

CONNECT

May 30, 2024

CONNECT 2024 NYC

Welcome to Cloudflare Connect

Mark Anderson
President of Revenue
Cloudflare



Customer and partner speakers



William Beer
*North East
Financial Services
Security Lead
Accenture*



Nan Guo
*SVP of
Engineering
Zendesk*



Jordan Hager
*SVP, Global
Technology
Q2*



Victor Illisei
*CISO + CTO
ChainFuse*



Latha Maripuri
*CISO + VP of
Engineering
Uber*



Tom Parker
*CISO
Kayak*



George Portillo
*CEO
ChainFuse*



Steve Tannock
*Director,
Architecture
Telus*



Cédric Voisin
*CISO
Doctolib*



Eric White
*Principal Network
Engineer
Workday*



Nigel Williams-Lucas
*VP of Information
Technology
DTLR*

Conference sponsors

Premier
sponsor



Connector
sponsors



New Cloudflare leaders



Tom Evans
Chief Partner Officer
Cloudflare



Stephanie Cohen
Chief Strategy Officer
Cloudflare

Cloudflare Connect 2025

March 24-27
The Aria, Las Vegas



Agenda

- 1 Fighting for the open Internet**
Matthew Prince (Co-founder & CEO, Cloudflare)
- 2 Cloudflare's product innovation**
Nitin Rao (Chief Product Officer, Cloudflare)
- 3 Building resilience and delivering availability for Uber's global community**
Latha Maripuri (CISO + VP of Engineering, Uber)
- 4 Wrap-up + agenda**
Mark Anderson (President of Revenue, Cloudflare)

CONNECT 2024 NYC

Fighting for the open Internet

Matthew Prince
Co-founder and CEO
Cloudflare



**The best version of
the Internet is open,
collaborative, and
interconnected**



An open Internet
supports innovation



An open Internet
is more secure



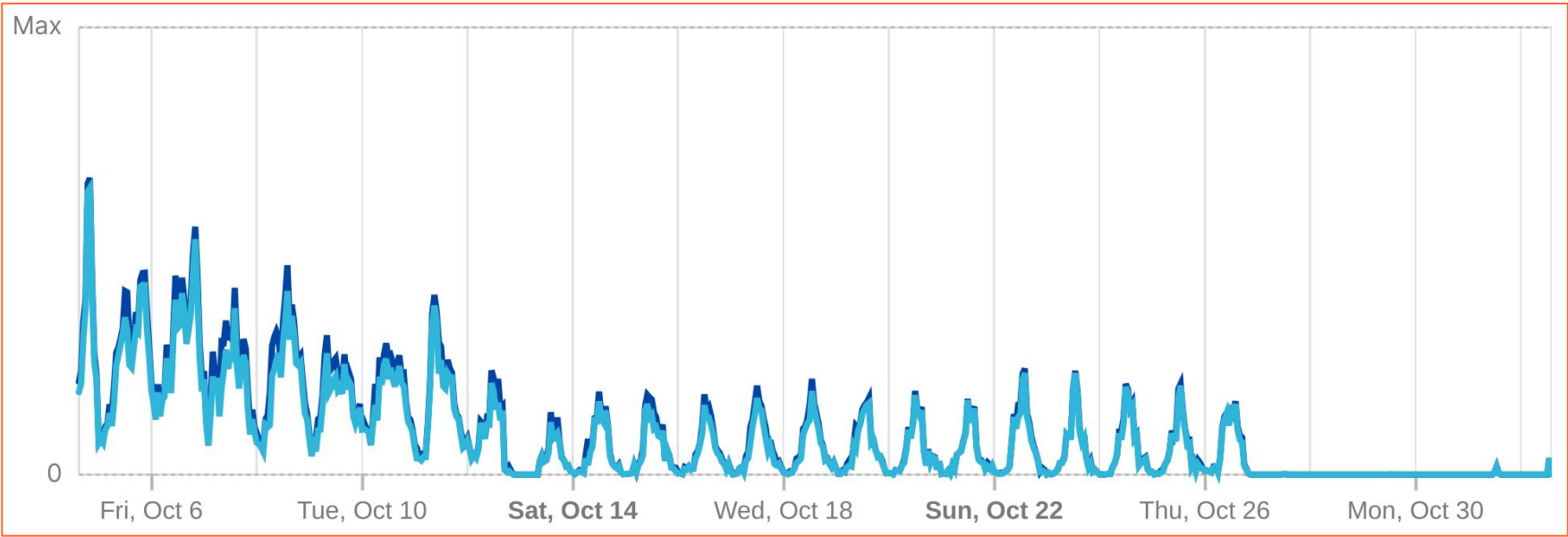
An open Internet
strengthens human rights



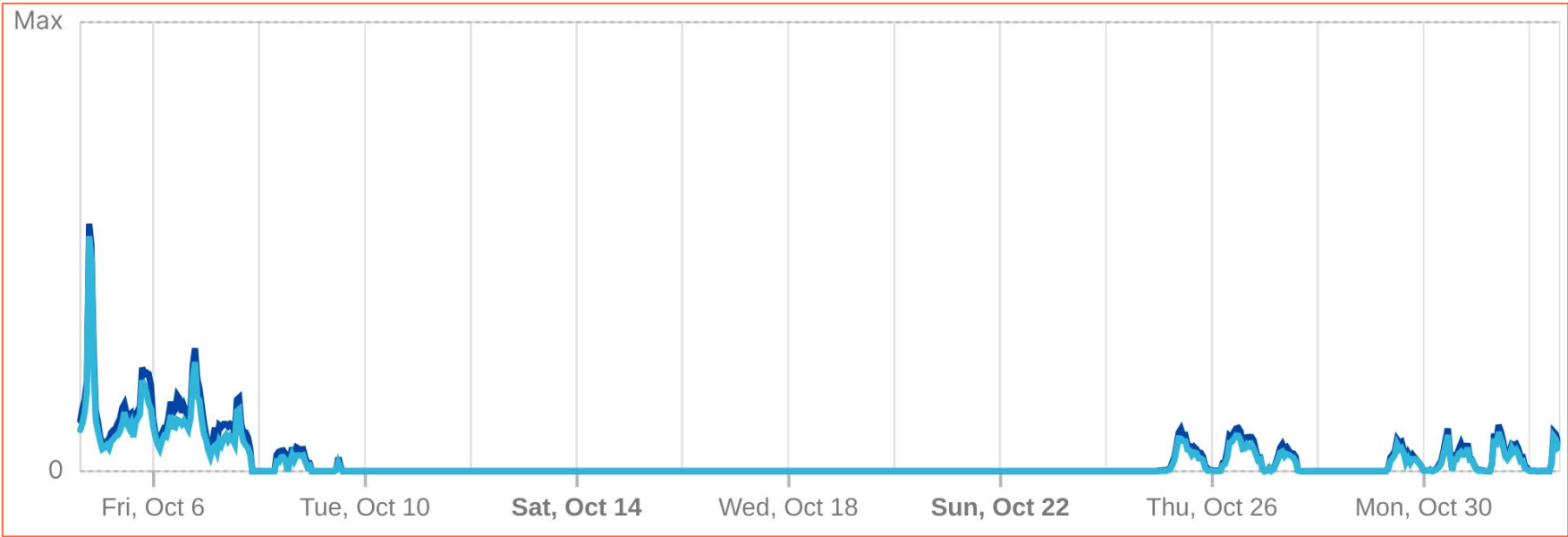
An open Internet
enables your business to grow

**This vision for the Internet
is at risk due to global unrest
and regulatory shifts**

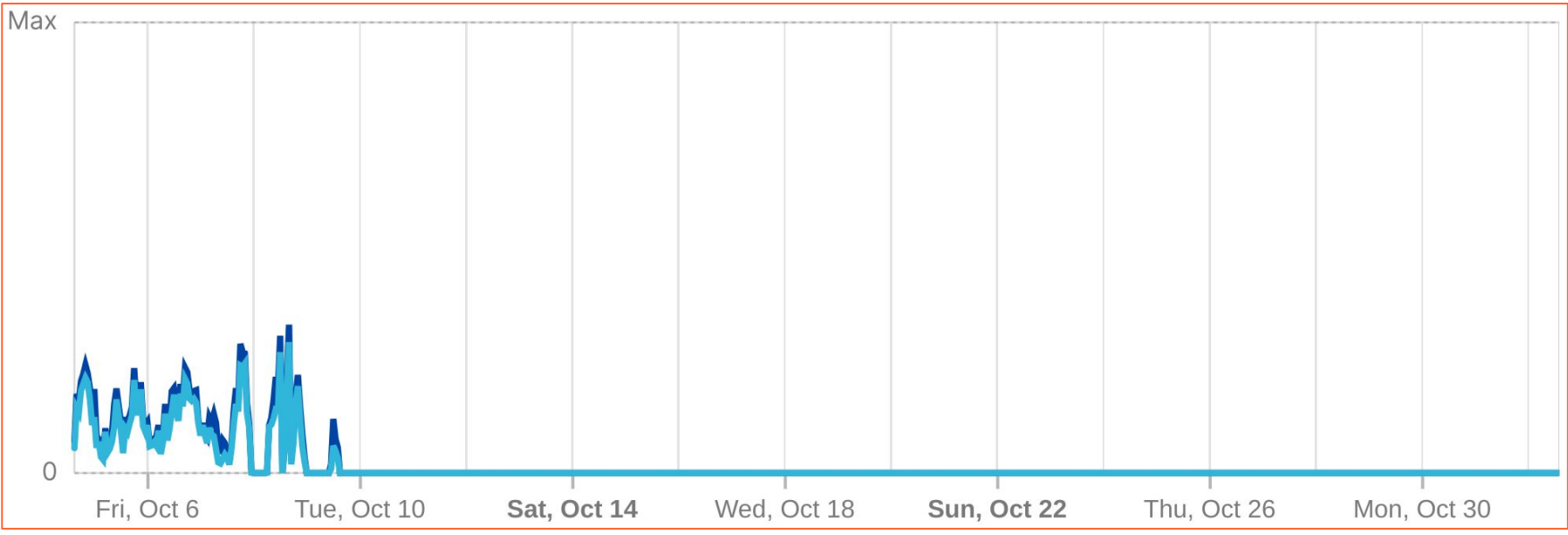
The war in Gaza has caused Internet outages across Palestinian ASNs



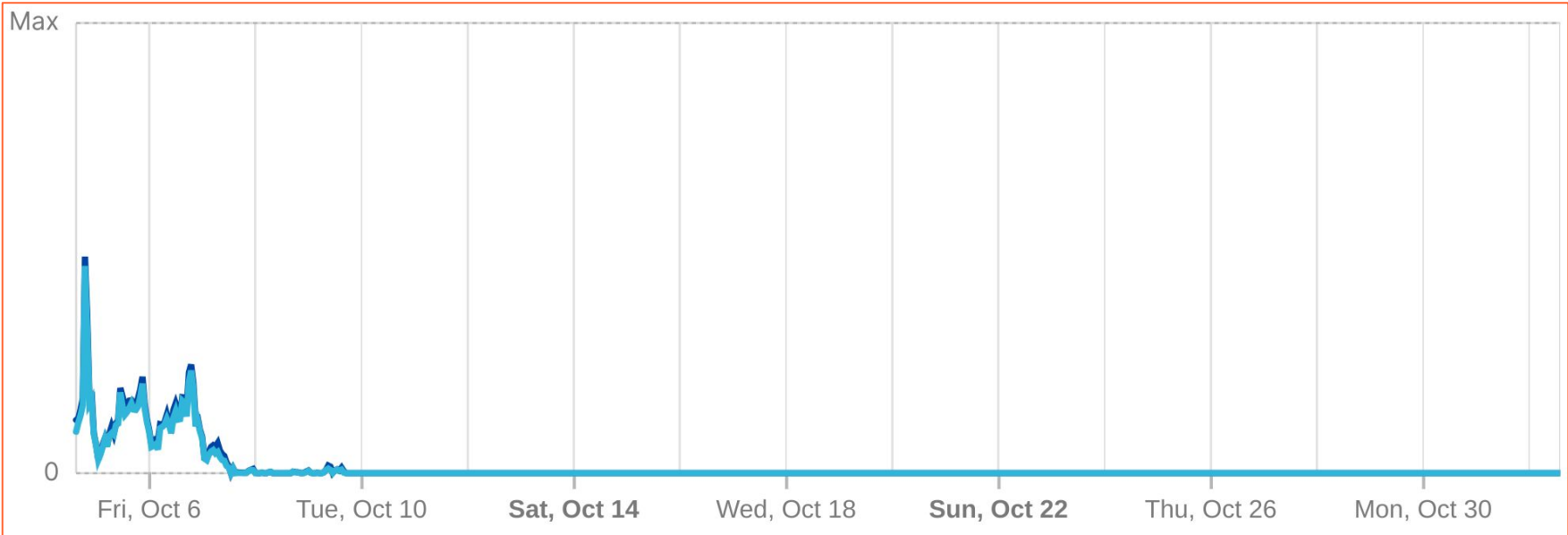
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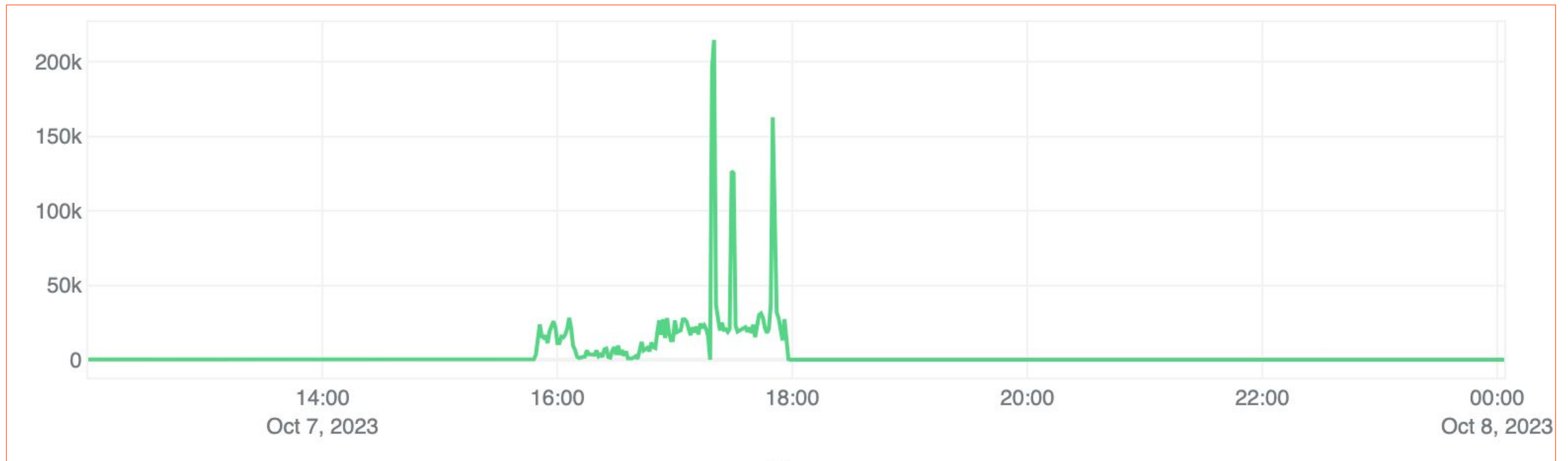
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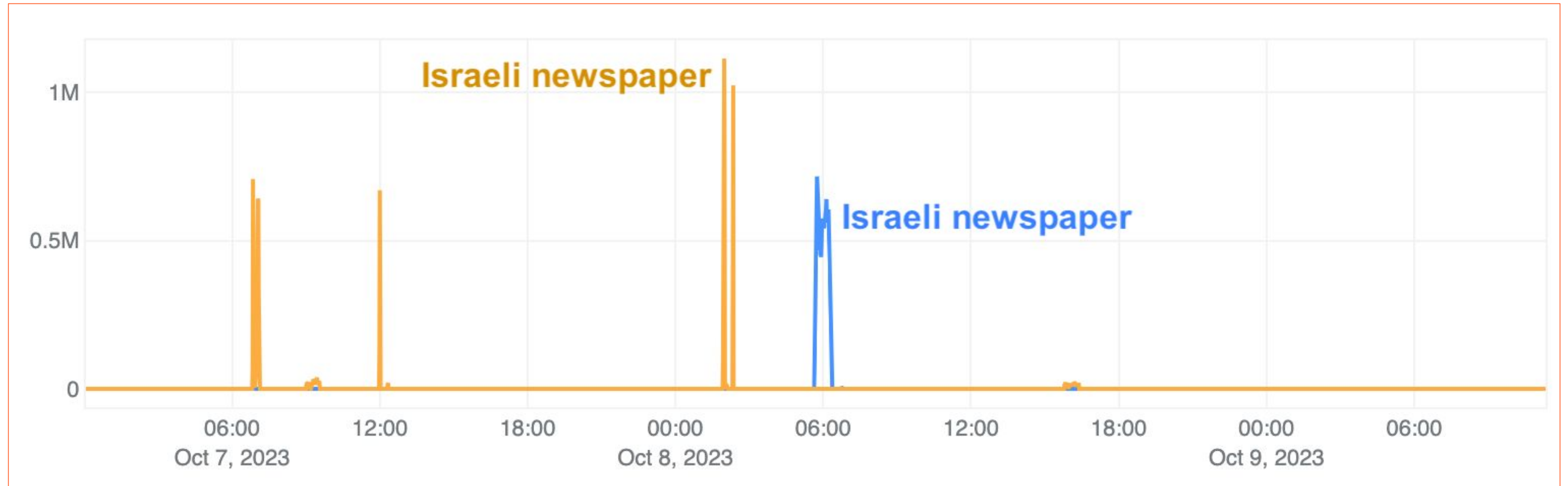
The war in Gaza has led to attacks on Palestinian media sites

DDoS traffic against a Palestinian newspaper



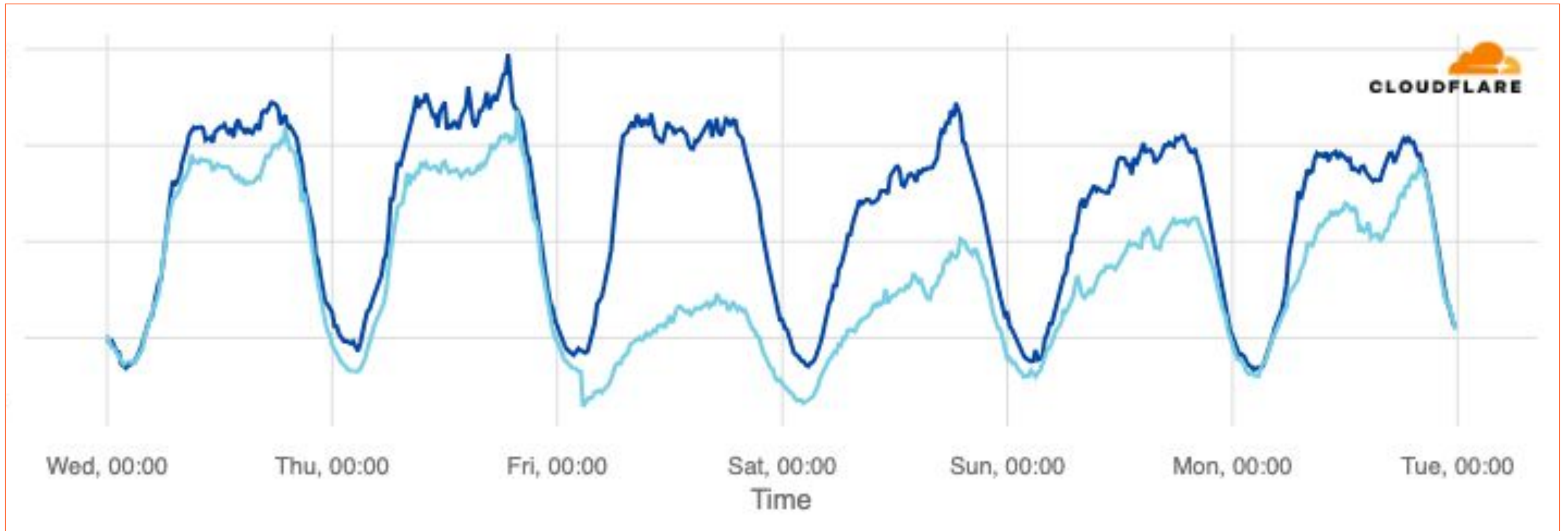
The war in Gaza has also led to attacks on Israeli media websites

DDoS traffic against two Israeli newspapers



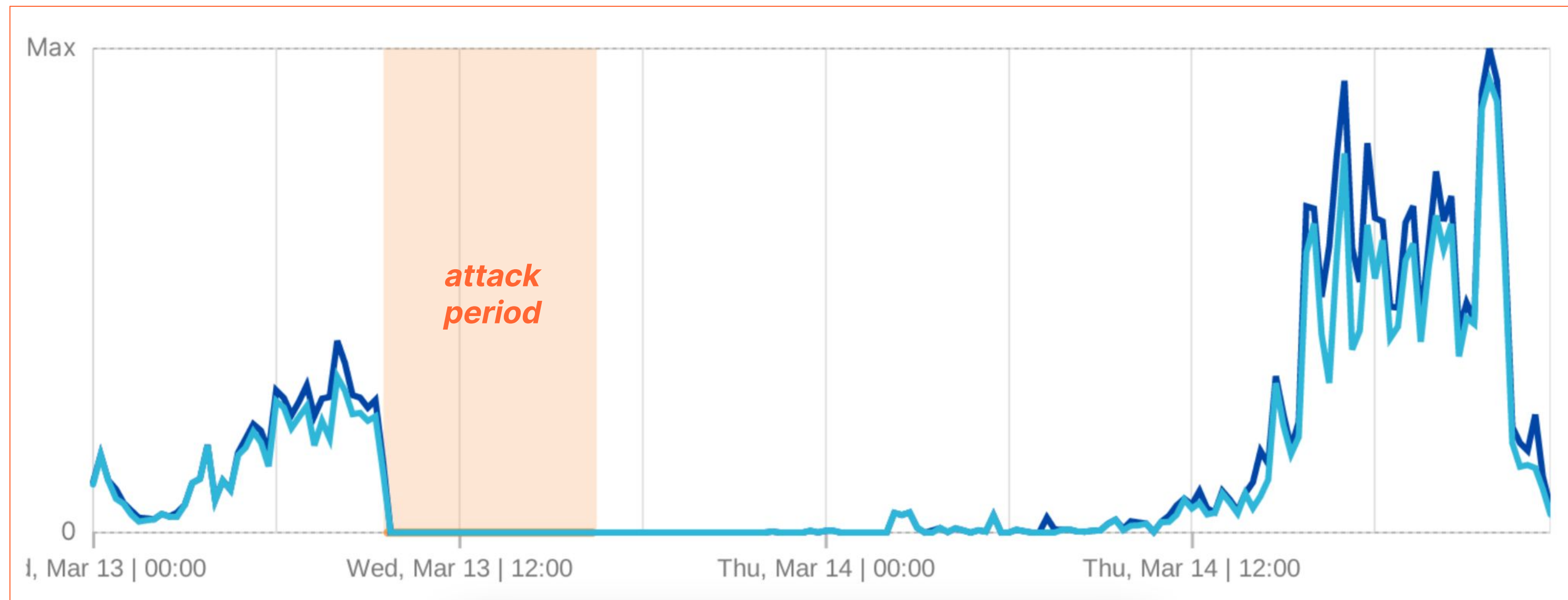
Russian air strikes on Ukrainian infrastructure cause Internet outages

Internet activity in Karkhiv before and after
Russian air strikes in mid-March



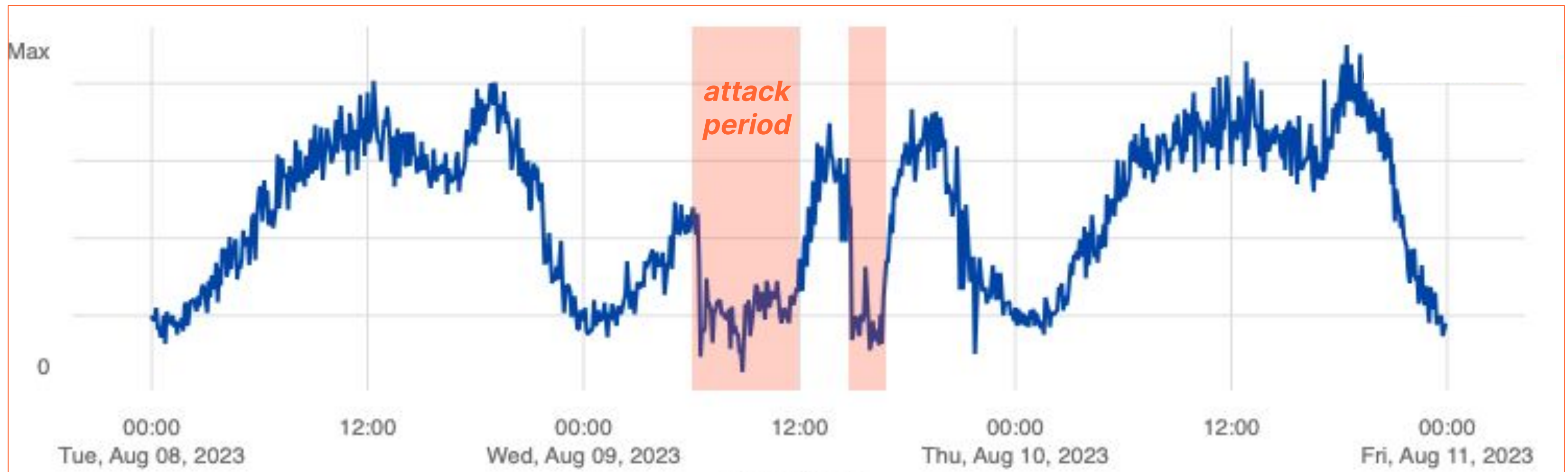
Cyber attacks are targeting Ukrainian telecommunications providers

Total and HTTP traffic for the Mandarun telco before and after a cyber attack



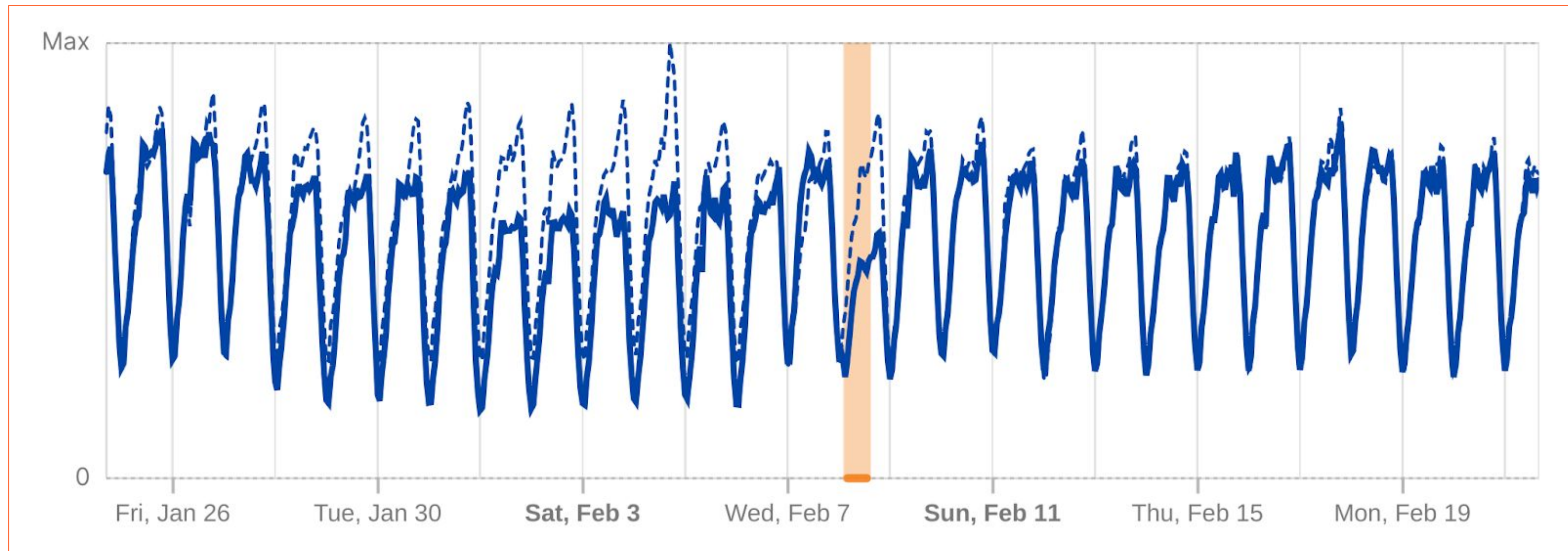
Attacks have also caused outages across Russian-occupied territory

HTTP requests in occupied Luhansk
during a DDoS attack



Pakistan's government shut off mobile Internet on election day

Internet traffic in Pakistan during and around the February 8 election



A state-sponsored attacker targeted a leading cloud provider



Attack groups are pre-positioning for further attacks



Volt Typhoon Security Advisory Alert



Outages and attacks
imperil people and
businesses

But sweeping
government control
isn't the answer

Governments are using security as justification for digital sovereignty



EUCS – Cloud Services Certification

The UN is proposing major changes to the Internet's multi-stakeholder model

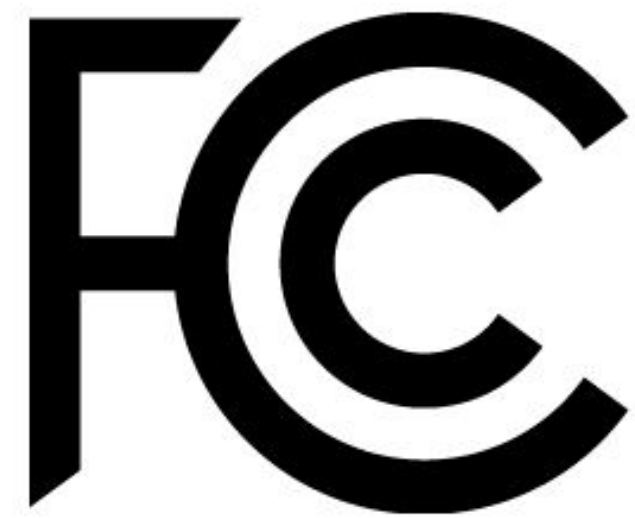


**WSIS+20
REVIEW**

**America is blocking apps owned by perceived
foreign adversaries**



The United States is also claiming authority to limit interconnectivity



Federal
Communications
Commission

“Reclassification of BIAS... will enable the Commission to **exercise authority when necessary to prohibit a BIAS provider from exchanging Internet traffic with edge providers** or other third parties that present threats to US national security and law enforcement.”

The US is also aiming to exercise more control over cloud infrastructure and AI

LAWFARE

[Cybersecurity & Tech](#) [Foreign Relations & International Law](#) [Surveillance & Privacy](#)

Know-Your-Customer Is Coming for the Cloud—The Stakes are High

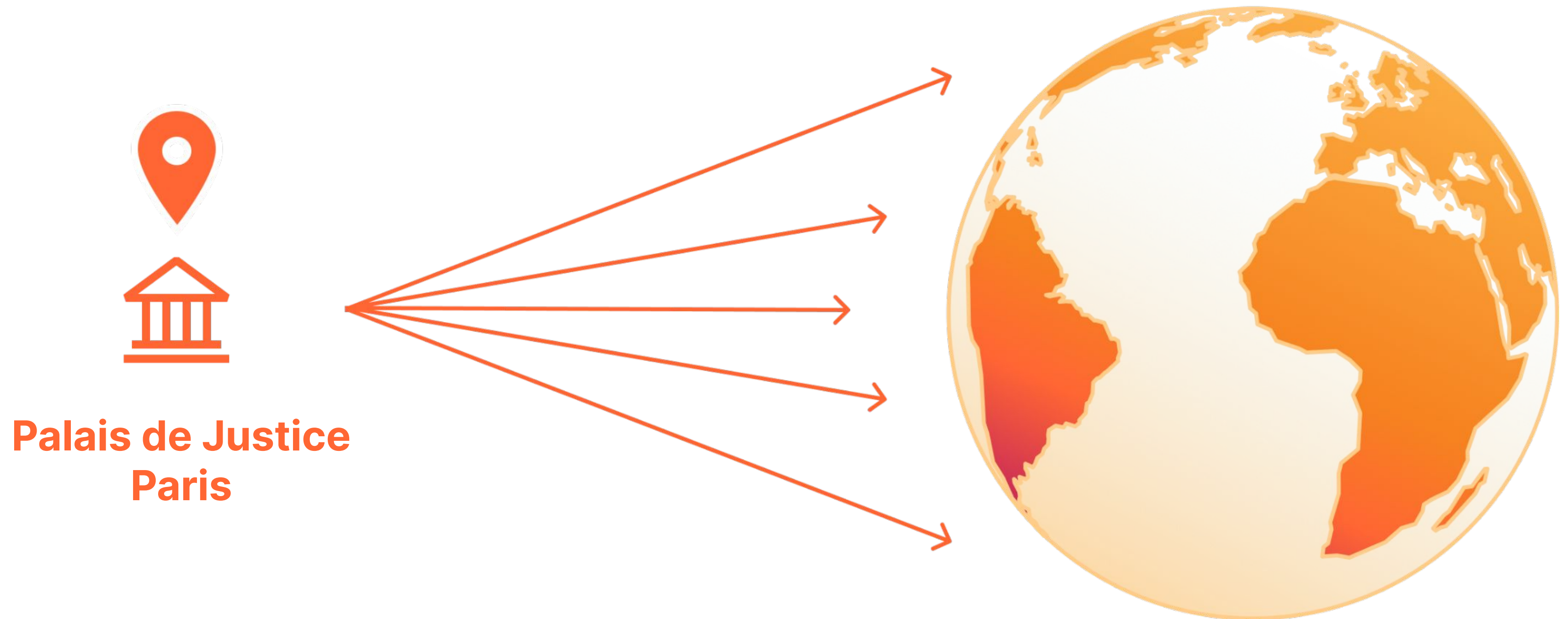
Kevin Allison, Paul Triolo | Monday, April 29, 2024, 2:00 PM

The comment period for the Commerce Department's new rules for cloud service providers ends today, and policymakers will sift through the feedback before issuing final rules before the end of the year.

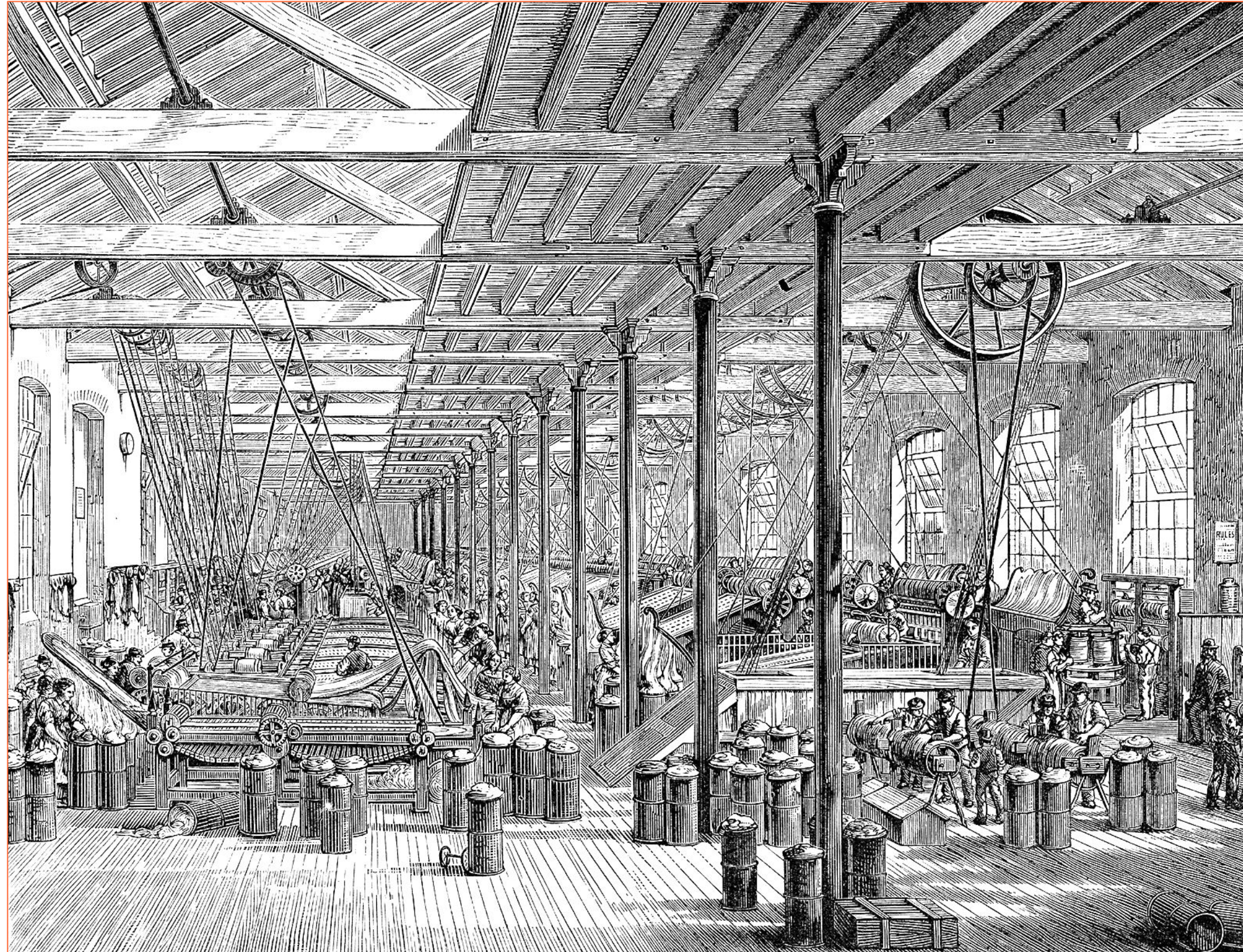
**Regional efforts to address problematic content
have global effects on Internet openness**

CANAL+

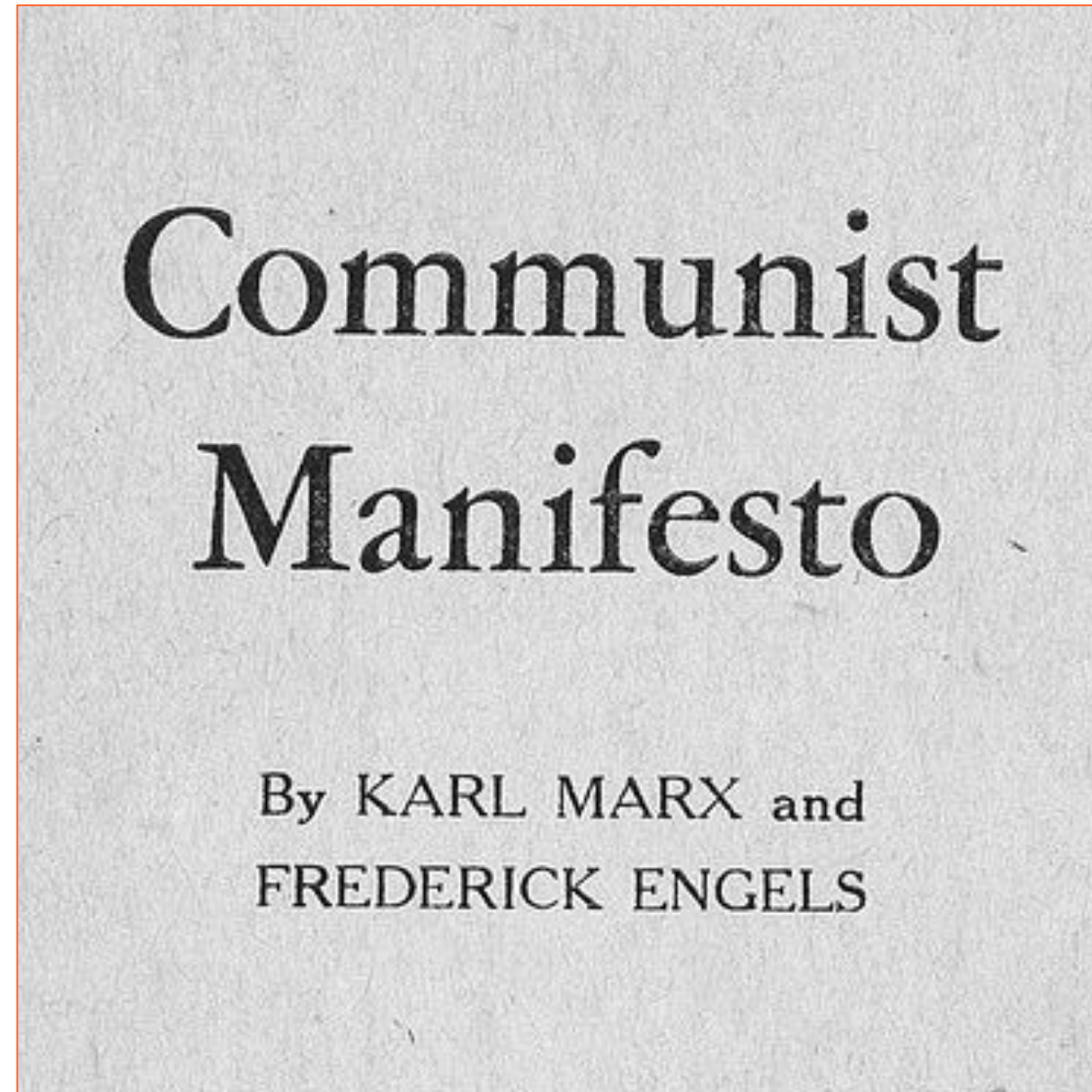
Regional efforts to address problematic content have global effects on Internet openness



The Internet is at an inflection point



The Internet is at an inflection point



vs.



**Sweeping Internet
regulation actually
hinders security**

**Openness and collaboration
can drive more targeted
solutions**

SECURE BY DESIGN

PLEDGE





JOINT CYBER DEFENSE COLLABORATIVE

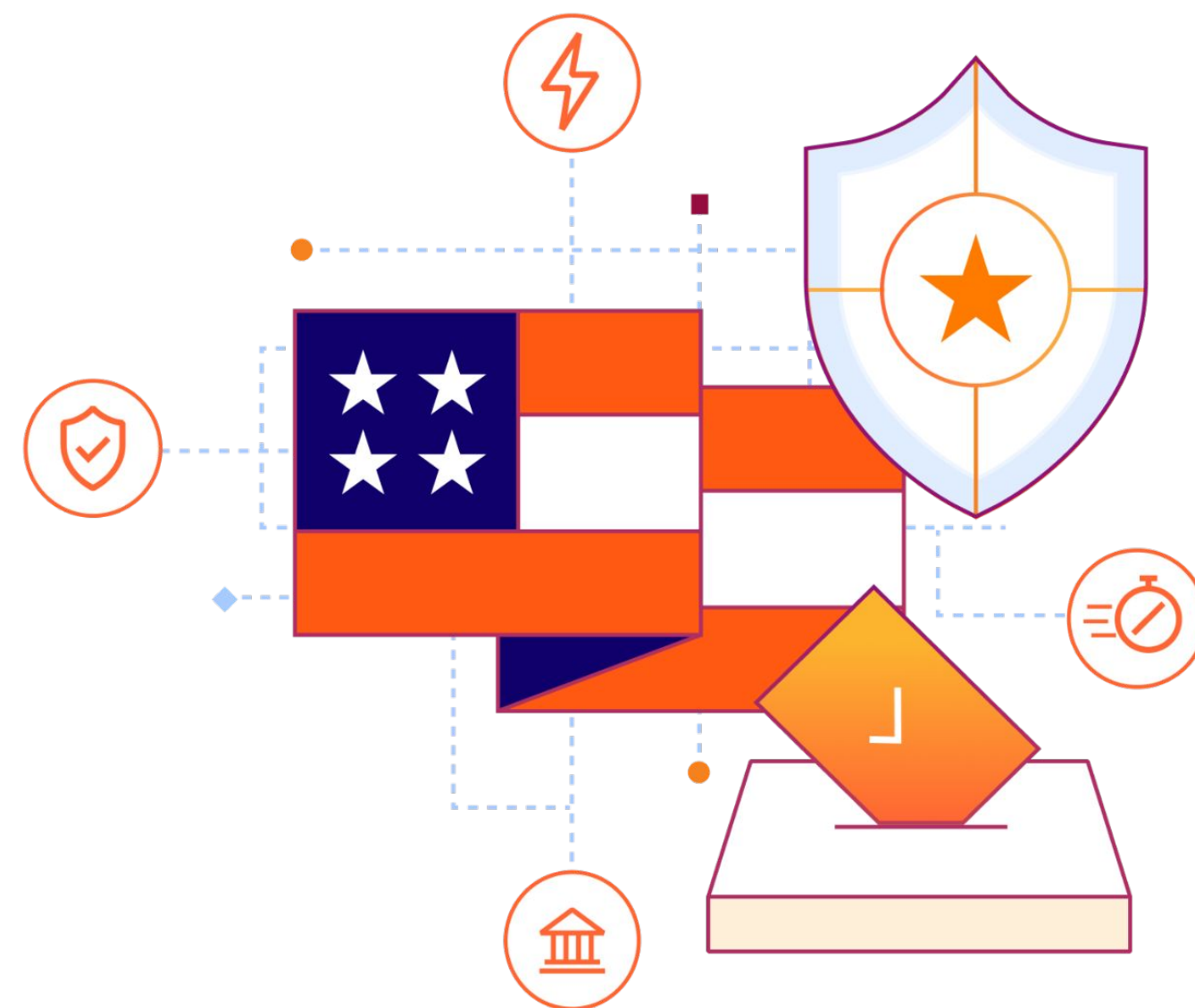


19 Cloudflare
citations in the
latest net
neutrality order

Targeted security reporting requirements



97 political campaigns
(across 20 parties)
protected by Cloudflare





700,000
daily threats
blocked for
election websites

67 million

daily attacks
blocked for rights
groups and NGOs





New partnership
to funnel our
threat intelligence
to the financial
services industry

Every Cloudflare user gets free SSL and WAF protections



We're collaborating with industry partners to offer multi-layered protection



CROWDSTRIKE

Openness and
collaboration make
the Internet safer and
better — including for
your business



~20%
of the web
is served
by Cloudflare

Cloudflare spots the latest threats faster than other providers

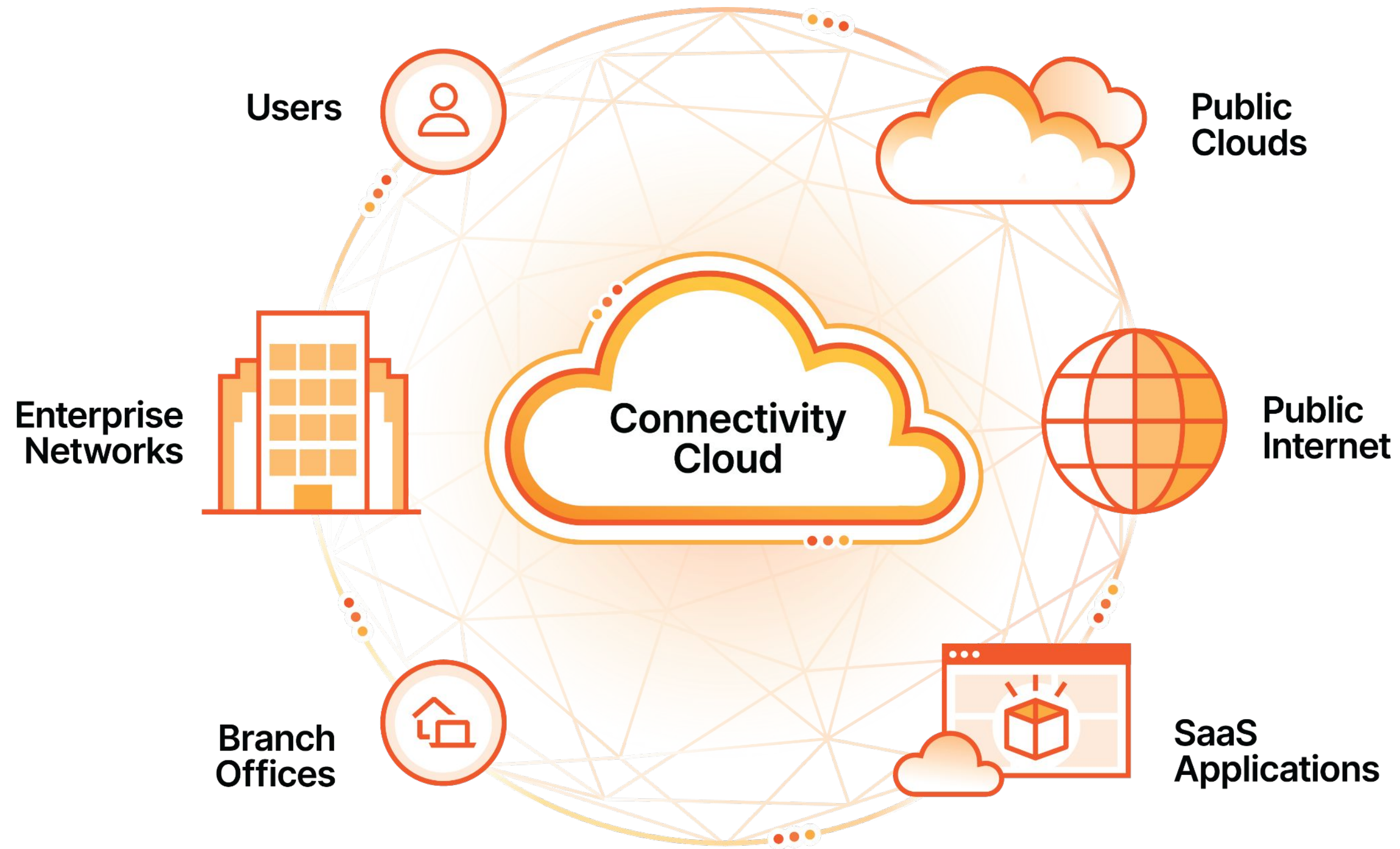


**HTTP/2
Rapid Reset**

Cloudflare powers and protects the emerging world of AI



Cloudflare intelligence helps connect and protect your entire digital business



**Join us to help make
the Internet safer
and more open**

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Cloudflare's product innovation

Nitin Rao

Chief Product Officer
Cloudflare



209B

daily threats
blocked

95%

of world's
Internet users
within **50 ms**

57M

HTTP requests
served per
second

~20% of the web
runs on Cloudflare

The Cloudflare network delivers local capabilities with global scale



320+ cities

in 120+ countries, including mainland China



~13,000 networks

directly connect to Cloudflare, including ISPs, cloud providers, and large enterprises



280 Tbps

of network capacity and growing



~50 ms

from ~95% of the world's Internet-connected population



● Cloudflare city
(as of Q1 2024)

— Cloudflare backbone
(as of Q1 2024)

Connect & protect

Build

Applications

People

Networks

On Cloudflare



Application security & performance

Zero Trust

Network services

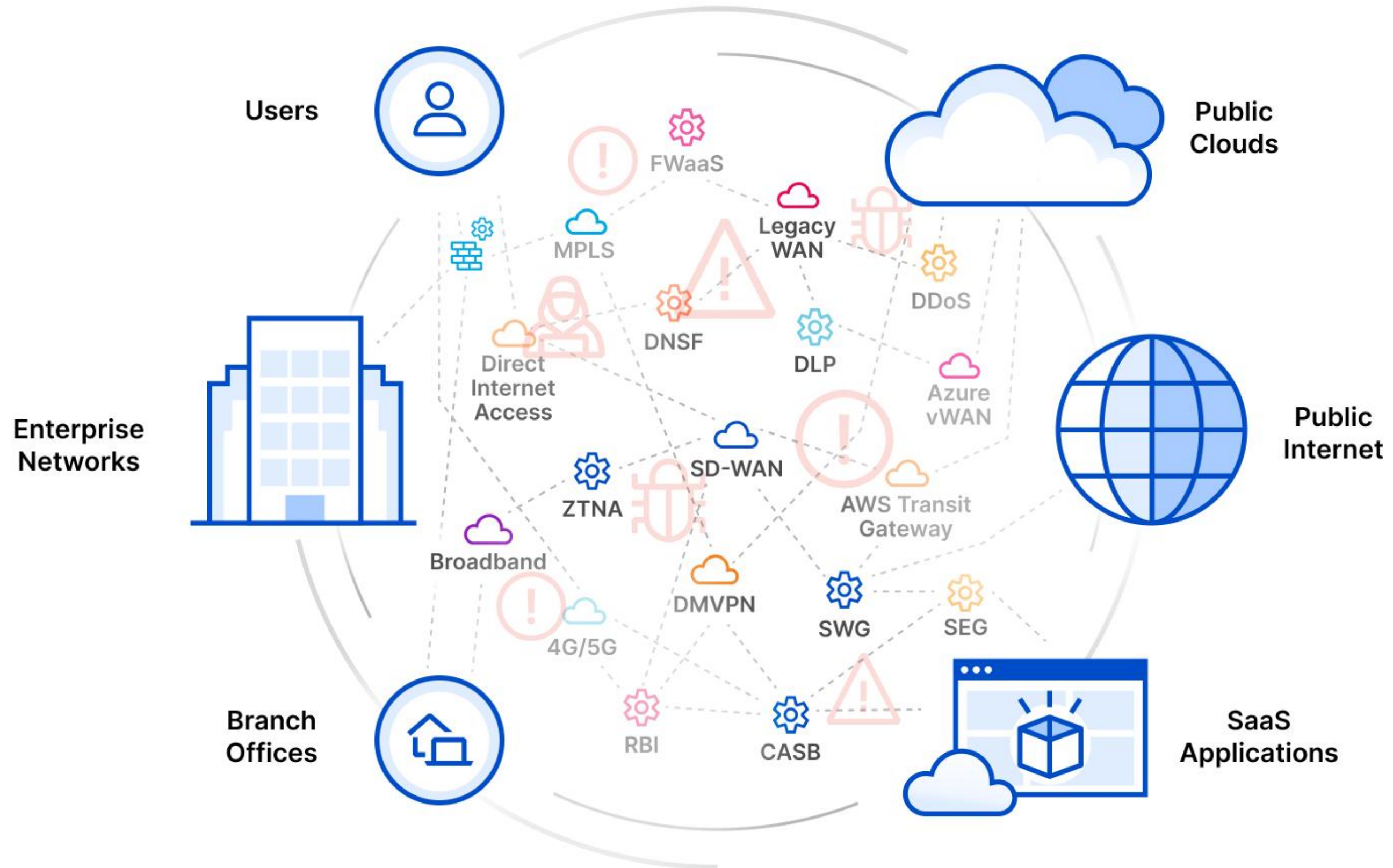
Developer services

- DDoS Protection
- Web Application Firewall
- Bot Management
- Page Shield
- API Shield
- SSL / TLS Encryption
- Advanced Certificate Manager
- Spectrum
- SSL for SaaS
- Content Delivery Network
- Domain Name Service
- Argo Smart Routing
- Load Balancing
- Rate Limiting
- Cache Reserve
- Stream & Video Delivery
- Waiting Room
- Images

- Zero Trust Network Access
- Secure Web Gateway
- Remote Browser Isolation
- Cloud Access Security Broker
- Cloud Email Security
- Data Loss Prevention

- Magic Transit
- Magic WAN
- Magic Firewall
- Magic Network Monitoring
- Multicloud Networking

- Workers
- R2 Object Storage
- Workers KV
- Durable Objects
- D1 Hyperdrive
- Workers AI





®



Leveraging Cloudflare's shared intelligence



“It’s exceptionally powerful to walk into the boardroom and say, ‘These are the attacks we’re experiencing, here’s where they are coming from, and this is how we’re blocking them.’ **Each and every one of them could have had serious financial repercussions.**”

— Damian Apone, Director, Global Retail Cybersecurity

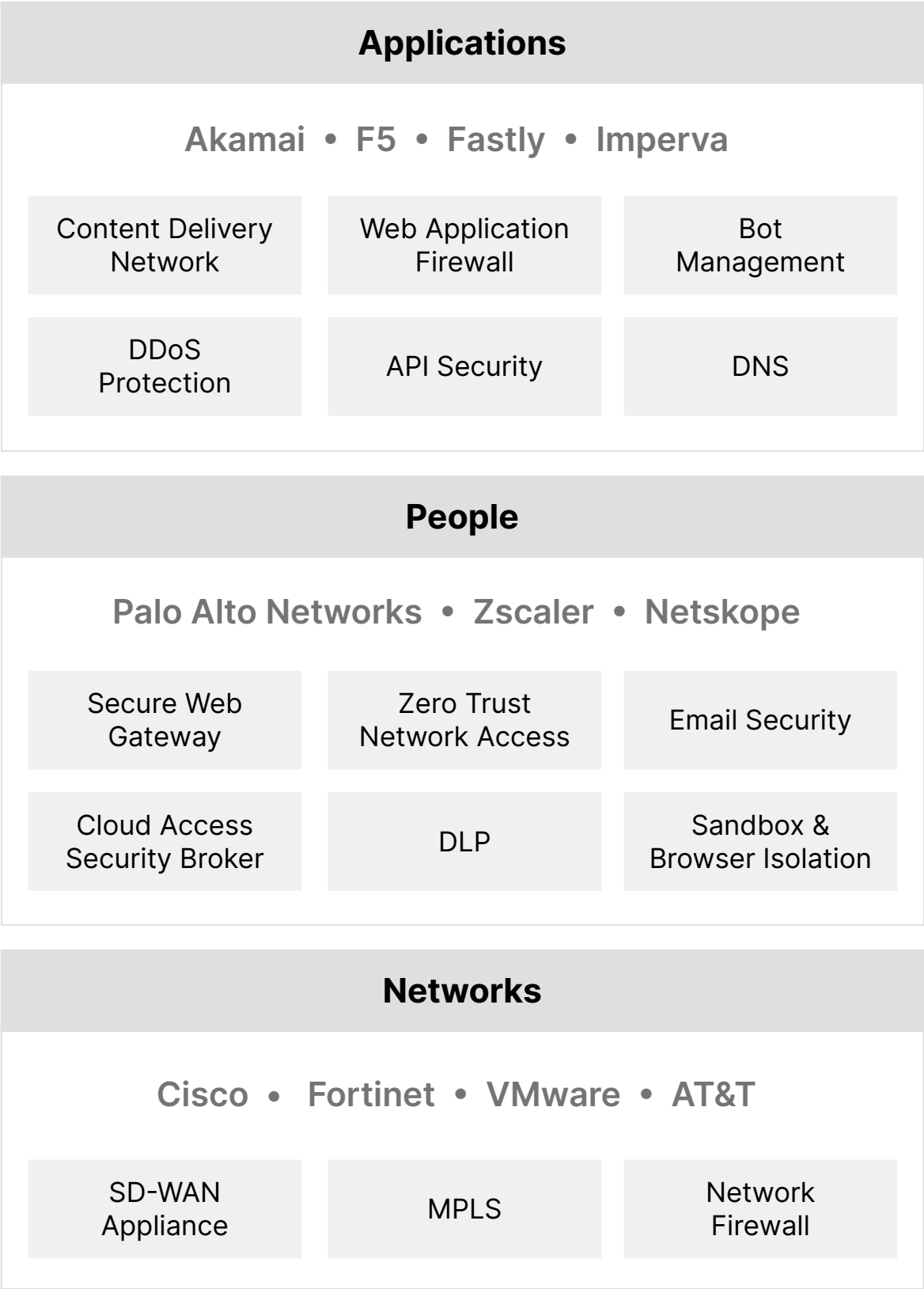


APPLIED

Current state

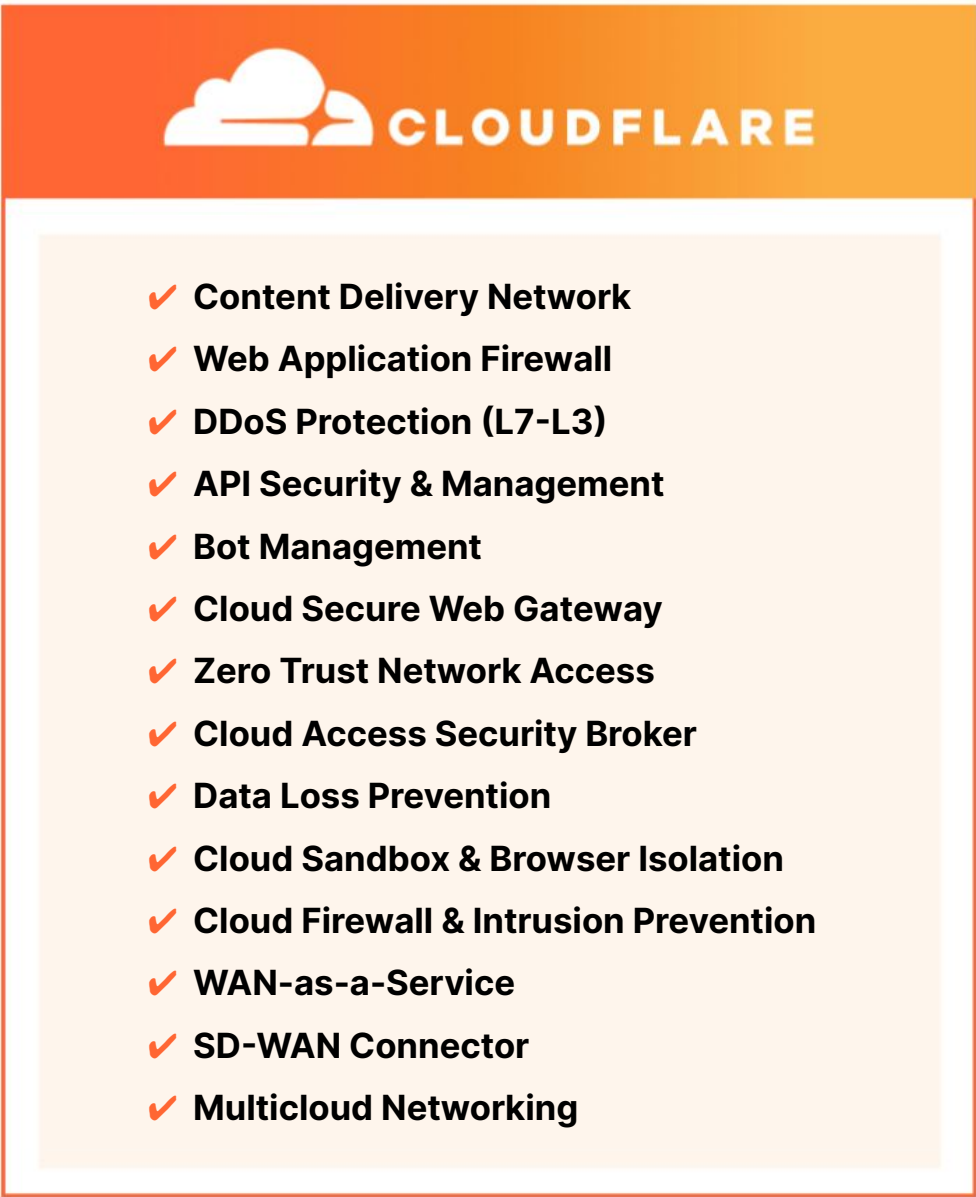
Loss of control + vendor sprawl

Total cost of ownership



Future state

Cloudflare's connectivity cloud



TCO reduction



Connect & protect

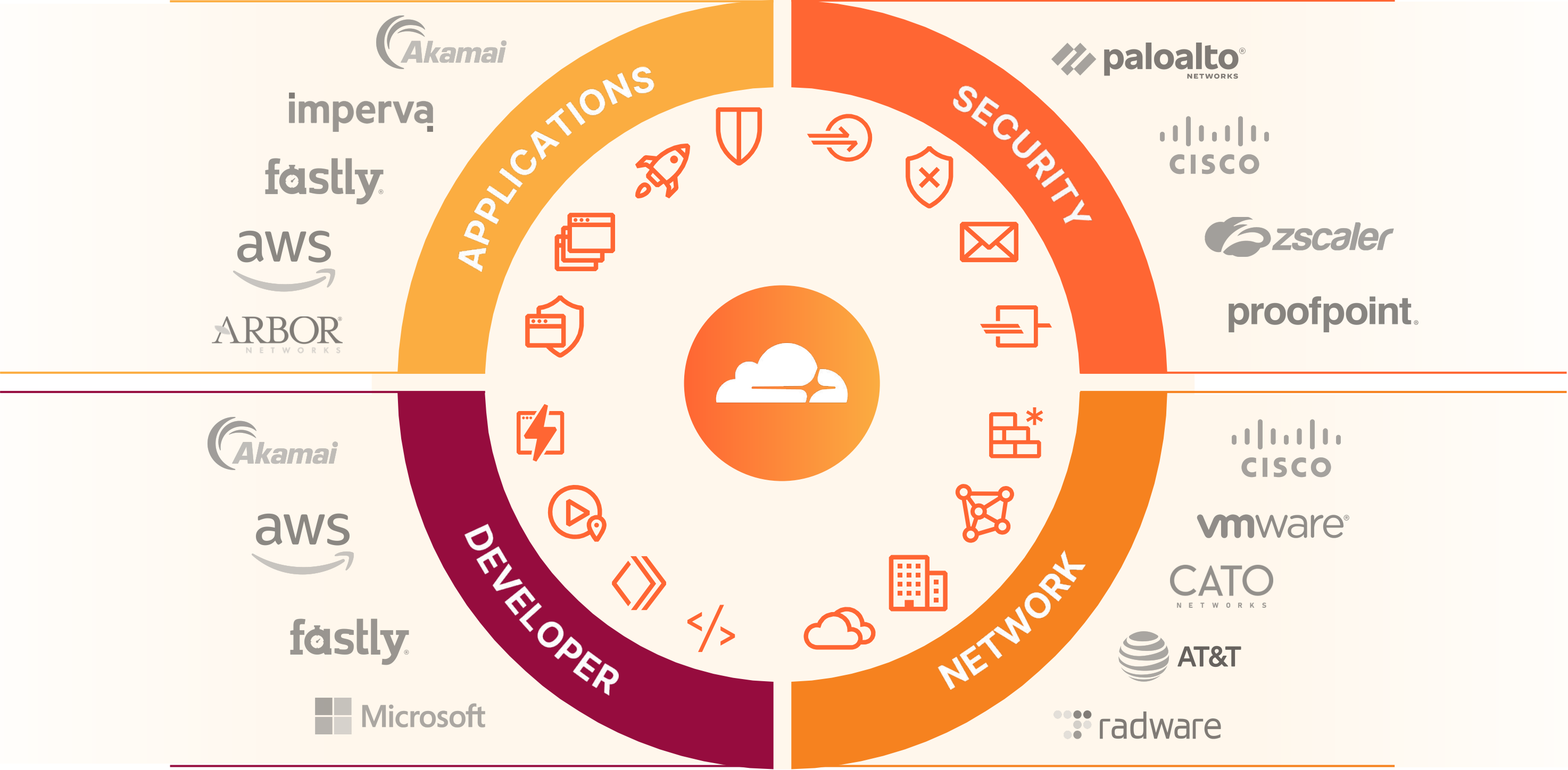
Applications + Networks + People



“By consolidating controls onto Cloudflare, rather than the many control planes of multiple-vendor systems, my teams can focus on driving the business forward.”

— Tanner Randolph, CISO

Cloudflare fits in everywhere your organization needs





**Your feedback
is invaluable**

Workers AI is now GA!

Run popular models on the Cloudflare network, with GPUs in 150+ cities globally

Workers AI comes with a curated set of popular open-source models to help you with image classification, text generation, object detection, and more.

Workers AI LLM Playground ✨

Explore different Text Generation models by drafting messages and fine-tuning your responses.

Model

llama-3-8b-instruct

System Message

You are a helpful assistant

Maximum Output Length (Tokens)

256

User

Try this out!

+ Add a message



Data Localization Suite

Control where your data is inspected and stored to help comply with regional privacy regulations

19

**New regions
launched**

- Austria
- Brazil
- Cloudflare Green Energy
- Exclusive of Hong Kong and Macau
- Exclusive of Russia and Belarus
- France
- Hong Kong
- Italy
- NATO
- Netherlands
- Russia
- Saudi Arabia
- South Africa
- Spain
- Switzerland
- Taiwan
- US State of California
- US State of Florida
- US State of Texas

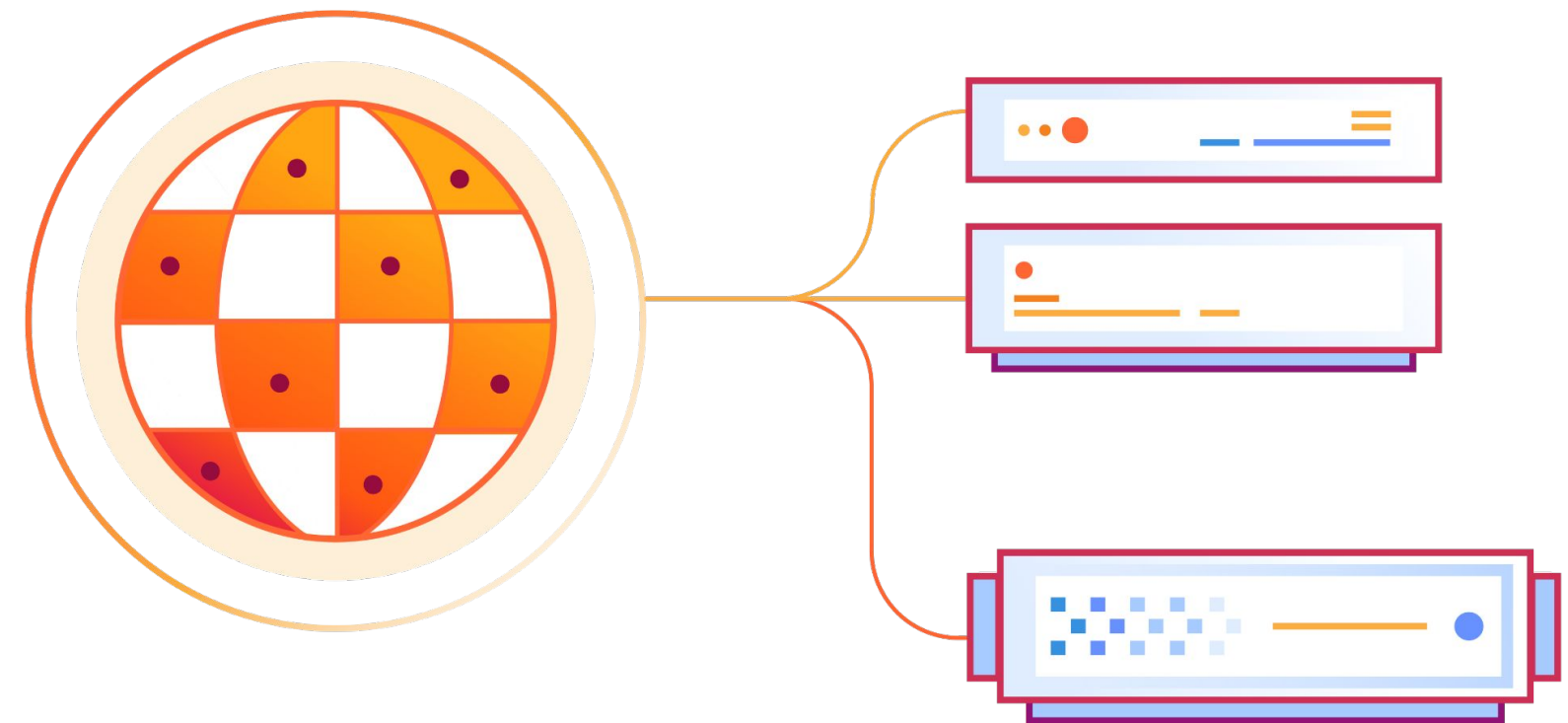


Local Traffic Management

Dynamically control traffic within internal, privately-hosted applications without dedicated hardware

Local Traffic Manager (LTM) enables traffic steering between endpoints within a data center:

- Maintain high availability and a resilient infrastructure for private applications or internal services using private IPs
- Steer traffic to a data center and apply steering policies within the selected data center
- Deterministically failover across tunnels in near real-time



Malware Content Scanning

Scan file uploads while in transit

Scan files uploaded to your application in-transit:

- Protect against malware anywhere an attacker can upload files: a job board, contact form, or your new AI chatbot
- Scan — and take action — on malicious files while in-transit, avoiding additional load or scanning software on your web servers



Magic Cloud Networking

Connect and secure public cloud environments

Manage multiple cloud providers' native network capabilities from one unified interface:

- Discover and visualize your end-to-end network from the Cloudflare dashboard
- Build a scalable network through a simple, automated workflow
- Configure policies across all your cloud providers in one place, without the need for translation



Infrastructure Access Management

Cloudflare acquires BastionZero to add Zero Trust Infrastructure Access Controls for Cloudflare One, the world's largest secure access service edge (SASE) network

Control access to infrastructure via Cloudflare One:

- Zero Trust controls for infrastructure: servers, Kubernetes clusters, and databases
- Expands scope of Cloudflare's VPN replacement solution beyond apps and networks
- Offers increased security and compliance, granular controls, and seamless user experience
- Register for early access today at cloudflare.com/lp/infrastructure-access



Cloudflare + CrowdStrike

Integrated security across endpoints, networks, and applications



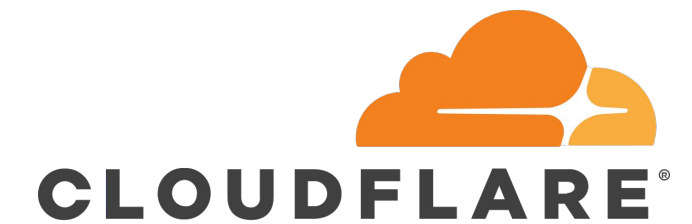
**Create device-aware
Zero Trust access
policies**

Cloudflare Zero Trust +
CrowdStrike Endpoint Security



**Improve visibility,
detection, and response**

Cloudflare Zero Trust +
CrowdStrike Next-Gen SIEM





**Help build a
better Internet**

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Wrap-up + agenda

Mark Anderson
President of Revenue
Cloudflare



Main session agenda

10:30 - 11:15	11:35 - 12:20	12:20 - 1:15	1:15 - 1:45	2:00 - 2:30	2:45 - 3:45	3:45 - 5:00
Hall 1: Threat trends from the Cloudflare network <i>(with Zendesk)</i>	Hall 1: Improving cyber resilience <i>(with Workday)</i>	Lunch ● ● ● ● Hub 2/3 (12:30): Lunch & learn: Stopping AI tool-driven data loss	Hall 1: Fireside chat: How Cloudflare stopped a sophisticated attacker	Hall 1: Insulating your org from phishing threats that go beyond the inbox <i>(with Kayak)</i>	Hall 1: Cyber security: Where we are and where we're going <i>(with Andrew McCabe, former Deputy Director of the FBI)</i>	Networking reception
	Hub 2/3: Improving visibility across your network, data, apps, & employees <i>(with DTLR)</i>		Hub 2/3: Balancing feature innovation and security in your web application <i>(with Q2)</i>	Hub 2/3: Geopolitical impacts of privacy and compliance in 2024 and beyond <i>(with Doctolib)</i>		
	Hub 1: Strategies for modernizing your IT stack <i>(with Telus)</i>		Hub 1: Scoping your AI project <i>(with ChainFuse)</i>	Hub 1: Incorporating long-term threat planning into your security strategy <i>(with Accenture)</i>		

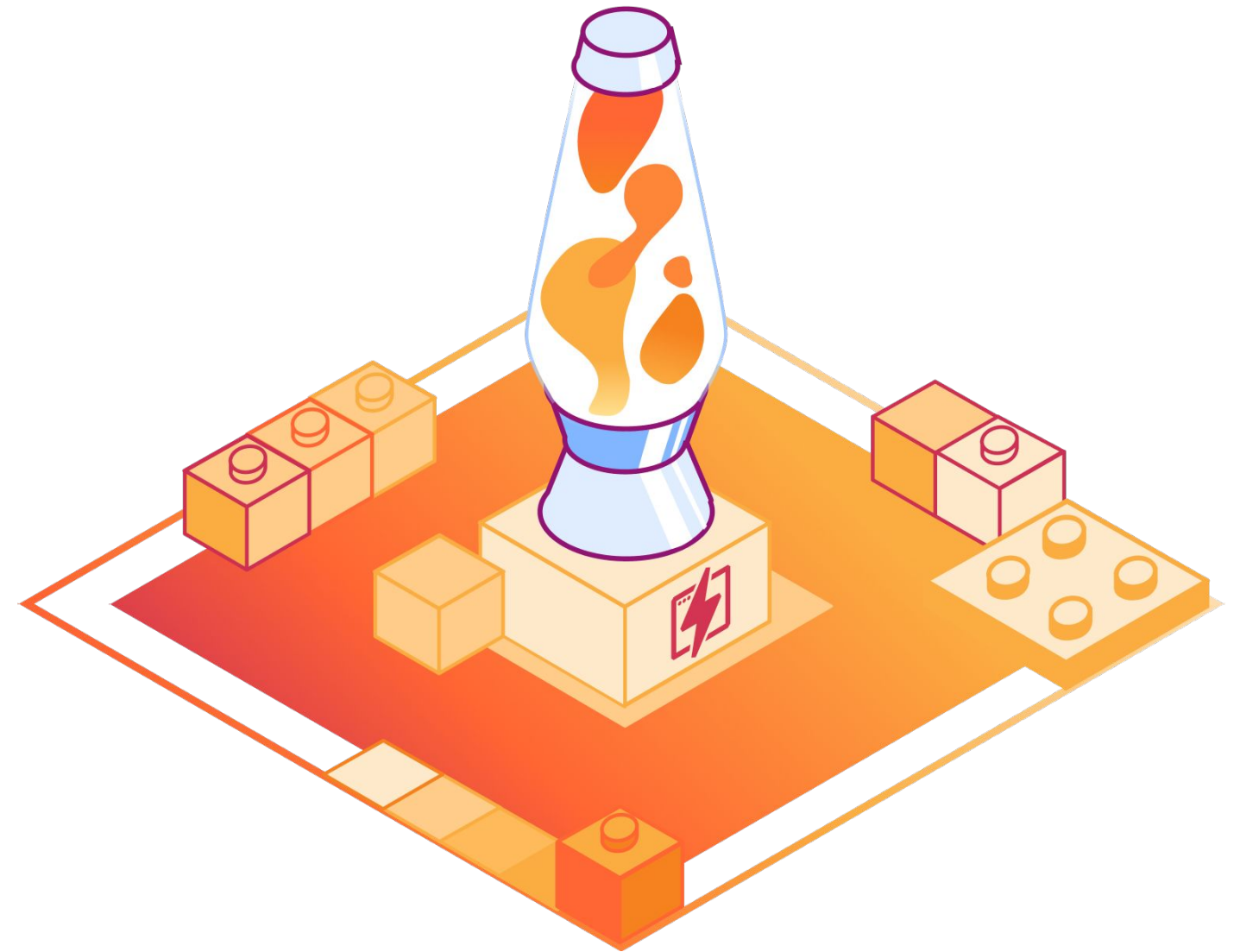
Investor Day agenda (invite only)

- **Location:** Hall 2
- **Content:**
 - **Programming:** 10:15 - 12:15
 - **Lunch:** 12:15 - 1:15



Visit our solutions demo area

- Try out Cloudflare products
- Get advice from a range of Cloudflare experts



Curated networking with fellow attendees

Use the Braindate app to:

- Sign up for topic-specific 1:1s or small-group networking sessions with fellow attendees
- Meet with breakout speakers after their session
- Post a topic of your own that you'd like to meet with people about

Meetings take place in the Braindate Lounge between 10:30 and 2:45

Find session times here:



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