

Welcome to Connect 2022

Matthew Prince

Co-founder and CEO
Cloudflare

Safe Harbor

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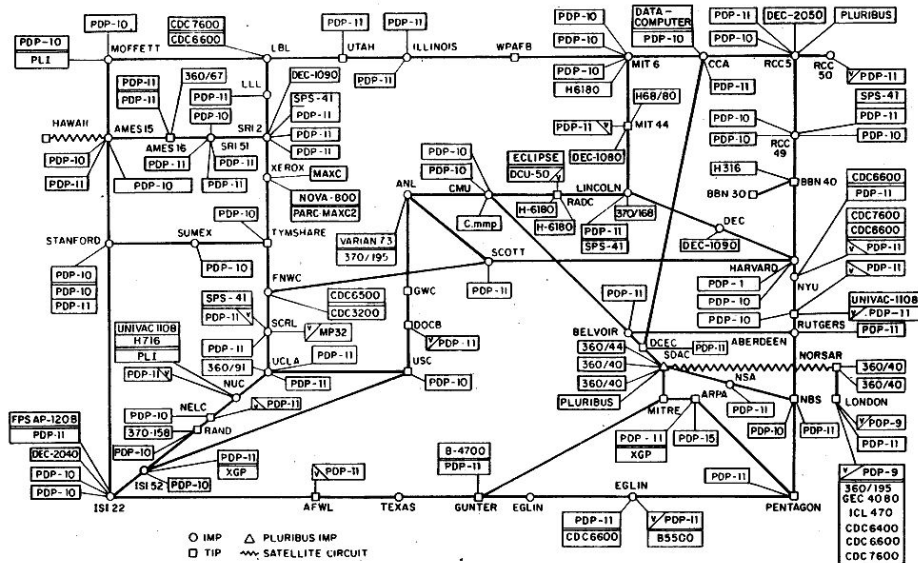
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**Cloudflare's mission is to help
build a better Internet.**



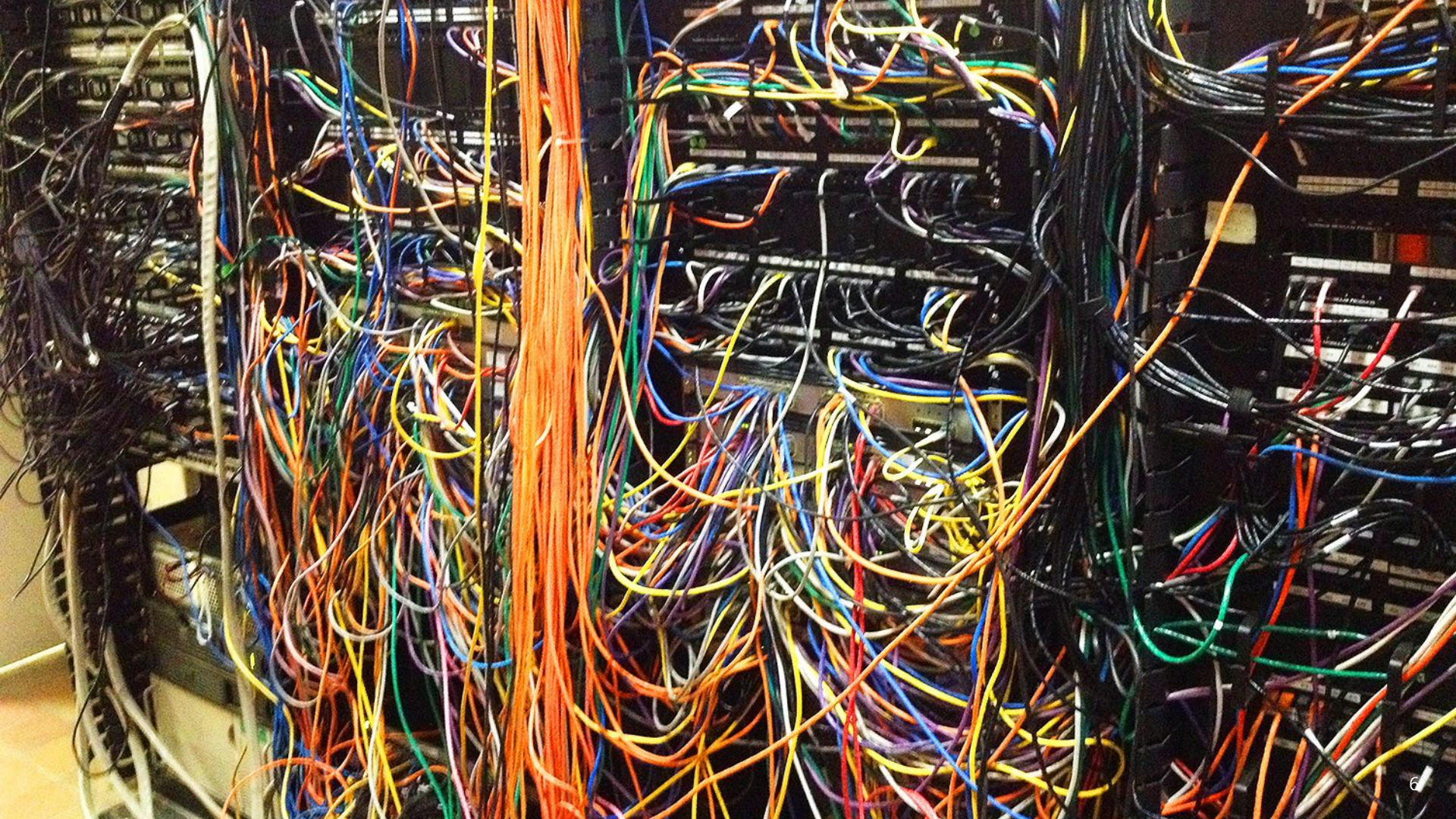
The Internet was
not built for what
it has become.

ARPANET LOGICAL MAP, MARCH 1977



[PLEASE NOTE THAT WHILE THIS MAP SHOWS THE HOST POPULATION OF THE NETWORK ACCORDING TO THE BEST INFORMATION OBTAINABLE, NO CLAIM CAN BE MADE FOR ITS ACCURACY]

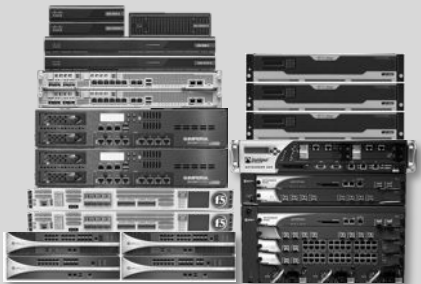
NAMES SHOWN ARE IMP NAMES, NOT (NECESSARILY) HOST NAMES



From Endless Hardware to a Global Cloud Platform

BAND-AID BOXES

- ✗ Costly and complex
- ✗ Web of dependencies
- ✗ Specialized hardware
- ✗ On-premise only
- ✗ Point solutions



BETTER INTERNET

- ✓ Easy-to-use, flexible, and scalable
- ✓ Unified control plane
- ✓ Serverless cloud architecture
- ✓ Cloud, hybrid, on-premise, and SaaS applications
- ✓ Broad integrated product platform

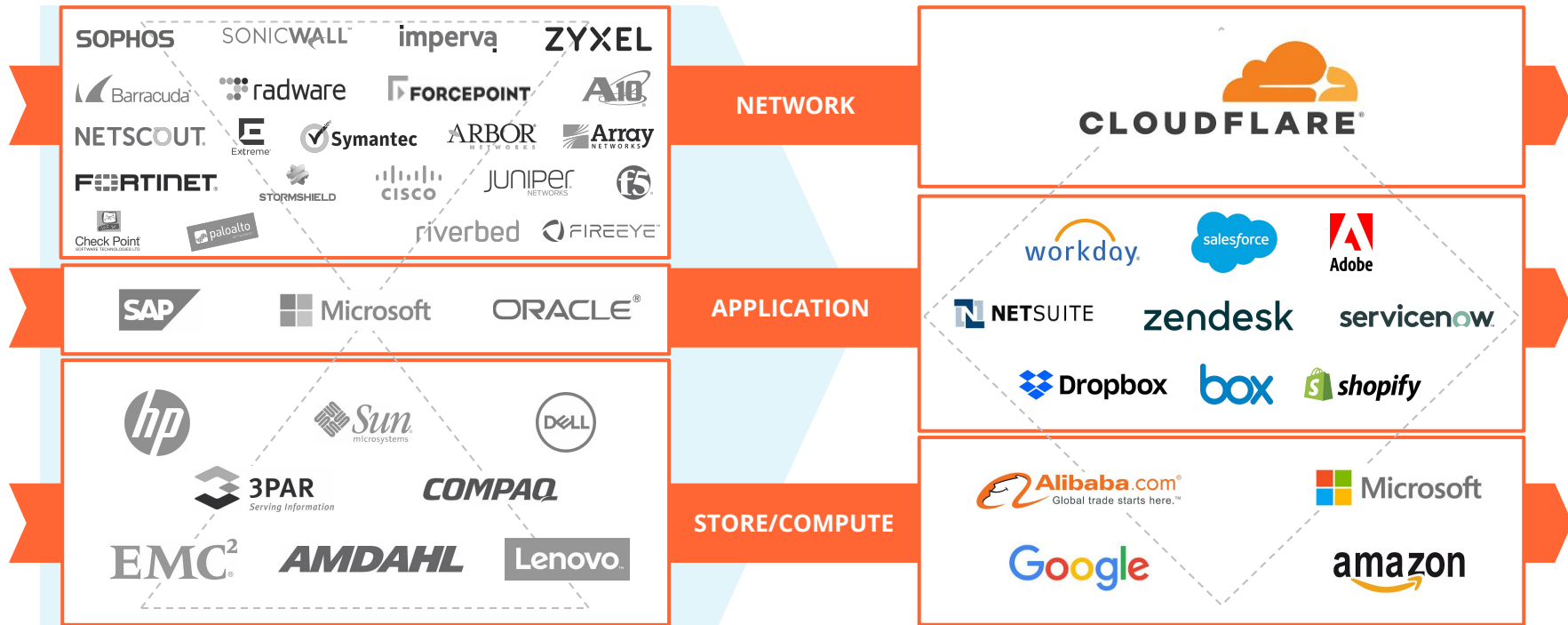


Global Cloud Platform

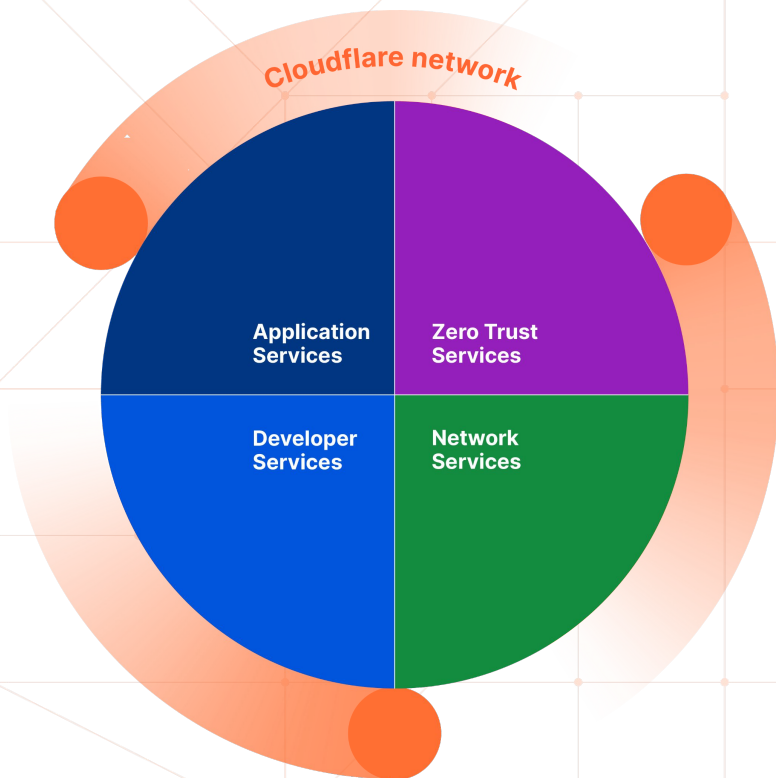
Evolution of Enterprise Stack

Hardware / Software (Buy) *Yesterday*

Services / Cloud (Rent) *Tomorrow*



Cloudflare Services



Application Services

DNS Services
SSL/TLS
Rate Limiting
Load Balancing
Bot Management
Logs and Analytics
CDN
Web/API Firewall
Layer 7 DDoS Protection

Zero Trust Services

Zero Trust Network Access
Secure Web Gateway
Cloud Access Security Broker ¹
Integrated Cloud Email Security ²
Remote Browser Isolation
Data Loss Prevention ³

Developer Services

Workers
Workers KV
Pages
Live & On-Demand Video Stream
Durable Objects
Images

Network Services

Smart Routing
FWaaS
IDS/IPS
L3 & L4 DDoS Protection
WANaaS
Network Interconnect

Cloudflare Network Platform

100% Renewable by 2025
ARM Servers at the Edge
3X external network capacity
8X backbone capacity

1. [Request](#) access to API CASB beta
2. Acquiring Area 1
3. Building now, join [waitlist](#)

How do we do it all?

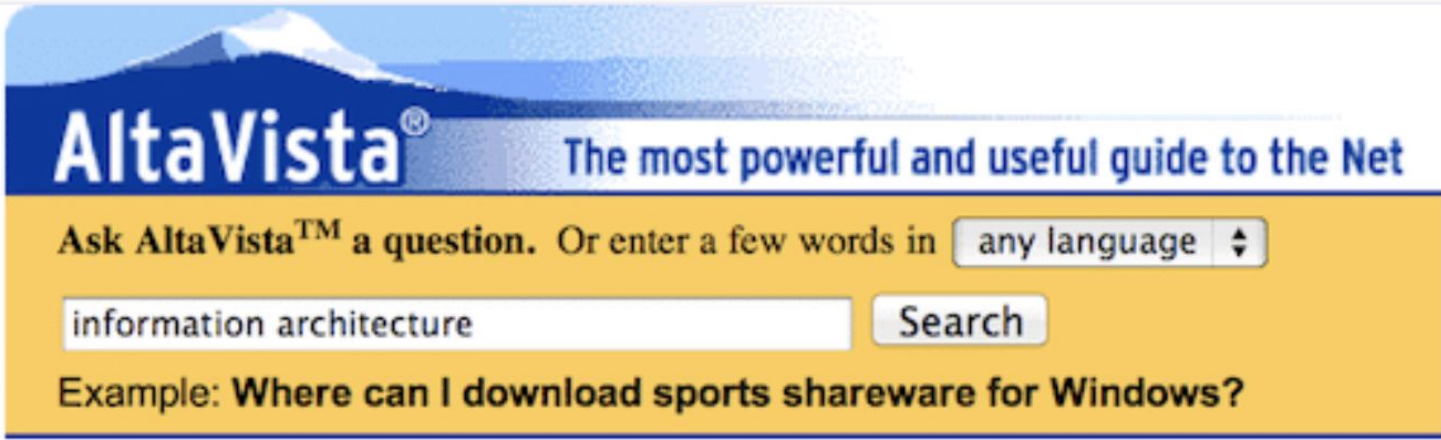
Architectural Simplicity

Google



Google Search

I'm Feeling Lucky



AltaVista[®]

The most powerful and useful guide to the Net

Ask AltaVista[™] a question. Or enter a few words in

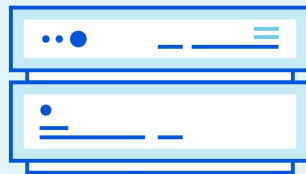
Example: **Where can I download sports shareware for Windows?**

digital









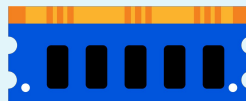
Every Cloudflare Server



CPU



Network Capacity



Memory

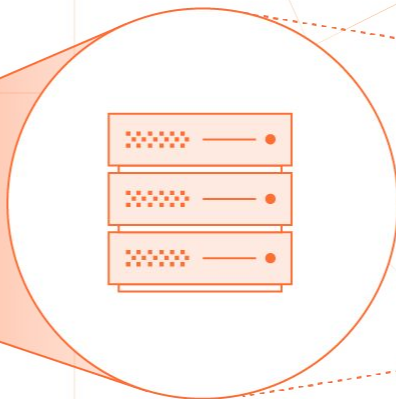


SSD Storage

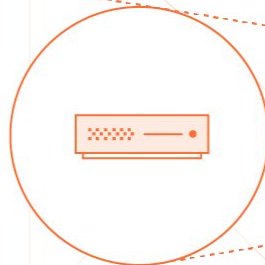
**The power of every service
everywhere.**



**Global
network**



**Every
data center**

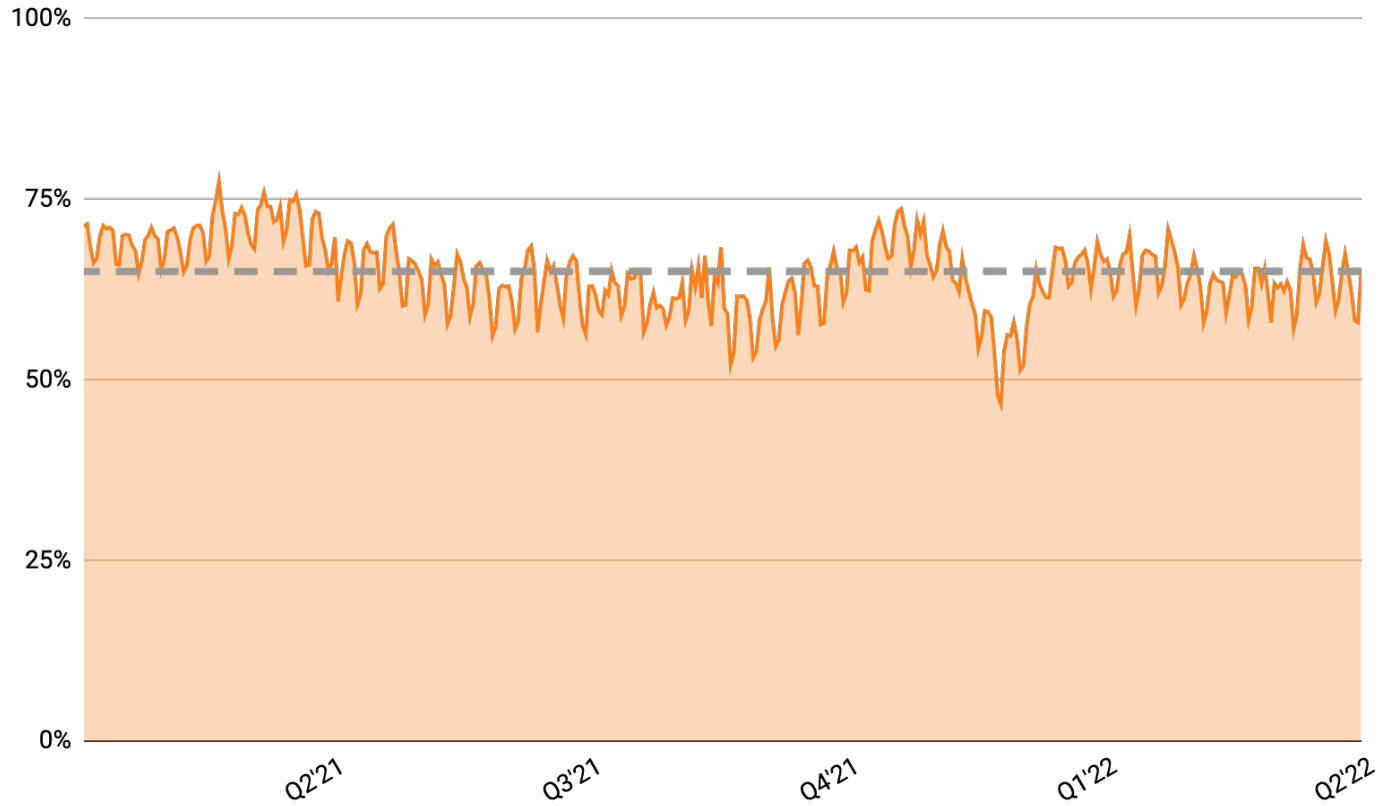


**Every
server**



**Every
service**

■ Global Peak Utilization - - - Target Utilization



The Cloudflare global network

270+

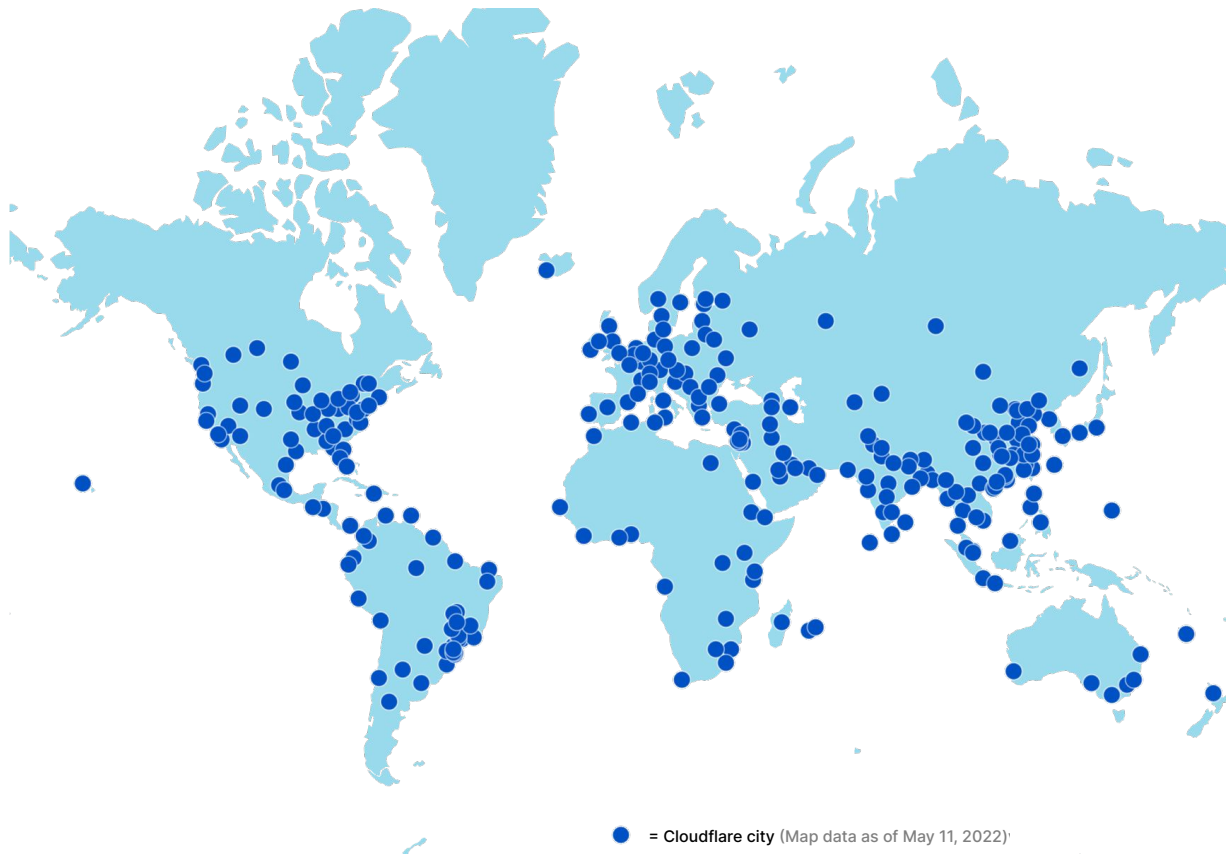
cities in 100+ countries,
including mainland China

10,500+

networks directly connect
To Cloudflare, including ISPs,
cloud providers & large enterprises

142 Tbps

of network edge capacity
& growing



Note: Network statistics as of Mar. 31, 2022

● = Cloudflare city (Map data as of May 11, 2022)

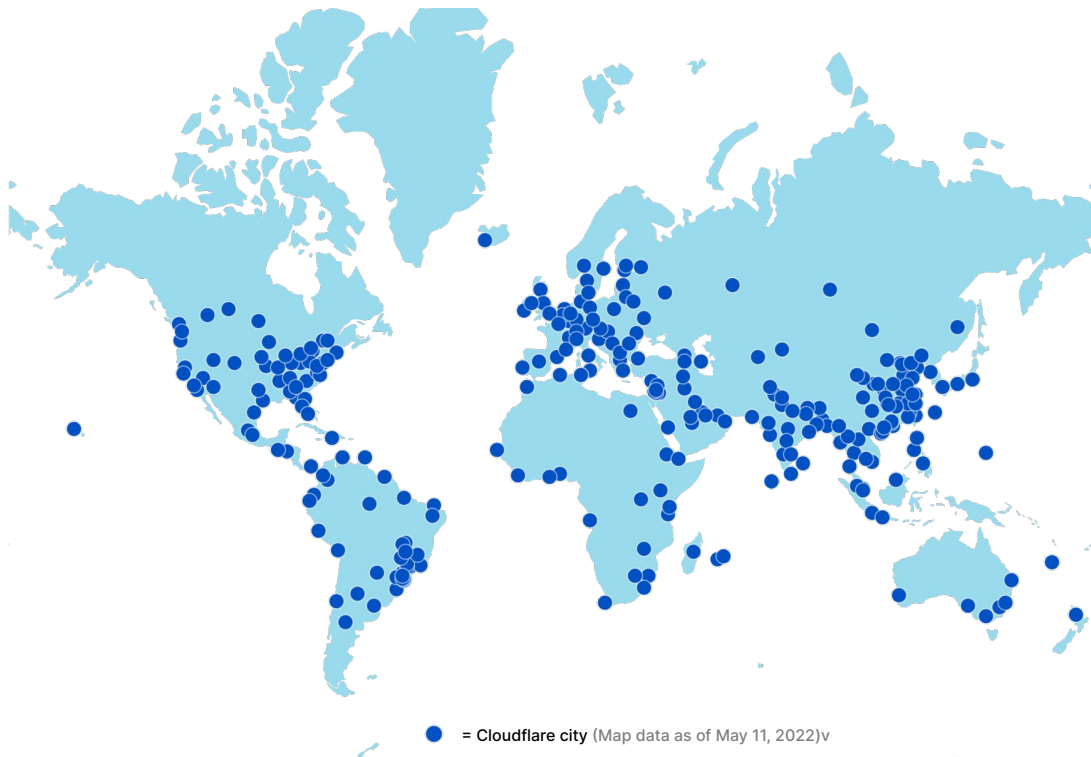
The World's First Global Supercomputer

Highlight three things:

1. What this global computer has allowed us to accomplish
2. Some innovative new products we've built on top of it
3. How we're now exposing its power so you can build applications directly on top of it yourself

The Internet in a War Zone

The open Internet is a critical lifeline



6

Cities with Cloudflare points of presence in Ukraine & Russia

30+

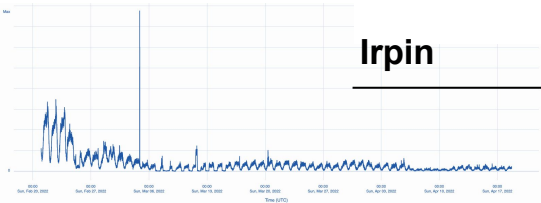
.ua Government domains under Cloudflare protection, along with numerous Ukrainian financial services & media companies

100%

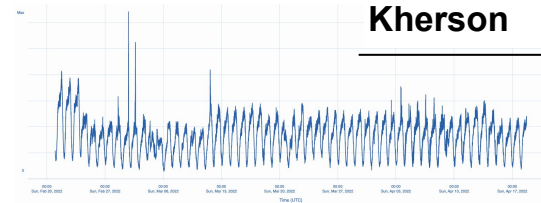
Keyless in region

Trends in Ukraine

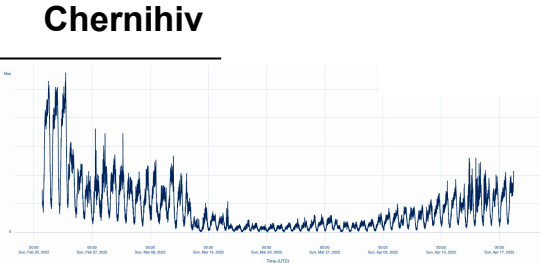
We have seen population centers in Ukraine go dark



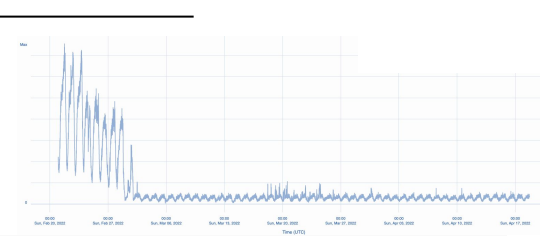
Irpin



Kherson



Chernihiv

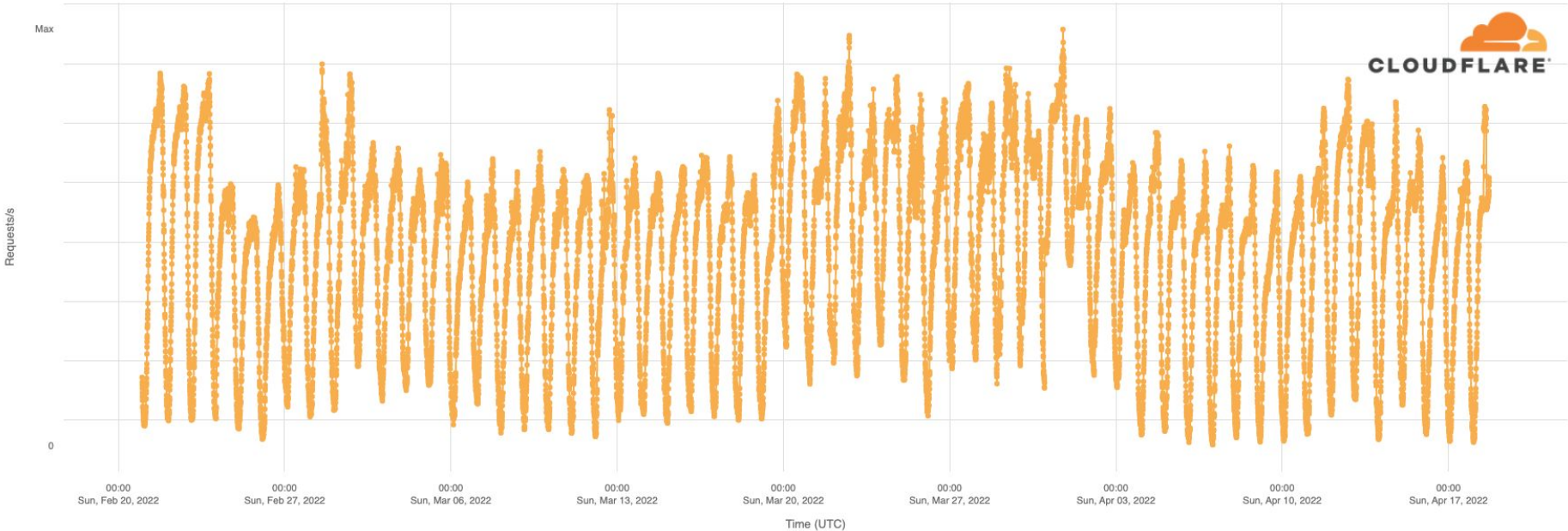


Mariupol

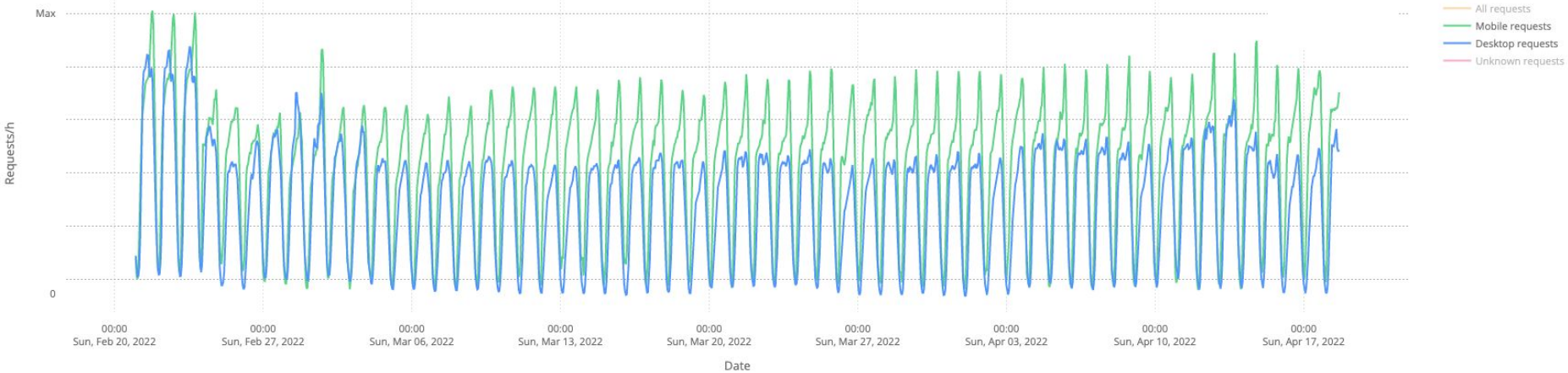
Occupied areas Past advance Recent advance Ukrainian defense Taken by Russians

We observed Ukrainian traffic dip, then recover

Number of requests by Client Country - UA

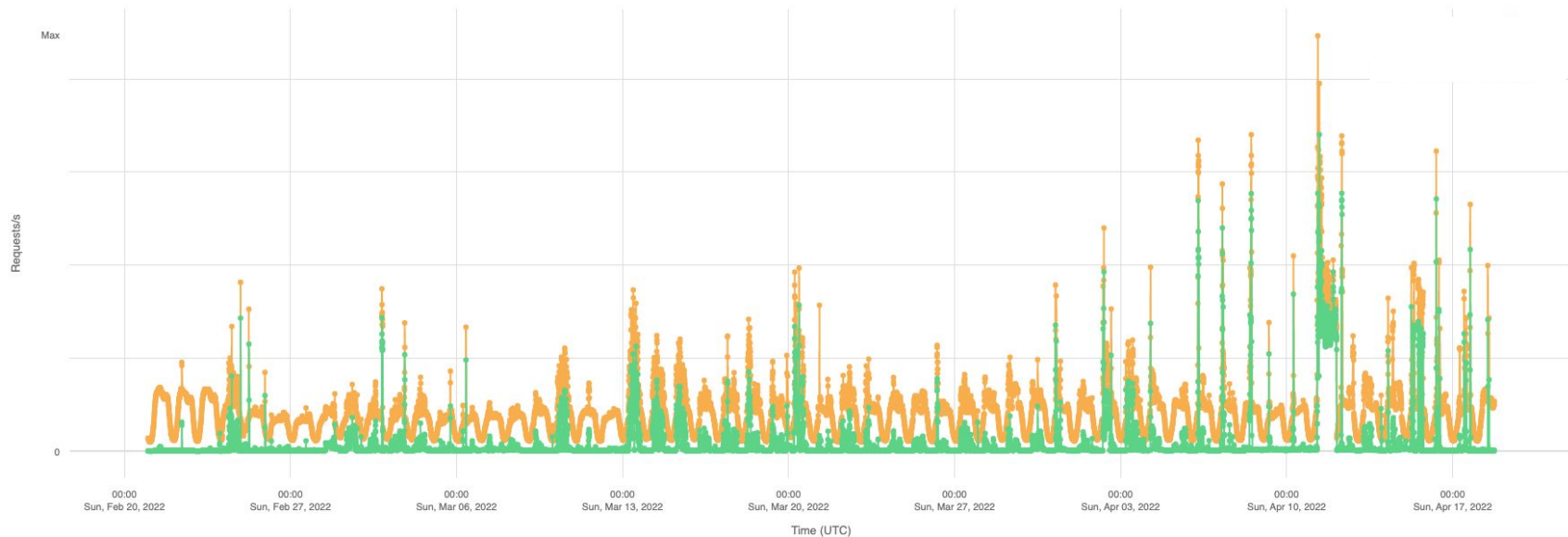


Mobile has made up an increasing proportion of Ukrainian traffic



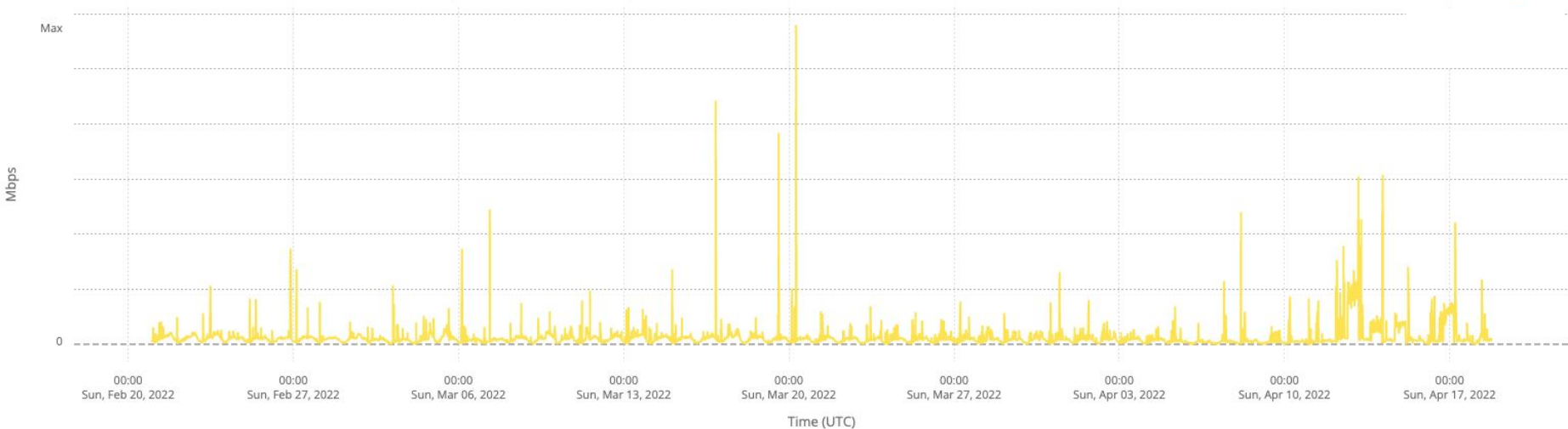
.ua domain traffic dropped, then rose again — including attack spikes

Number of requests to .ua TLDs

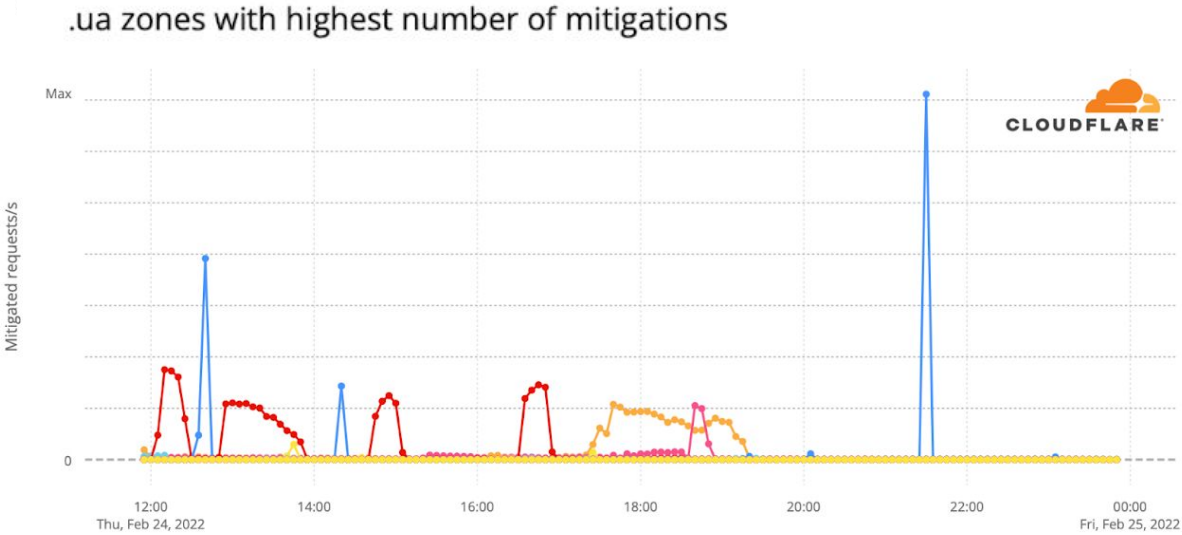


Bursts of network-layer DDoS attacks have targeted Ukraine

Network-Layer DDoS attacks - Bytes

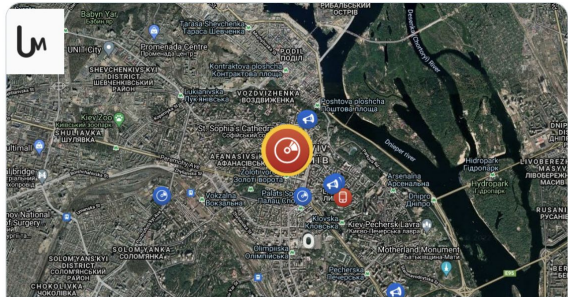


Government, media, and financial services are main .ua targets



Liveuamap @Liveuamap

Centre for Strategic Communications and Information Security of Ukraine confirms DDoS attack on two largest Ukrainian state banks: Oschadbank and Privatbank, and Ministry of Defense and Armed Forces websites liveuamap.com/en/2022/15-feb... #Ukraine



liveuamap.com
Centre for Strategic Communications and Information Security of Ukraine confi...
Centre for Strategic Communications and Information Security of Ukraine confirms DDoS attack on two largest Ukrainian state banks: Oschadbank and ...

Cloudflare supports vulnerable groups in the region through Project Galileo

We are currently protecting **more than 85 organizations in Ukraine**, along with **32 organizations in neighboring countries**.



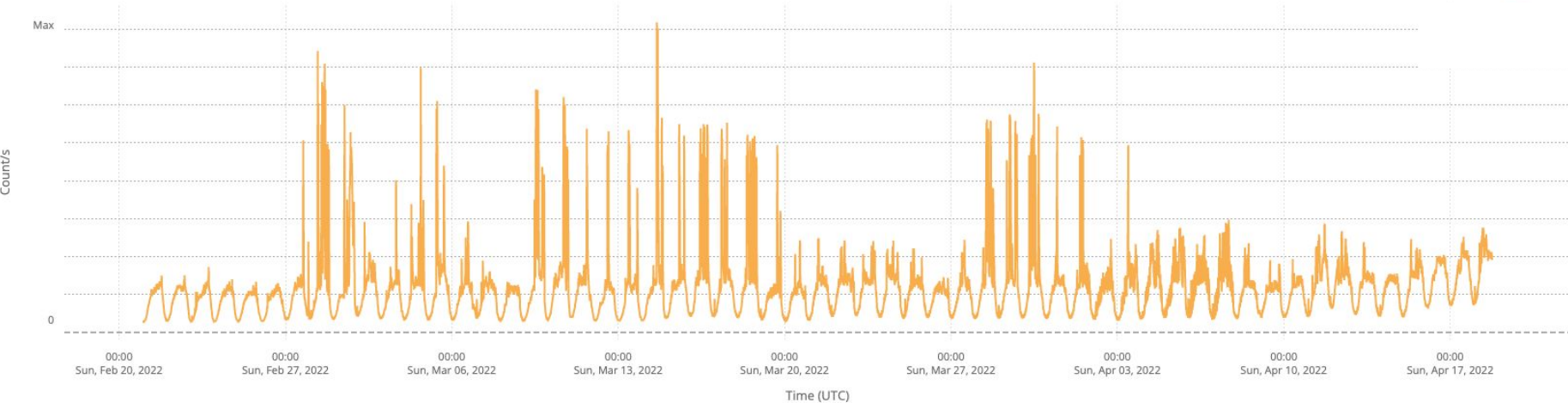
Powered by
Project Galileo

(Visit cloudflare.com/galileo to learn more and apply)

Trends in Russia

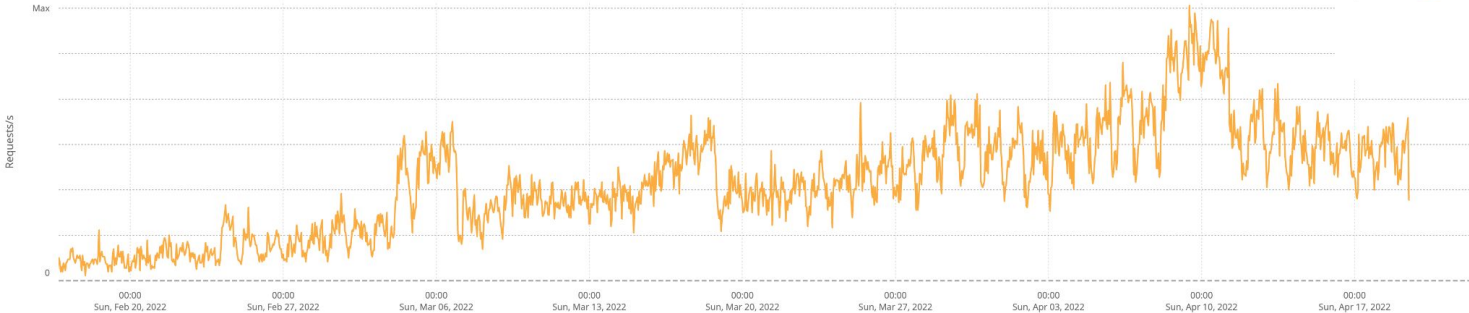
The Russian government has throttled and blocked some sites

NEL Network Error Logs by AS country: RU

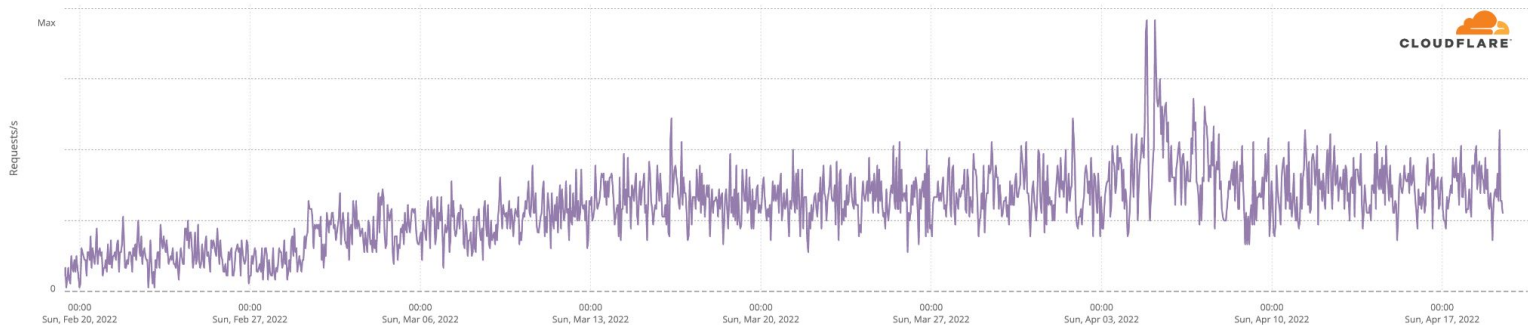


Interest in foreign news from within Russia has increased significantly

DNS queries from Russia to a major European news media outlet

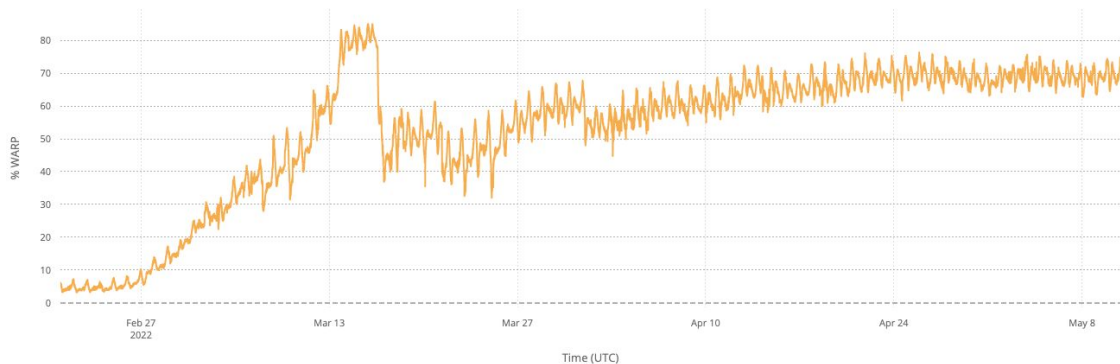


DNS queries from Russia to a major US news media outlet



Since website blocking began, VPN usage in Russia has increased

WARP percentage over total netflows products: RU



(Recently, Russia has started to block some VPNs)

iOS Top 10 — RU

May 10, 2022

App		
	1.1.1.1: Faster Internet	1
	AliExpress: Покупки онлайн	2
	Whoosh.bike	3
	Urent - e-scooters and bikes	4
	WILDBERRIES	5
	Tinkoff	6
	Авито: объявления	7
	OZON: товары, отели, билеты	8
	ProtonVPN - Fast & Secure VPN	9
	Спортмастер: интернет-магазин	10

GPlay Top 10 — RU

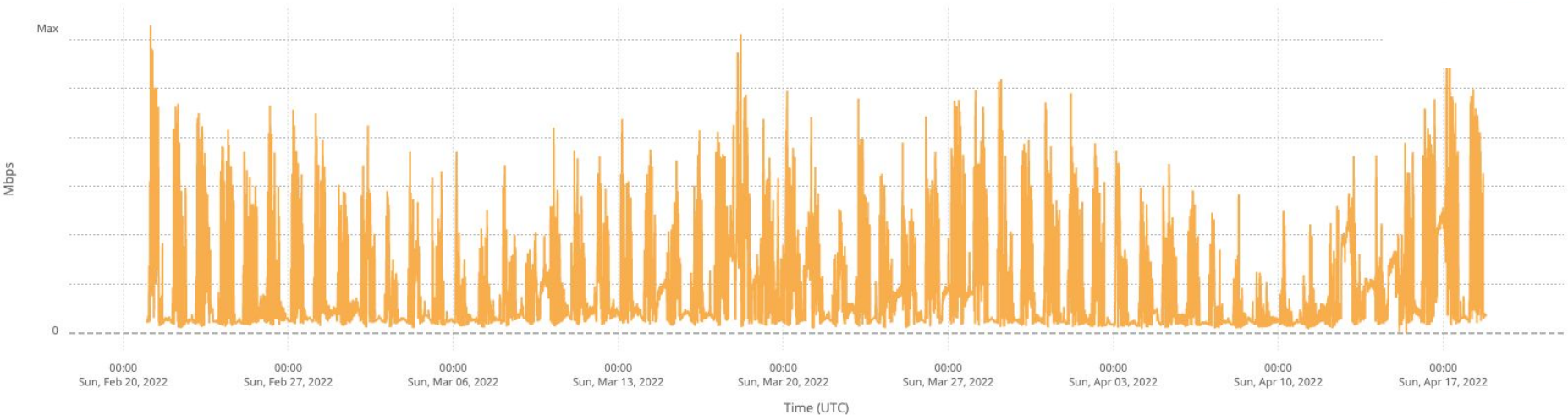
May 10, 2022

App		
	Tail Man Run	1
	AliExpress: интернет магазин	2
	1.1.1.1: Faster & Safer Internet	3
	Secure VPN - Safer Internet	4
	My Mini Mart	5
	Telegram	6
	Яндекс.Маркет: здесь покупают	7
	Worm out: Brain teaser & fruit	8
	Trash Cleaner: Garbage Truck	9
	VPN - Super Unlimited Proxy	10

Global Trends Since the Invasion

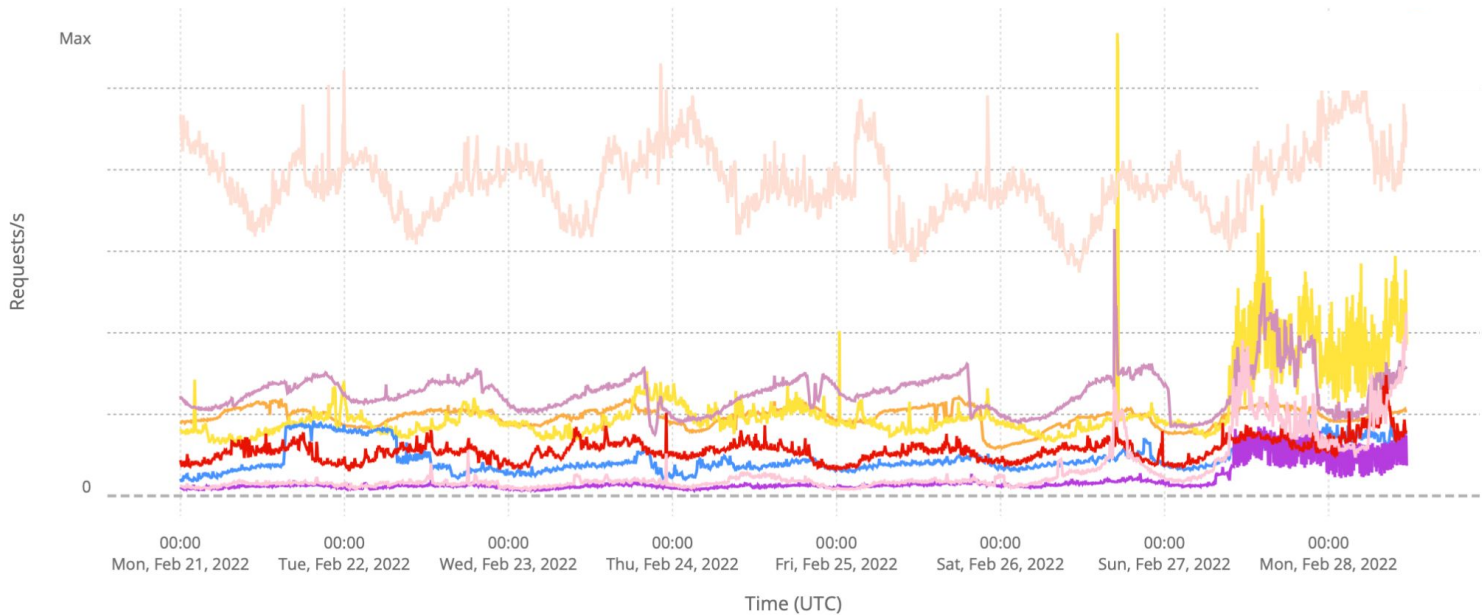
Globally, we witnessed a network-layer DDoS uptick in the conflict's run-up — followed by a dip once the conflict became kinetic

Network-Layer DDoS attacks - Bytes



In contrast, we witnessed a large global application-layer DDoS uptick starting Feb 27

Number of mitigations by Client Country



As a result, governments are encouraging cyber readiness

“Shields Up”



CYBERSECURITY
& INFRASTRUCTURE
SECURITY AGENCY

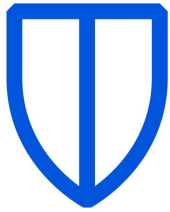


経済産業省

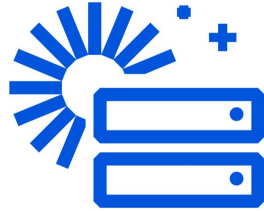
Ministry of Economy, Trade and Industry

Critical Infrastructure Defense Project

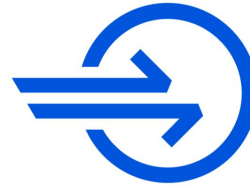




**DDoS
Protection**



**Application
Protection**



**Secure
Access**



**Endpoint
Protection**

Zero Trust

The background of the slide features a vibrant orange and yellow sunburst pattern radiating from the top right. Scattered across this background are several stylized yellow clouds. A network diagram is overlaid on the image, consisting of white dots (nodes) connected by thin white dashed lines. The nodes are positioned at various points, some coinciding with the centers of the clouds, forming a complex web of connections that spans the width of the slide.

The free app that makes all this possible is a gateway to Zero Trust



①

Blind too often



“We don’t see enough to build the right policies.”

②

Way too complex



“We’re stitching together a mix of network and security tools.”

③

Risk too high



“The tools we use expose us to potential data loss.”

Why **Cloudflare** is better for Zero Trust than Zscaler

Deployment simplicity

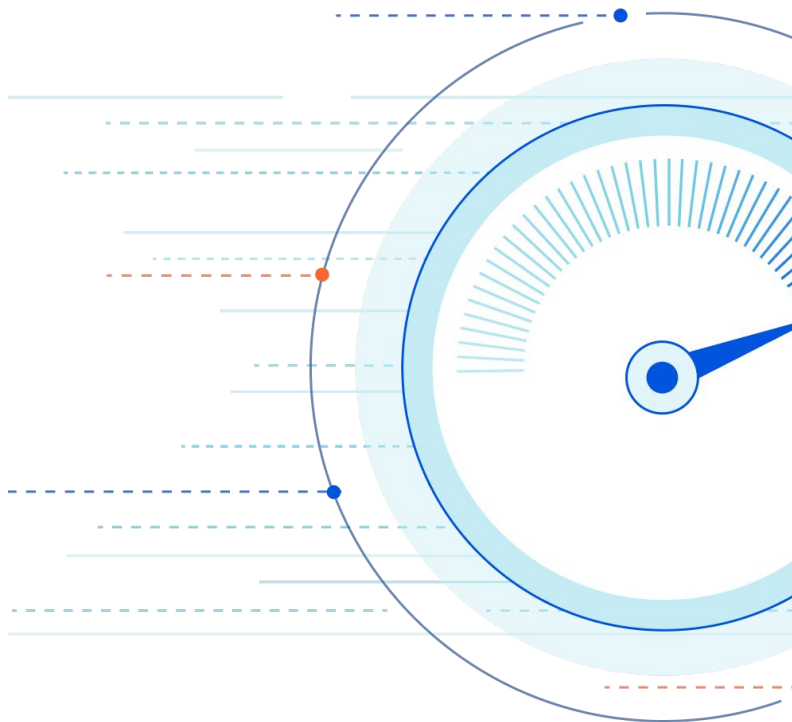
Uniform and composable for easy setup and operations

Network resiliency

Trusted connectivity to protect reliably

Innovation velocity

Future-proof architecture to evolve rapidly



"We measured an
80% reduction
of time spent resolving IT
tickets and security
posture for remote
workers."

Director of IT

"**30** minutes
later, we had achieved
the first two steps in
our journey to Zero
Trust security."

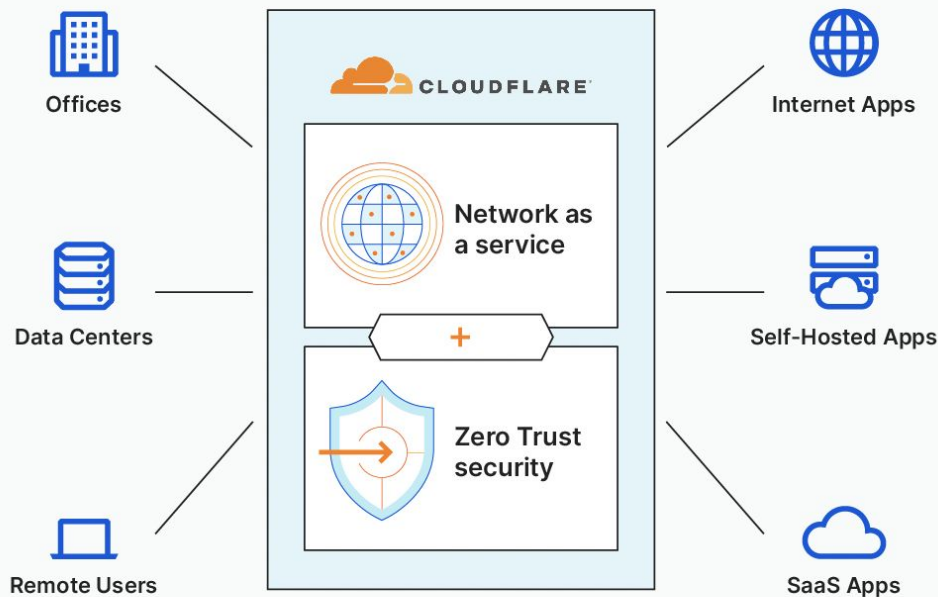
Security Engineer

"We implemented a
91% reduction
to our attack surface
by placing Cloudflare in front
of our application access
and internet browsing."

CISO (per Gartner)

Cloudflare One is our unified Zero Trust Network as a Service platform

 **CONNECT 2022**



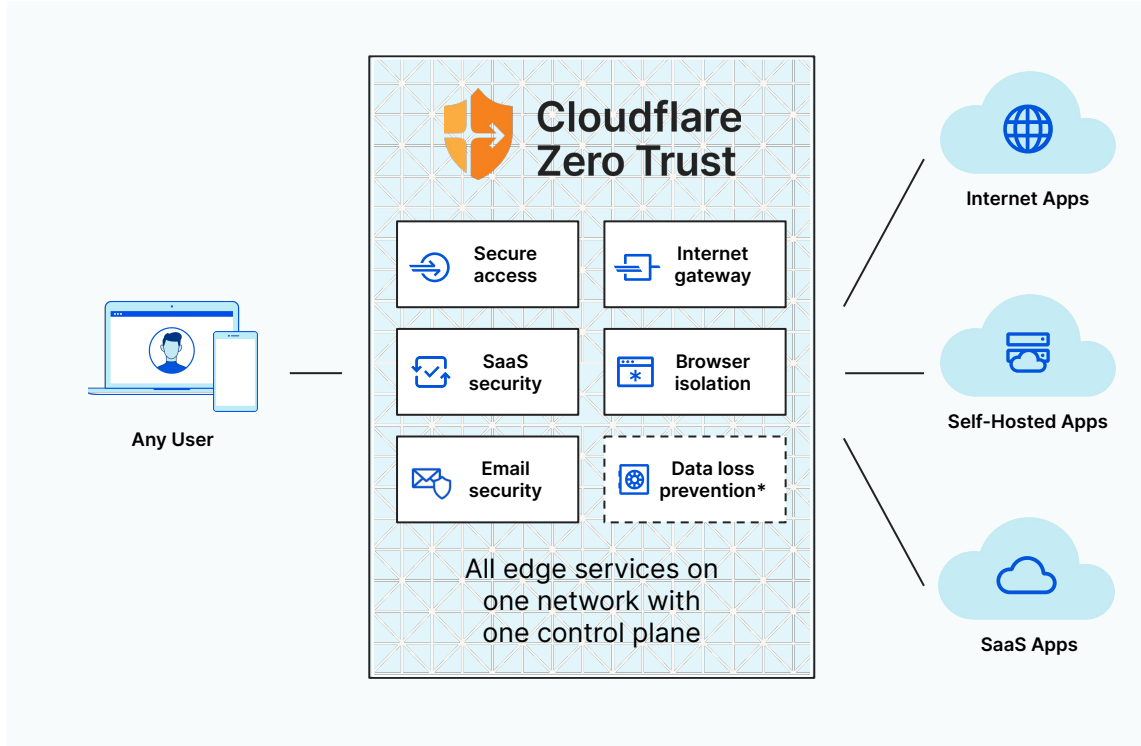
10 → 1 Improve business agility & save on cost

60% ↑ Accelerate onboarding

95% ↓ Reduce your attack surface

35% ↓ Reduce breach costs

80% ↓ Reduce IT tickets



**Future-proofed
for these use cases
and beyond**

VPN replacement (ZTNA)

Internet protection (SWG)

SaaS security (CASB)

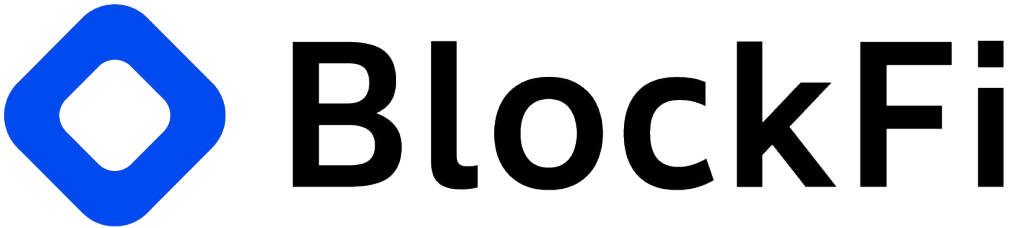
Remote work transformation





OneTrust

PRIVACY, SECURITY & GOVERNANCE

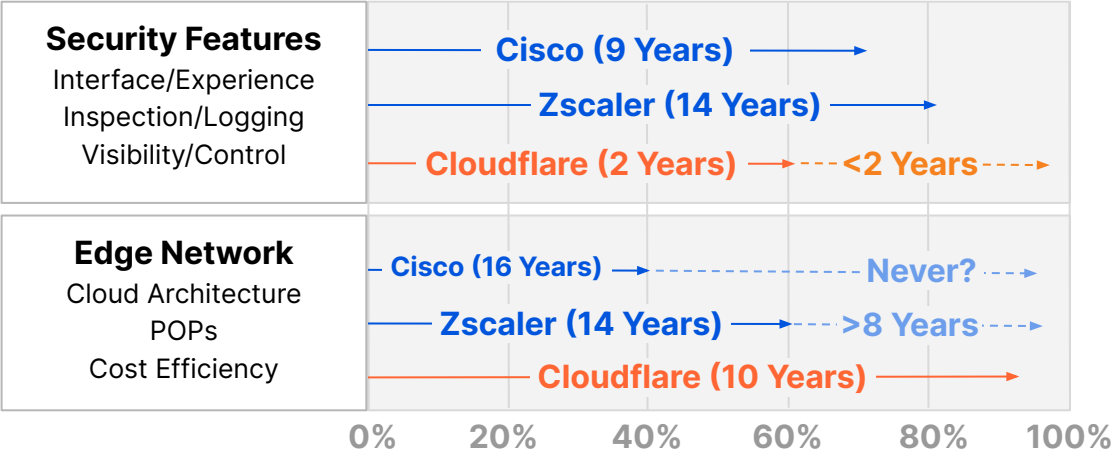


Cloudflare outpaces legacy vendors

Analogous Example → Electric Vehicle Platform

Despite entering decades late, Tesla now leads Toyota & Ford	Vehicle Features Body/Experience Drivetrain Steering/Suspension
From the beginning, Tesla led Toyota & Ford	Energy Storage Distribution System Batteries Cost Efficiency

Zero Trust Security Platform → Pace of Innovation to Reach Completion



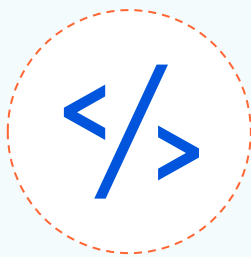
Cloudflare Workers

The background is a vibrant orange with a radial pattern of thin, lighter orange lines emanating from the top right. Scattered throughout are stylized yellow and orange clouds. A network diagram is overlaid, consisting of white dots (nodes) connected by thin white lines, forming a complex web across the center of the image.

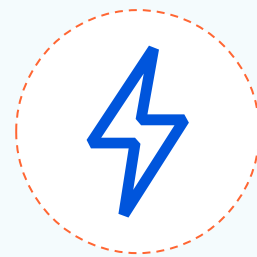
The World's First Global Supercomputer



**Easy to Use,
At Global Scale**

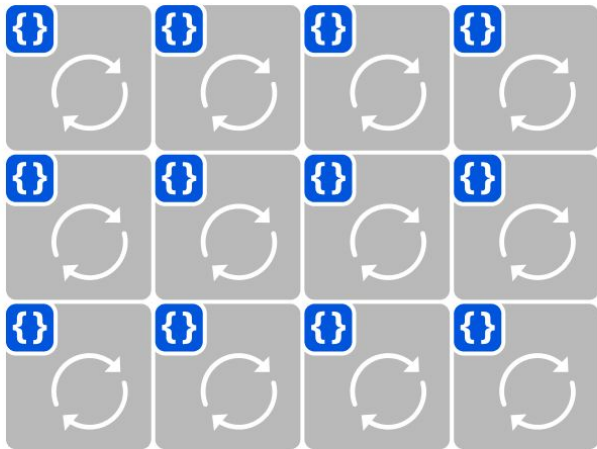


**Powerful Developer
Platform**

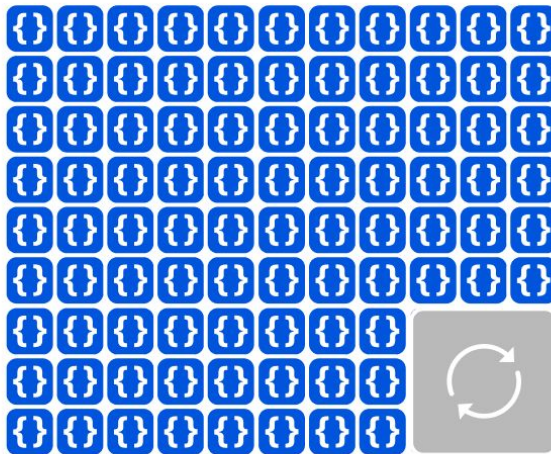


**Enables Developers
to Ship Faster**

Why Cloudflare is able to scale



Virtual machine



Isolate model



User code



Process overhead

Developer platform by the numbers

3.5M+

Total applications written on our Developer Platform

450K+

Developers on the development platform since 2017

6M

Average Workers requests per second in 2Q'2022

430K+

Deployments in the month of April 2022

Customers building with our Developer Platform

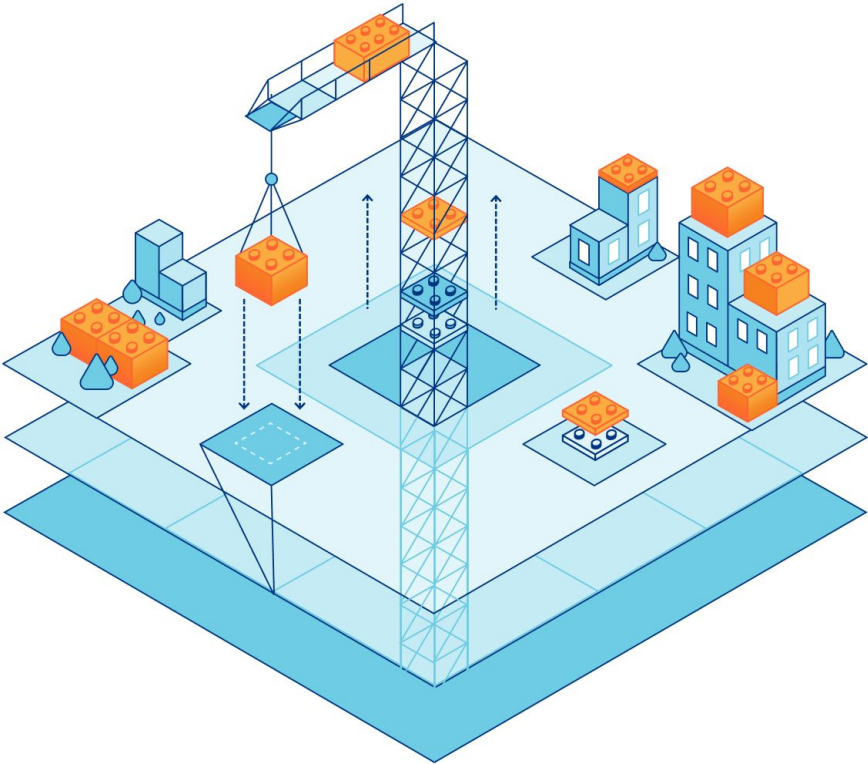








shopify



blog.cloudflare.com

**Two announcements I'm
particularly excited about...**



R2 is now in open beta!







US / Canada — customers pay **80x** Amazon's costs

Europe — customers pay **80x** Amazon's costs

South America (Sao Paulo) — customers pay **21x** Amazon's costs

Japan (Tokyo) — customers pay **17x** Amazon's costs

Singapore — customers pay **17x** Amazon's costs

Australia (Sydney) — customers pay **8x** Amazon's costs

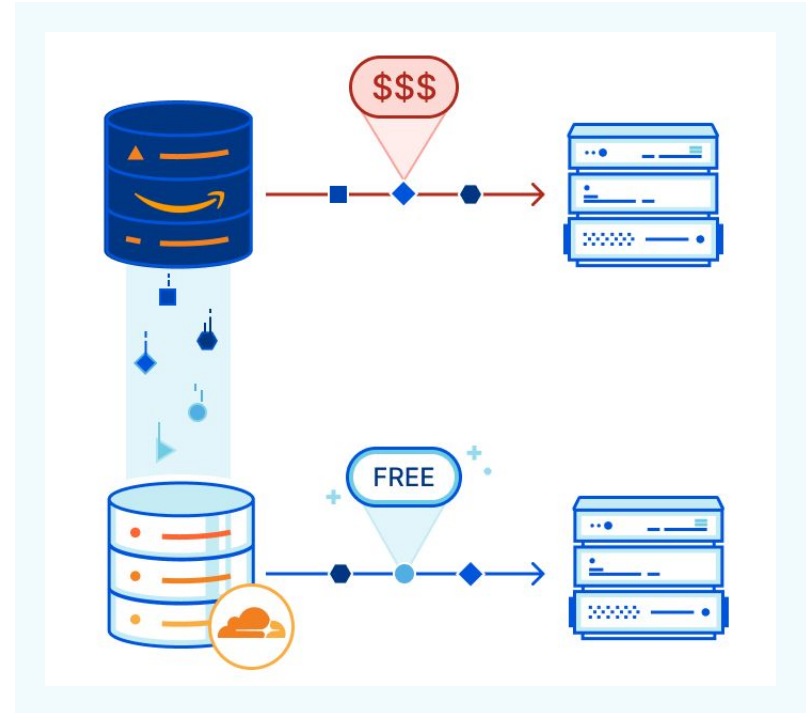
India (Mumbai) — customers pay **8x** Amazon's costs

South Korea (Seoul) — customers pay **3.5x** Amazon's costs

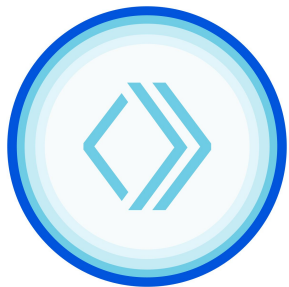
Estimated based on AWS's publicly available pricing via their Simple Pricing Calculator as well as an estimate of wholesale bandwidth pricing as of 21 July 2021

Zero egress fees

Automatic migration from
S3-compliant providers







Cloudflare Workers



R2



D1

Compute + Object Storage + SQL Database

The World's First Global Supercomputer



**I can't wait to see what
you build...**

