



EXECUTIVE GUIDE

# Connectivity Cloud, Explained:

A new model for connecting, protecting,  
and accelerating business



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# The challenges and risks of an everywhere world

Every day, enterprise technology leaders are expected to support **the digital imperative to work, develop, and deliver everything, everywhere** — by bringing together distributed workforces, devices, clouds, systems, applications, and networks.

But, there's a problem. Technology teams have **less control as they try to combine disparate domains** into something like a single IT single environment. As the level of control decreases, the level of complexity and risk increases.

These challenges all **undercut the overall value of an organization's technology investments.**

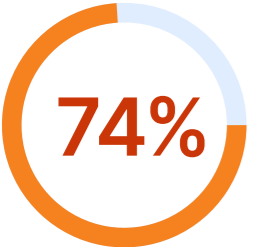
# The challenges and risks of an everywhere world



## Lower productivity

**\$1.7M**

Organizations [lose](#) an average of \$1.7 million/year in productivity, due to IT team meetings with the business (12.5 hours/week) searching for causes/solutions to problems<sup>1</sup>



74% of CIOs [say](#) they are “fed up” with having to piece together data from multiple tools to assess the impact of IT investments<sup>2</sup>



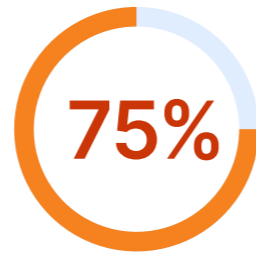
## Higher risk and costs



Analysts [predict](#) by 2025, 99% of cloud breaches will be traced back to preventable misconfigurations or end-user mistakes.<sup>3</sup>



89% of CISOs/CSOs [say](#) the rapid deployment of digital services has generated unforeseen risks to securing data.<sup>4</sup>



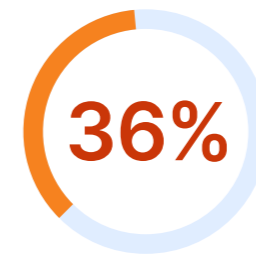
75% of CIOs [say](#) their inability to identify “wasted SaaS spend” is a threat to their company’s success.<sup>6</sup>



## Less visibility



40% of organizations agree or strongly agree that they are losing control over their IT and security environments.<sup>5</sup>



36% of CIOs and IT decision makers say integrating siloed apps and data is their biggest digital transformation challenge<sup>3</sup>

# A new approach to solving modern IT, security, and development challenges

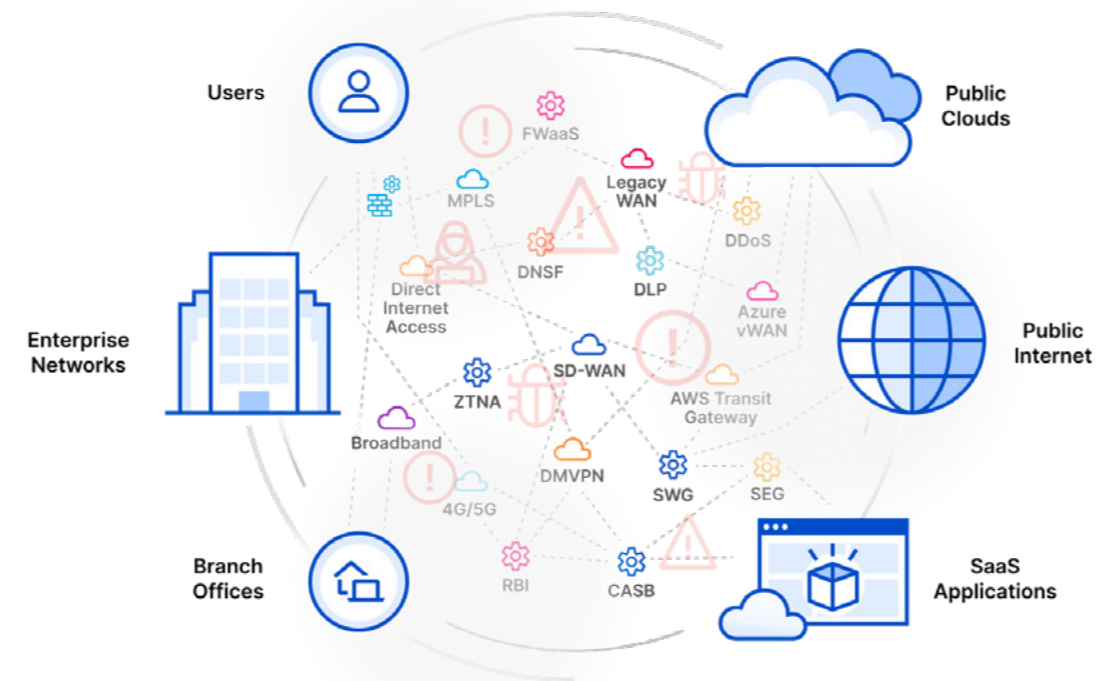
Until now, businesses have tried to meet the demands of an everywhere world through a complex combination of multiple clouds, point products, on-prem hardware, and vendors of all shapes and sizes.

To regain control, business, IT, and security leaders need a **new cloud model**. One that is not yet another complex tool to integrate. One that delivers **unified visibility** and control across every domain they are responsible for.

## Introducing: the connectivity cloud.

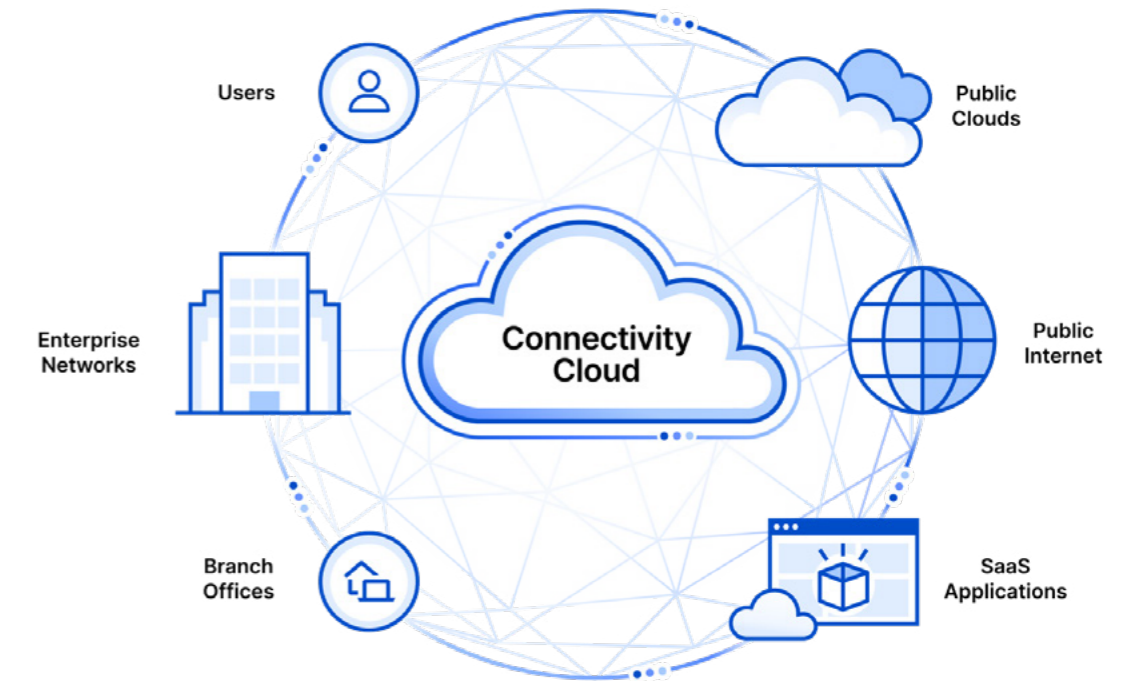
FROM

A connectivity cloud transforms fragmented and low-control, high-risk IT environments from this:



TO

To one that maintains consistent control, and offers a new way to connect, protect, and accelerate business:



# Make your organization more nimble



## The current situation:

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IT and security teams are now tasked to remain productive and compliant while managing an increasingly complex landscape. If not adequately addressed, these challenges can have a direct impact on the customer experience, productivity, and an organization's competitive advantage.

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The complexity of IT and siloed solutions exposes businesses to **new internal and external threats to their data, apps, networks, and infrastructure**. Data localization and compliance challenges also increase.

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Those that move faster, win. However, many businesses have technical debt, convoluted infrastructure requirements, and complex, opaque systems that **hamper digital service use and delivery**.

## With a connectivity cloud:

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### Connect



A connectivity cloud makes it possible to **secure and connect all corporate resources on a single platform — without spending time on complex integrations and workarounds**.

Simplify operations while connecting your current and future IT environment (employees, developers, customers, devices or systems, compute or storage resources, legacy and modern technology), end-to-end.

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### Protect



A connectivity cloud provides built-in security, privacy, compliance, and development functions, plus cross-functional intelligence to **stay ahead of the threat and regulatory landscape**.

And, it provides clearer visibility across all areas, so you can **more accurately assess, monitor, and mitigate risk from a single control plane**.

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### Accelerate



Radically change the way your people, technology, and networks connect across all domains. A connectivity cloud makes it **easier and faster for teams to work, build, and deliver innovative apps, everywhere**.

# Key components of a connectivity cloud

A connectivity cloud's architectural components serve and connect employees, developers, customers, partners, multi-cloud environments, and all network types:

## Composable and programmable architecture

- Limitless interoperability
- Customizable networking

## Integration with all networks, enterprise, and Internet

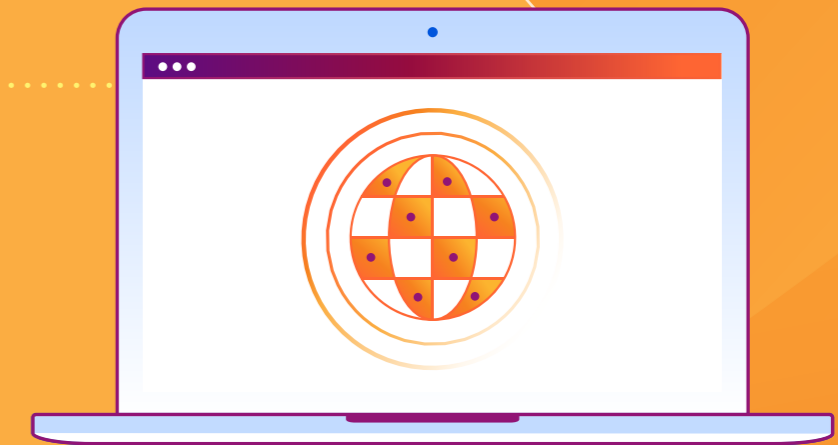
- Complete control of a request from source to destination
- Infinitely scalable network connectivity
- Services always available from every server

## Platform intelligence

- Built-in security, performance, privacy, and compliance
- Cross-functional network intelligence and threat intelligence

## Unified and simplified interface

- One unified management interface across an integrated product platform
- Consolidated logging
- Bridges different architectures while moving to fully Internet-native networking



# Business outcomes with a connectivity cloud

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## Seamless connectivity

96% of organizations agree that today's businesses would gain **value from a connectivity cloud that provides secure, performant, "any-to-any" connectivity** (i.e., connectivity between more people, apps, data, devices, networks, and clouds) more now than ever before.



## Digital transformation, decreased risk

Nearly half of IT decision makers believe this type of solution would **accelerate digital transformation, while reducing attack surface area.**



## A competitive advantage

54% of IT leaders also see this solution **improving time to market**, and 54% believe it would **grow overall revenue.**

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**Source:** In September 2023, Cloudflare commissioned Forrester Consulting to evaluate the IT and security ecosystem. Forrester conducted an online survey with 449 IT decision makers across North America, Europe, APAC, and Latin America.





## Cloudflare's connectivity cloud



Composable, Programmable Architecture



Integration with All Networks



Platform Intelligence & Innovations



Simple, Unified Interface



Simple, Secure Access



Secure, Fast Apps & Infrastructure



Agile Developer Services

Inline Proxy • App & API Controls • Edge Dev Services • CDN-WAN-Network Integration • Multi-Cloud (SaaS/IaaS)  
Compliance & Privacy • Risk Analytics • Data Protection • Threat Defense

## Cloudflare Programmable Global Network



Artificial Intelligence/  
Machine Learning



Threat, Network  
Intelligence

Global Services & Support



# Experiencing the security and performance benefits of a unified platform



Mindbody has supported the rapid growth of wellness businesses for over 20 years. Fitness studios, salons, spas, and integrative health centers rely on Mindbody's integrated software and payments platform to manage, promote and expand

their businesses. Consumers turn to the Mindbody app to find and interact with health and wellness businesses around the world - from signing up for gym classes, to booking spa appointments, to finding a hair stylist in their local area, and more.



## The Challenge

### Blocking cyber threats with an easy-to-use, powerful security architecture

Before Cloudflare, Mindbody had deployed many different solutions across their on-premises and cloud-based infrastructure. However, these solutions were complex to manage and did not meet Mindbody's needs.



## The Solution

### Security integration streamlines monitoring and management

Mindbody partnered with Cloudflare to replace legacy tools with a solution that protected both its on-prem and cloud-based assets. This shift eliminated the complexity of managing multiple point solutions, and improved IT visibility and protection.



## Key Results

- Replaced seven standalone products with one integrated, user-friendly solution
- False-positive account blocks decreased from several per day to one or two per week
- Remote contractors gained secure, Zero Trust access to corporate apps

[Read the full case study here.](#)

# Choose Cloudflare to connect, protect, and accelerate your business

**“Cloudflare mirrored our own vision to create a digital platform that integrated multiple services into a one-stop solution with a great user experience, great security, and great functionality ... They immediately understood where we wanted to go, and that is why our relationship has prospered.”**

**Investec**

**“Cloudflare is a growth enabler for DHL Parcel. Cloudflare provides security out-of-the-box that helps alleviate my team’s workload and allows us to focus on the business.”**

**DHL Parcel**

**“With our previous vendor, everything was difficult to configure and troubleshoot. With Cloudflare, it just worked like magic.”**

**Polestar**

**“Cloudflare is streamlining our migration from on-prem to the cloud. As we tap into various public cloud services, Cloudflare serves as our independent, unified point of control — giving us the strategic flexibility to choose the right cloud solution for the job, and the ability to easily make changes down the line.”**

**Handelsblatt Media Group**

**“Thanks to Cloudflare, we can focus on growing our product and expanding into new markets with confidence, knowing that our platform is fast, reliable, and secure.”**

**Canva**

**Learn more about the world’s first connectivity cloud here.**



# End notes

1. Grabner, Andreas. "Study: Silos Are the Chief Impediment to IT and Business Value." The New Stack, 5 Feb 2021. <https://thenewstack.io/study-silos-are-chief-impediment-to-it-and-business-value/>
2. "New research shows CIOs need greater cross-team collaboration to drive digital transformation." Dynatrace, 19 January 2021. <https://www.dynatrace.com/news/press-release/new-research-shows-cios-need-greater-cross-team-collaboration-to-drive-digital-transformation/>
3. "Gartner Unveils Top Eight Cybersecurity Predictions for 2023-2024." Gartner.com, 28 March 2023. <https://www.gartner.com/en/newsroom/press-releases/2023-03-28-gartner-unveils-top-8-cybersecurity-predictions-for-2023-2024>
4. "Digital-first economy introduces unforeseen risks for 89% of CISOs." Security Magazine, 20 June 2023. <https://www.securitymagazine.com/articles/99528-digital-first-economy-introduces-unforeseen-risks-for-89-of-cisos>
5. In September 2023, Cloudflare commissioned Forrester Consulting to evaluate the IT and security ecosystem. Forrester conducted an online survey with 449 IT decision makers across North America, Europe, APAC, and Latin America.
6. "Gartner Survey Reveals 47% of Digital Workers Struggle to Find the Information Needed to Effectively Perform their Jobs." Gartner.com, 10 May 2023. <https://www.gartner.com/en/newsroom/press-releases/2023-05-10-gartner-survey-reveals-47-percent-of-digital-workers-struggle-to-find-the-information-needed-to-effectively-perform-their-jobs>



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