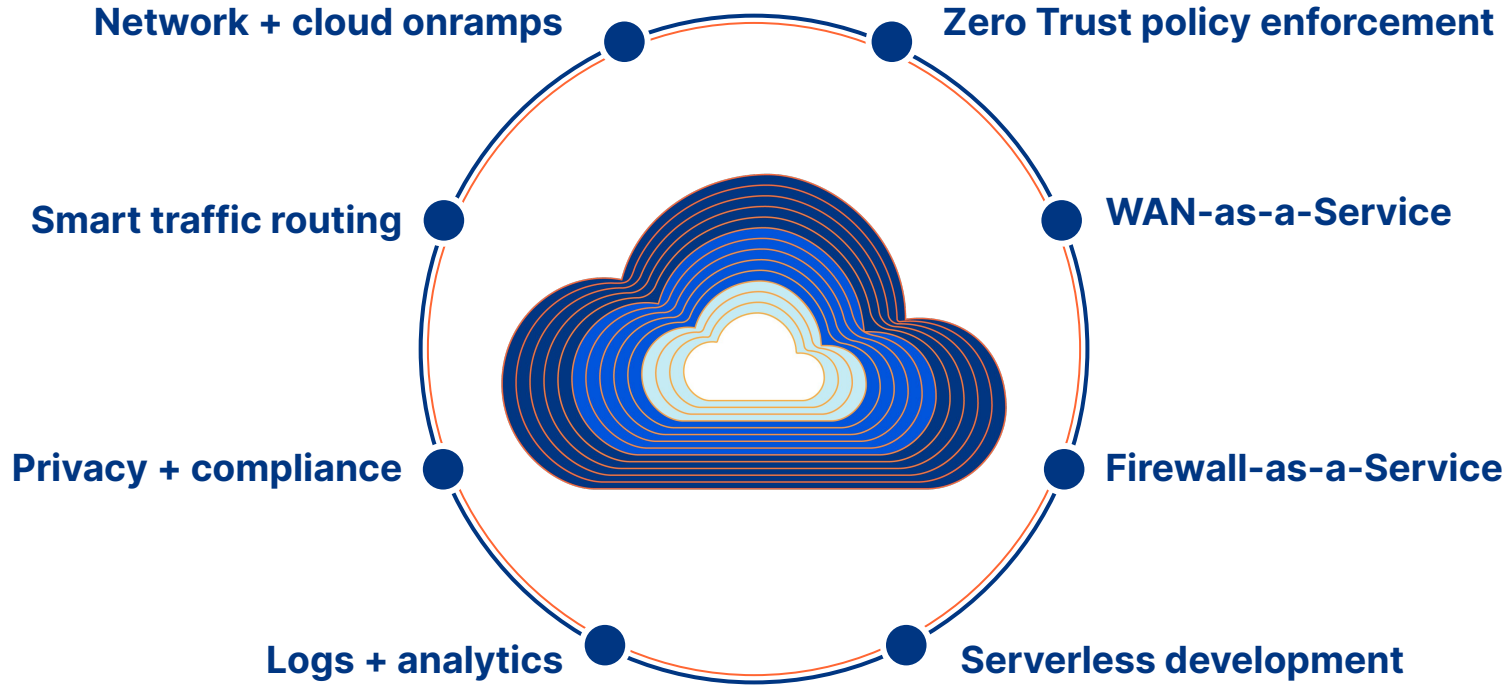


Cloudflare R2 helps you scale and adapt efficiently

Cloudflare R2: Globally distributed, S3 compatible object storage — with zero egress fees



One consistent set of controls and tools across any cloud



We're (imminently) launching services to help organizations safely explore AI

Measure AI tool usage

Prevent data loss

Manage AI tool integrations



Many companies are going all-in on the Cloudflare platform

**Fortune 500
Telecommunications
provider:** Securing hybrid
work for over 100,000
employees, spanning both
application and public
Internet access



Many companies are going all-in on the Cloudflare platform

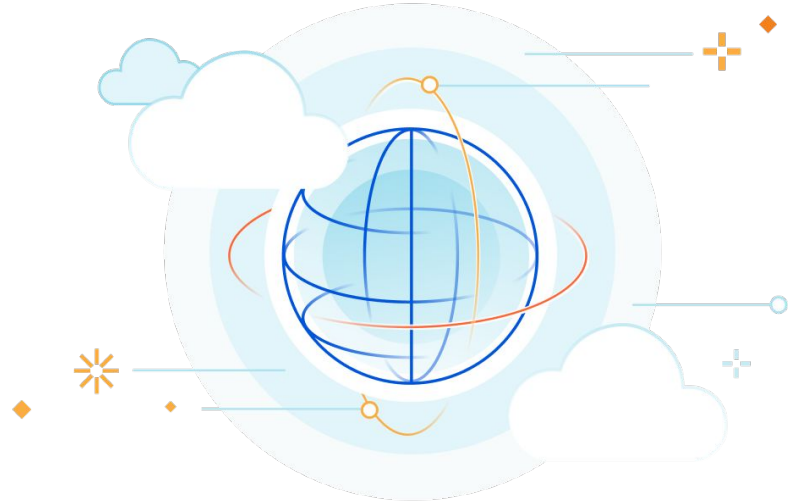
Forbes Global 2000 media & advertising conglomerate:

Implementing Zero Trust security for 50,000 employees and hundreds of corporate applications



Many companies are going all-in on the Cloudflare platform

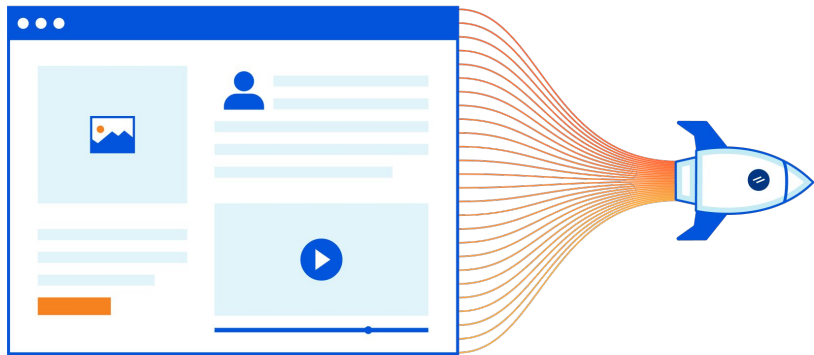
Fortune 200 auto parts supplier: Protecting 900+ global ecommerce sites using Cloudflare Application Security services



Many companies are going all-in on the Cloudflare platform

Fortune 500 retailer:

Building a massively scalable
ecommerce presence on the
Cloudflare Developer
Platform



**If you're just using
Cloudflare to solve a couple
of problems, you're leaving
value on the table**



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Cloudflare's recent product innovation

Jen Taylor

Chief Product Officer
Cloudflare

Our unified security platform is constantly improving



Protect Employees

Secure any worker everywhere with a fast, consistent experience



Protect Applications

Defend apps and APIs across self-hosted, SaaS, and cloud environments

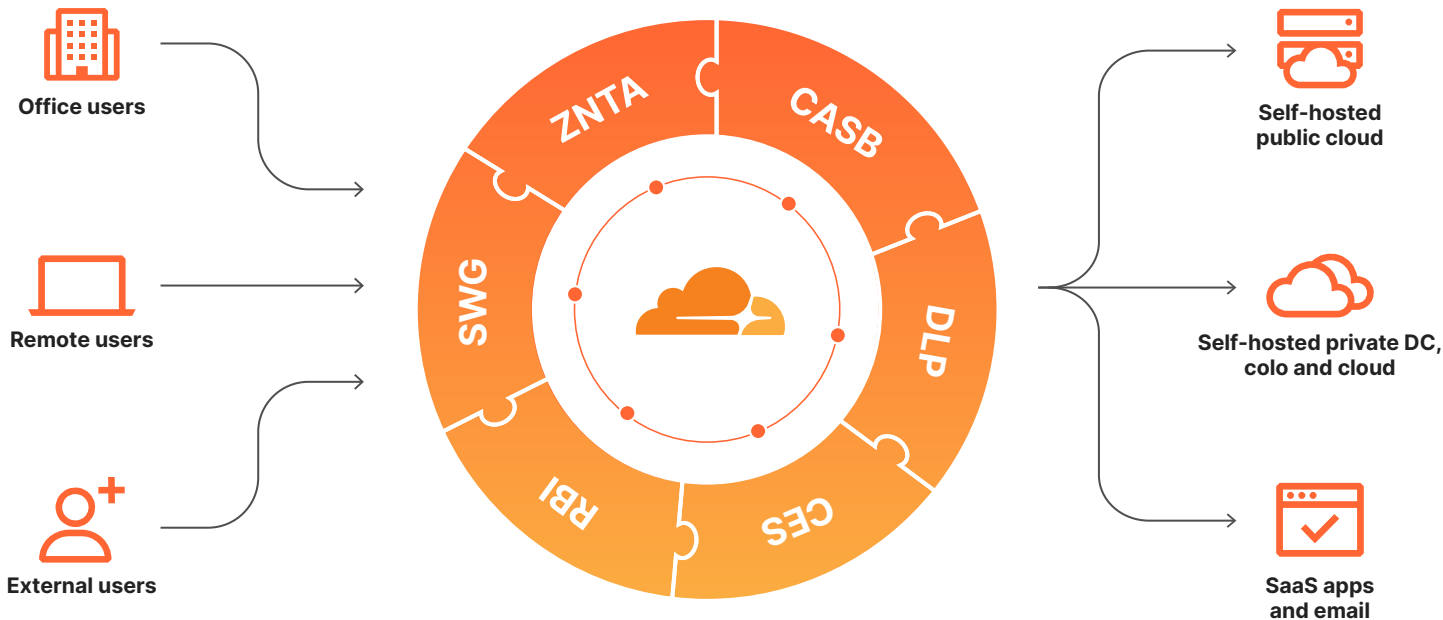


Protect Networks

Safer and faster connectivity across data centers, offices, and clouds

All services on one network with one control plane

Cloudflare helps secure your hybrid workforce with Zero Trust

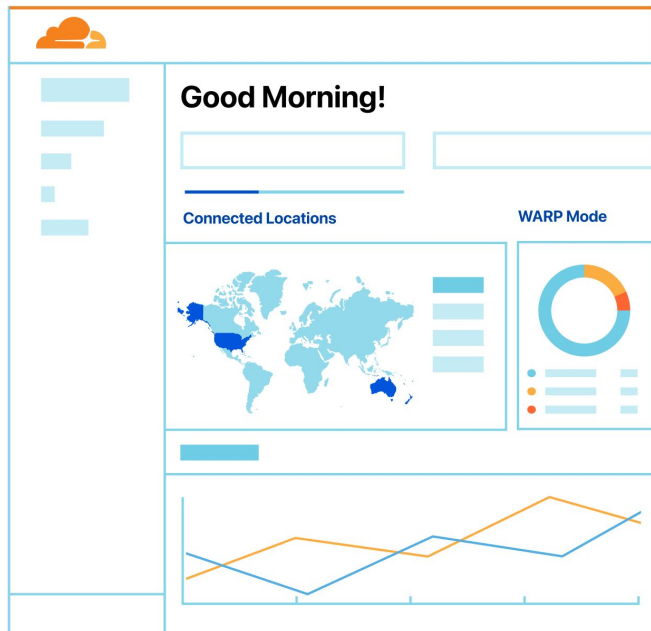


Improve visibility into corporate user experiences

Digital Experience Monitoring:

Analyze performance and connectivity across your users, applications, and networks.

- Monitor Zero Trust service usage
- Proactively test application availability
- Telemetry data outlining the critical path to public-facing endpoints

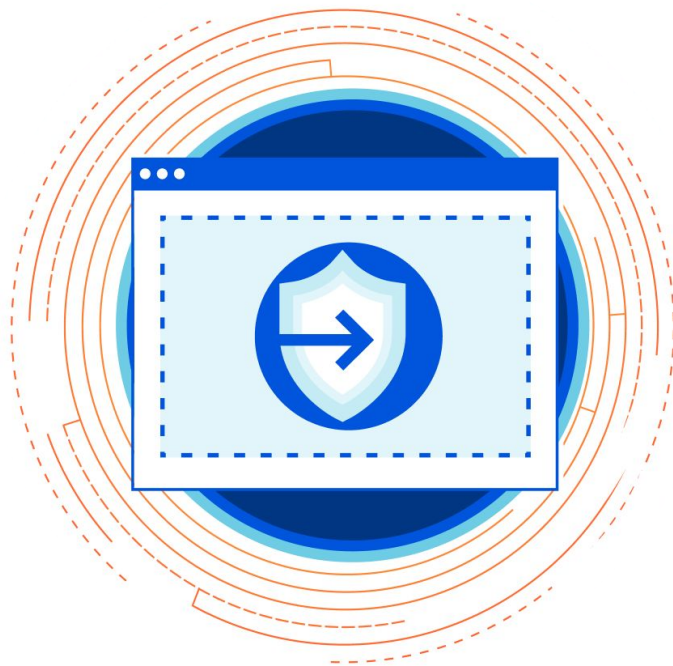


Prevent headline-worthy data breaches

CASB + Data Loss Prevention:

Manage data access for the most popular and critical SaaS apps.

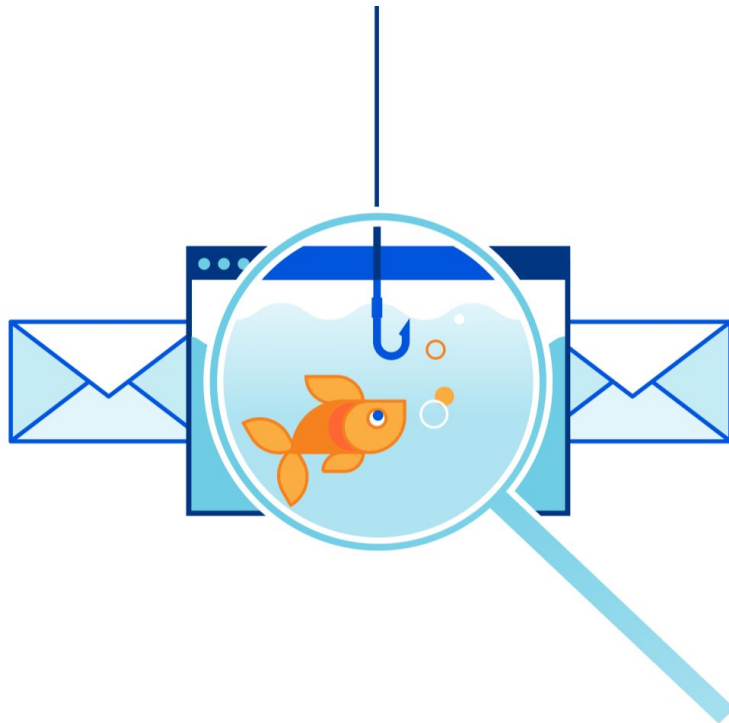
- Scan SaaS application files for sensitive data
- Simple alerting and filtering



Further secure your organization's largest attack surface

Email Link Isolation: Add additional layers of defense to your phishing prevention.

- Ongoing machine learning analysis of email links
- Isolate malicious links from endpoints — even if they were benign upon arrival
- Network Vector Rendering technology preserves user experiences

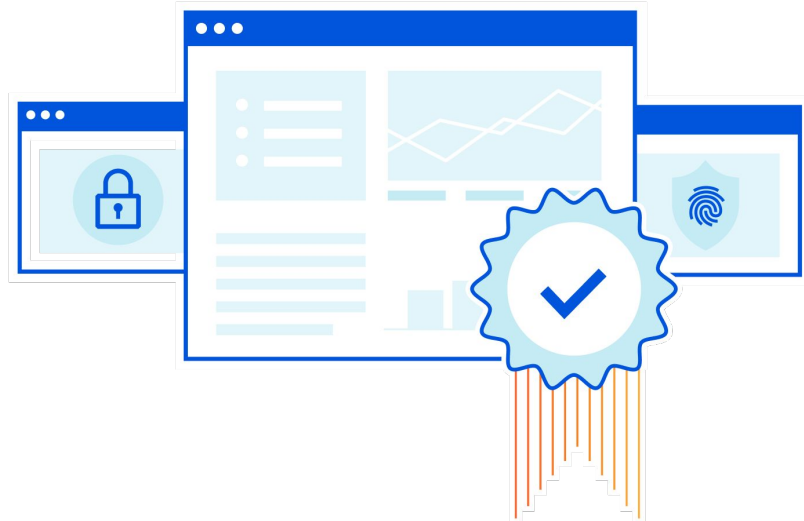


Deliver more high-performing secure browsing experiences

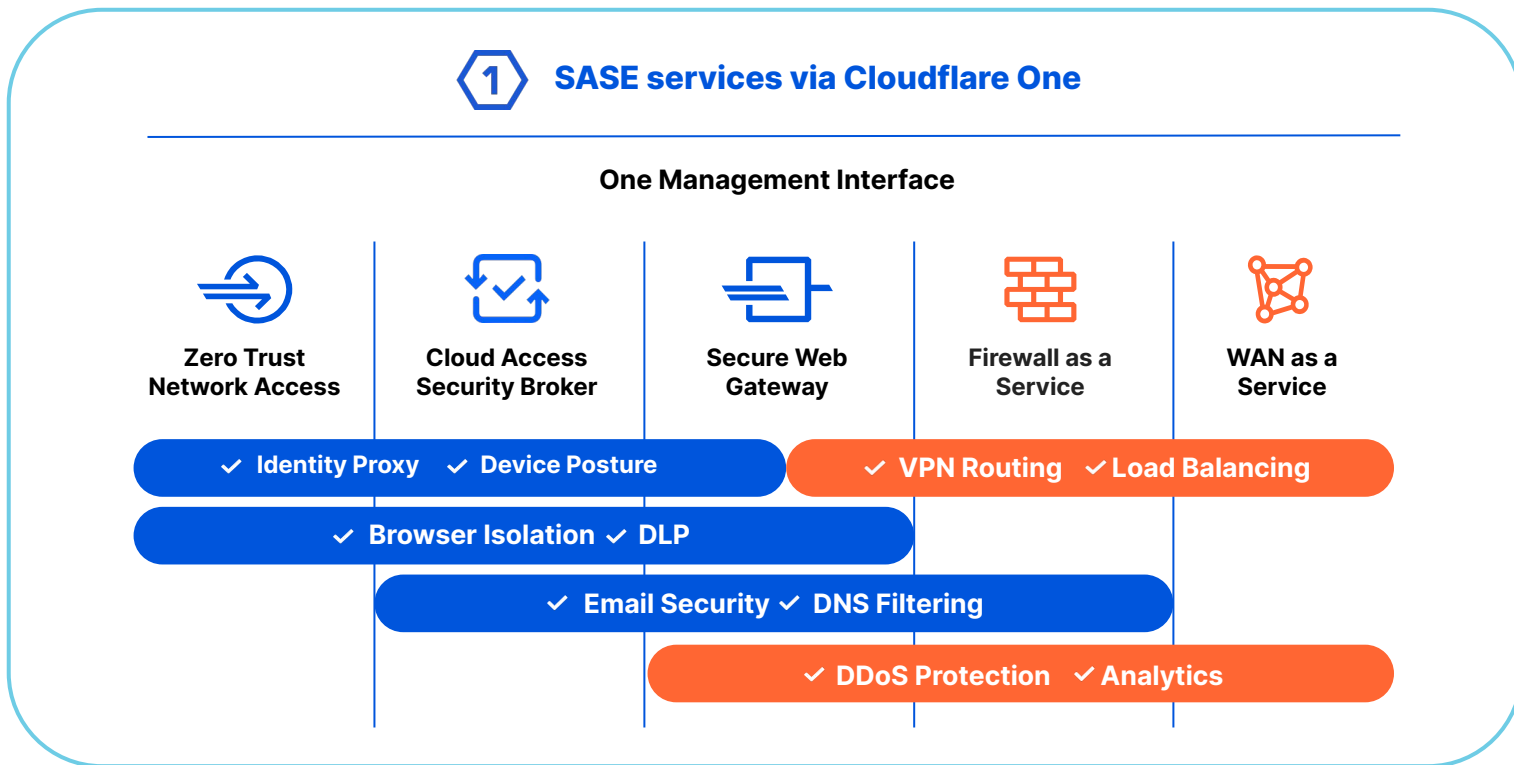
Secure Web Gateway improvements:

Improve visibility and meet a wider variety of use cases.

- Network session logs
- Bring your own PKI certificates
- HTTP3 inspection



Cloudflare fulfills the promise of SASE



Cloudflare helps secure and transform your corporate network

Magic WAN

Magic Firewall

Layer 3/4 DDoS mitigation

Network onramps

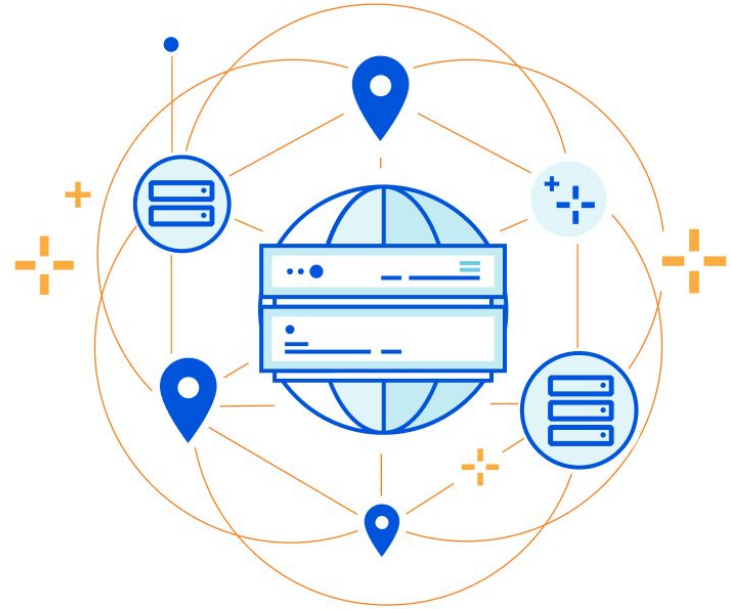
Smart traffic routing



Easily connect any kind of network to SASE services

Magic WAN Connector: Zero-touch configuration for connectivity from any branch, data center, or cloud property.

- Branch routing
- Centralized device management
- Zero-touch configuration



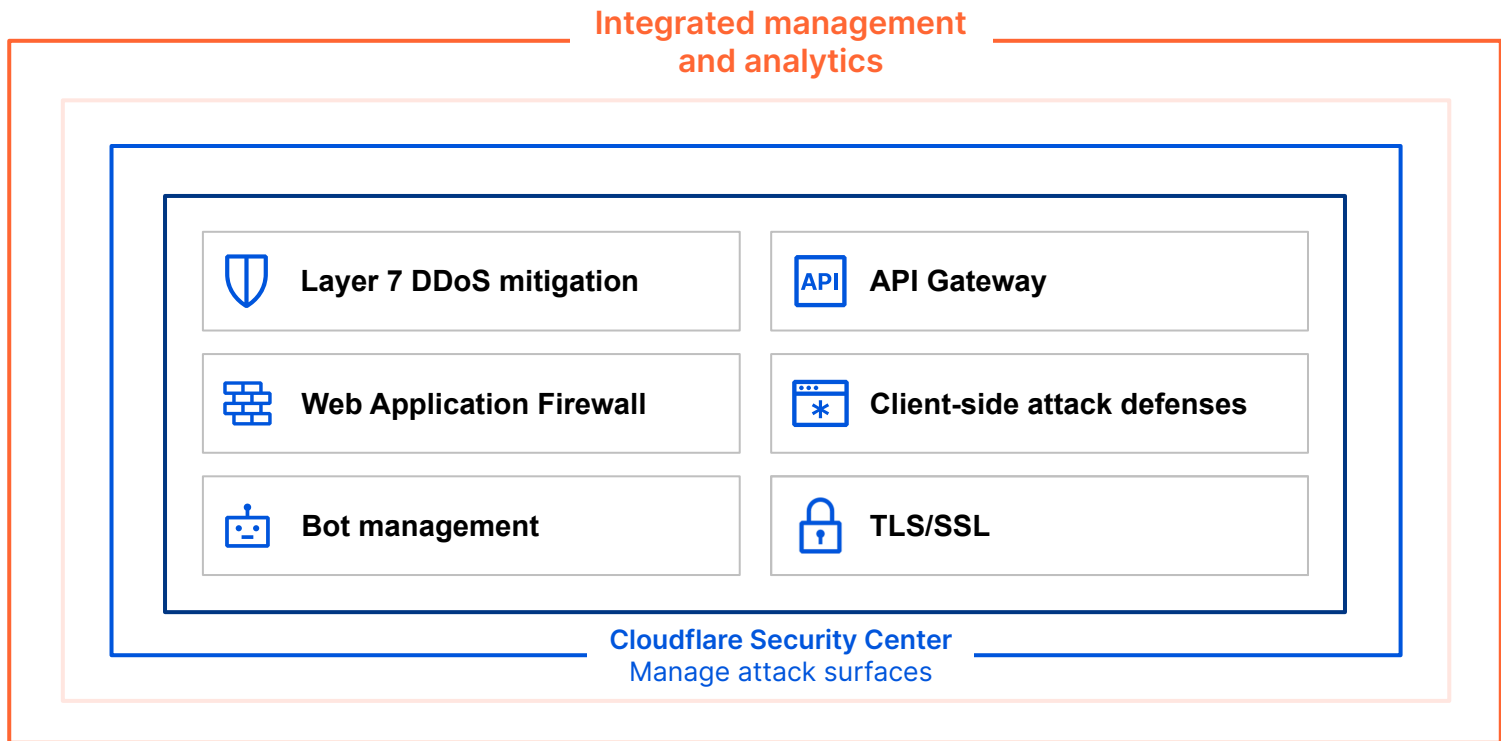
Private connectivity for hybrid cloud use cases

Cloudflare Network Interconnect integrations: New interconnections with IBM Cloud, Google Cloud, Azure, Oracle Cloud Infrastructure, and AWS.

- Use Cloudflare to manage firewalls, access policies, and routing for all cloud resources
- No more cross-connects, LOAs, or checking light levels



Cloudflare protects you from the most sophisticated Internet threats



Identify, analyze, and secure unknown attack surfaces

Automate time-consuming discovery processes — and prioritize where to apply protection.

- **API Discovery** creates a streamlined workflow for uncovering shadow APIs
- **Sequence Analysis** automatically detects potential API abuse in action



Protect your website from the most advanced forms of fraud

Fraud Detection: Use machine learning to evaluate the intent of website visitors.

- Stop fake account creation, account takeover, credit card testing, fraudulent transactions, and order expediting
- Draw on Cloudflare's massive body of threat intelligence



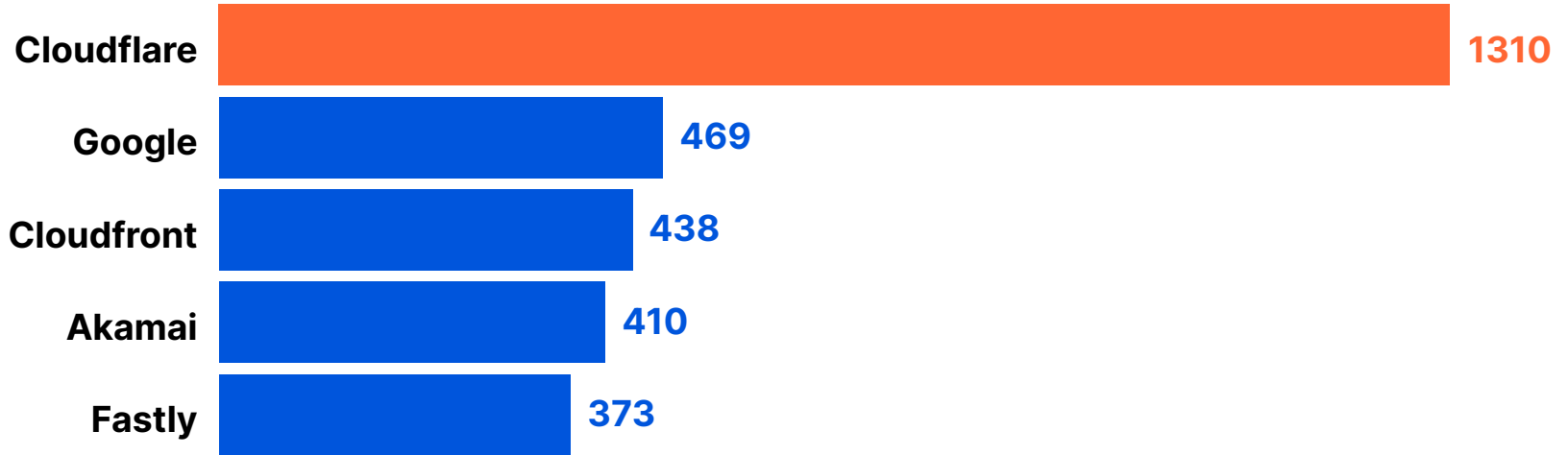
**Our ultrafast global network
ensures security and good
user experiences always go
hand in hand**



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Cloudflare has the fastest performance in the most networks

NUMBER OF NETWORKS IN WHICH PROVIDERS SEE
THE FASTEST TCP CONNECTION TIME



Improve end-user experiences — and reduce egress fees

Cache Reserve improvements:

Control which content gets cached for which times periods using a large, persistent data store.

- Cloudflare caching is becoming more efficient and reliable, improving cache hit rates and reliability





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Transforming the digital fan experience

Justin Erenkrantz

SVP, Software Engineering

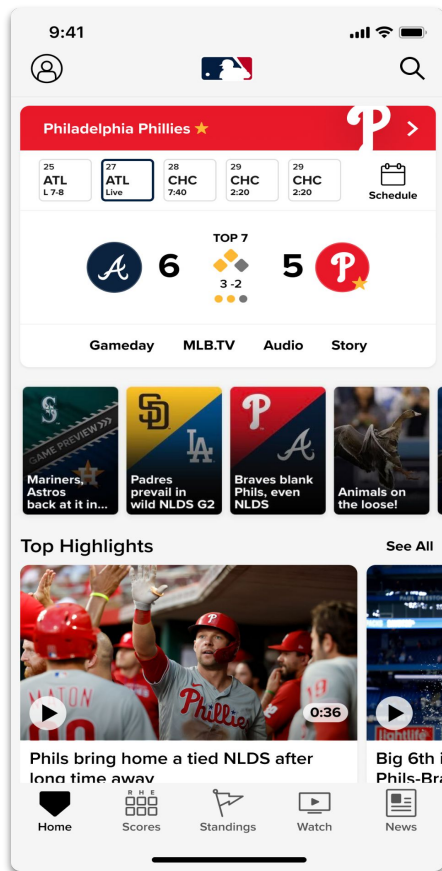
Major League Baseball

New app experience for the 2023 season

Goal: Bring all of fan's personalized content into a dynamic destination.

- Every feature is personalized based on your favorite team, followed teams and players and other signals.

This requires us to rethink our caching and content delivery strategies.

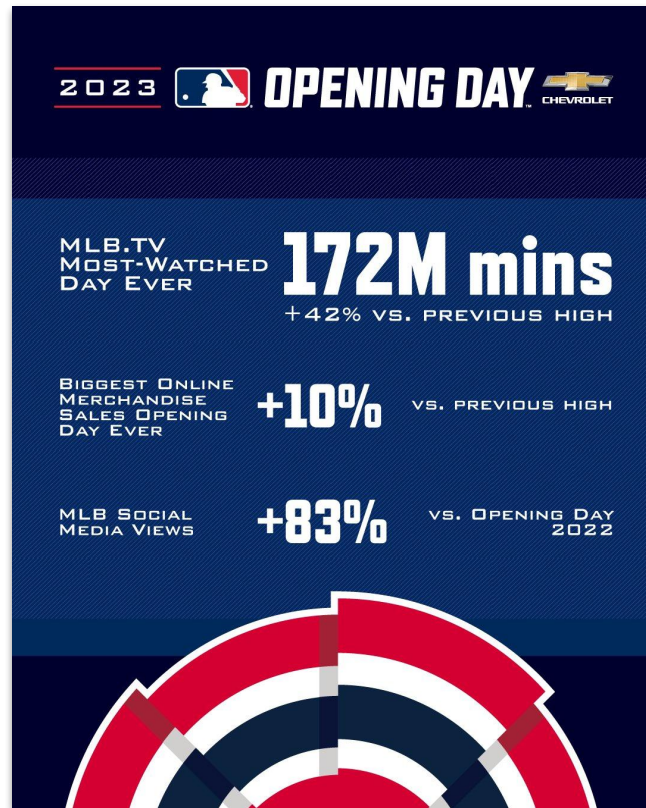


2023 Opening Day retrospective

Traffic statistics on Opening Day:

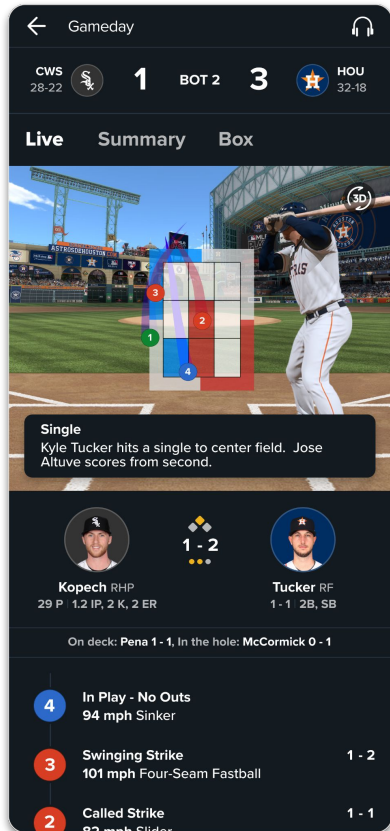
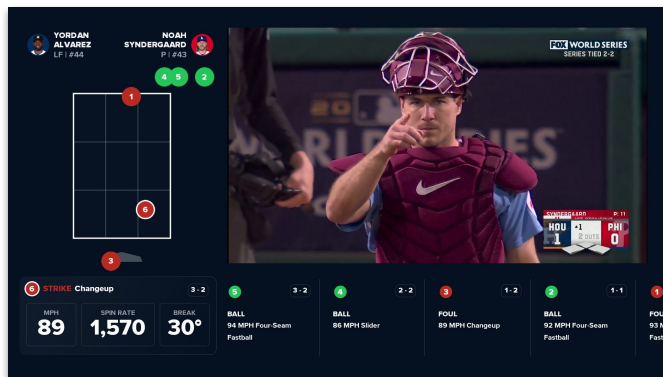
- **Edge cache hit rate:** ~ 92%
- **Requests:** >6.5 billion
- **Peak edge requests / second:** >300k
- **Edge time to first byte:**

Avg	p95	p99
13ms	96ms	236ms



Gameday redesign and reimplementation

- Moved IOS app to a reactive design web-based implementation that joins web & Android
- Gameday Mode launching on connected device platforms for an enhanced big-screen viewing experience

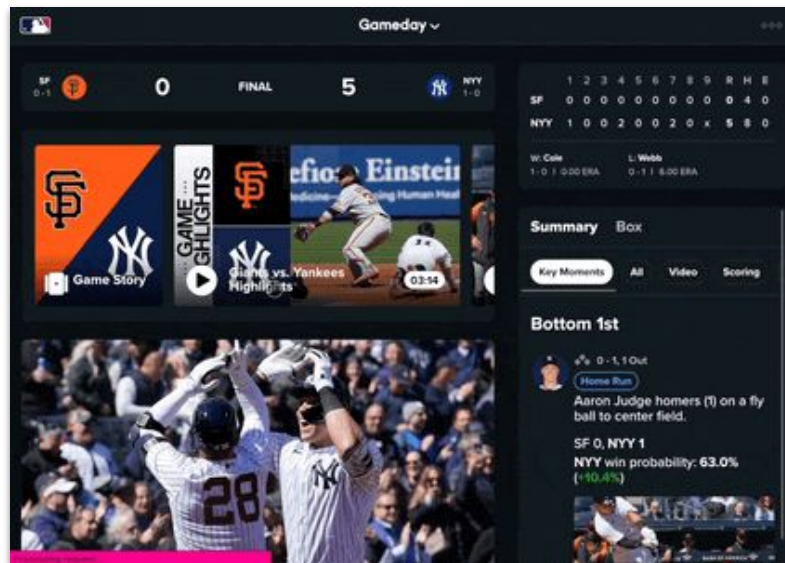


Gameday 3D

Bringing our player- and bat- tracking capabilities to fans for impossible angles

- Position data rendered locally on device in a web view across browsers and apps

Currently available for Free Game of The Day MLB.tv “broadcasts” and for highlights. Further rollouts coming this season!

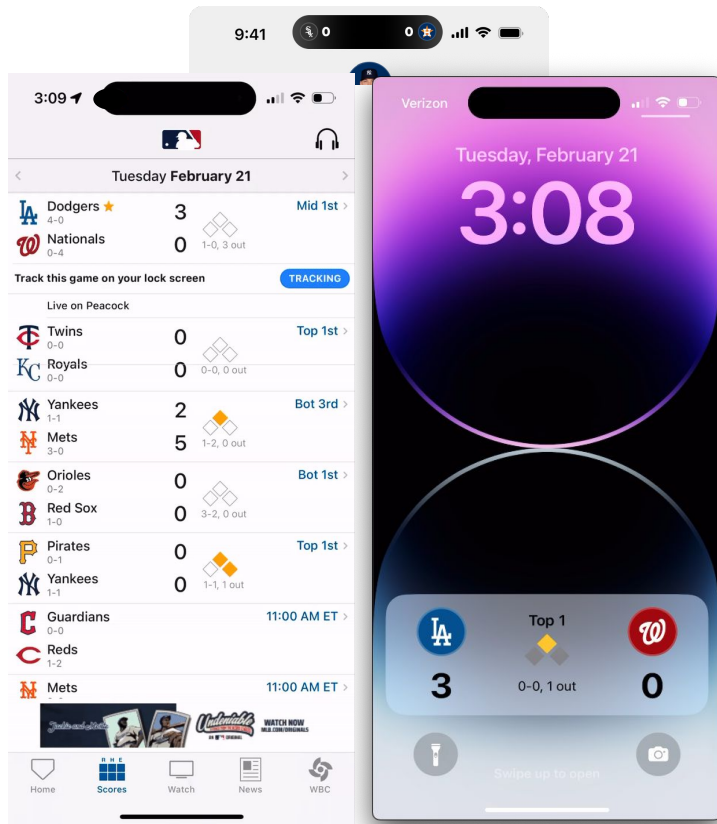


Live activities

New IOS 16.1+ feature to display live game data on Dynamic Island and Lock Screen

- Powered by Web Sockets and then fed to Apple's Live Activities pipeline

Dynamic Island



Improving fan experience: Gameday latency

Long polling:

- Tried and tested approach
- Each client asks for game state in a 10s loop
- Game state has a 10s cache TTL

vs

Web Sockets & Durable Objects:

- Each live game is a distinct Durable Object
- Each client has a WS connection that receives a notification when a change occurs
- Client then fetches latest game state update



Live activities

Web Sockets & Durable Objects greatly reduces the number of updates fetched by each device and also significantly reduces the long-tail latency.

	Long Polling		Web Sockets & Durable Objects	
# of requests full game	2:36 avg game length ~1,560 reqs/game		~500 play events/game ~500 game state requests/game	
	Average	p95	Average	p95
End-to-end latency	14.14s	24.7s	13.6s	18.91s
Factoring input pipeline	10.11s	20.91s	9.33s	10.22s



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Wrap-up & Agenda

Crossroads Hub

Landmark Hub

10:30 - 11:00

Peloton & Cloudflare: Getting faster & uncovering website blockers

Finding efficiencies in your IT spend

11:20 - 11:50

Building resilience against multi-vector threats

Taking control of your APIs

11:50 - 1:00

LUNCH

1:00 - 1:30

Lending Tree & Cloudflare: Trends from the Internet threat landscape

Making the journey from MPLS to SASE

1:50 - 2:20

Securing hybrid work in Microsoft environments

Building buy-in for high priority security projects

2:40 - 3:40

CLOSING KEYNOTE: Fireside chat w/ Frank Dickson (IDC)

3:40 - 5:00

RECEPTION

Visit our Solutions Demo booths throughout the day

- **Try out Cloudflare products**
- **Get advice from Cloudflare experts**





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