

Executive Overview

- <https://www.cloudflare.com/>
- Headquarters: San Francisco, CA.
- Mission Statement: Help build a better internet.
- 2,500+ Employees.
- Protect over 90 Billion cyber threats a day.
- Serving over 5 Million Customers
- Serve content from > 275 cities in over 100 countries around the world.

Product & Service Offerings

- **Security Services:** **DDoS**, **WAF**(**Web Application Firewall**), **Bot Management**, **Magic Transit** (Layer 3 DDoS Protection).
- **Network Services:** **SASE**, **Zero Trust** , **Access** (VPN Replacement). **CDN** (Content Delivery Network)

Sales Engineer Take On Best Fit

Cloudflare's superpower lies in its massive global network, which delivers integrated security and performance solutions at unparalleled scale. This infrastructure powers services like DDoS mitigation, Web Application Firewall (WAF), and Secure Access Service Edge (SASE), enabling real-time threat protection and network optimization. For security engineers, Cloudflare is an ideal fit for implementing Zero Trust architectures via Cloudflare One, managing identity-based access, and safeguarding both internal and external resources. Its comprehensive threat mitigation tools, such as its WAF and DDoS capabilities, protect applications from sophisticated attacks, while its robust analytics provide deep network visibility for proactive detection and response. In short, Cloudflare equips engineers with a unified, scalable platform to secure, accelerate, and manage digital assets across hybrid and cloud-native environments.

Stephen Semmelroth - VP of Cloud & Security Engineering & Vendors

Key Features & Differentiators

- **Ease of Use** - The easy-to use dashboard and API enables quick configuration of fine grained functionalities to improve the performance and security posture of websites, applications, and APIs.
- **Integrated Security and Performance** - Cloudflare includes integrated security services to defend against DDoS attacks, customer data breaches, and abusive bots, while preventing latency trade-offs by including performance services.
- **DDoS** - 35 Tbps network capacity defends against volumetric attacks and provides 16x greater protection than the largest DDoS attack ever recorded.
- **WAF** - Automatic protection from diverse threats with Layer 7 rules, fully integrated with DDoS mitigation. Recognized by Gartner Magic Quadrant and Forrester.
- **Zero Trust** - Protect what's yours with a zero-overhead approach to Zero Trust, including best in class [email security](#)
- **SASE** - Cloudflare's SASE, Cloudflare One, is a Zero Trust network-as-a-service platform that dynamically connects users to enterprise resources, with identity-based security controls delivered close to users, wherever they are.

- **Bot Management** - Leverage the intelligence of machine learning and >26M Internet properties. Integrated solutions with WAF, DDoS, and CDN.
- **VPN Replacement** - Works with your identity providers and endpoint protection platforms to enforce default-deny, Zero Trust rules that limit access to corporate applications, private IP spaces and hostnames. Connects users faster and more safely than a VPN.

Top Industries Served

- Other

Ideal Customer Profile

- Mid Market and Enterprise companies interested in increasing security and performance of website and apps.
- Financial Services, eCommerce / Retail, Internet / Technology, Public Sector accounts.
- CISOs, Director of Security, Network Managers, web developers, and engineers represent our primary audience.
- Look for prospects focused on web performance, online site/application security, or managing workloads in a hybrid or multi-cloud environment.

Qualifying & Technical Questions

1. Have you experienced a recent **cyber security threat, DDoS attack**, or evaluating those services now?
2. Are you evaluating **VPN services, Zero Trust**, and how to securely **support your remote workforce**?
3. Currently evaluating any renewals for **F5, Imperva, Akamai, Zscaler, Cisco Umbrella, Palo Alto or Radware**?
4. Are you reviewing a **WAF(Web Application Firewall)** or firewall based solution?
5. **Are you looking at SASE?** Cloudflare offers more SASE services vs. Competition.

Elevator Pitch

Cloudflare provides a scalable, easy-to-use, unified control plane to deliver security, performance, and reliability for websites, applications, and APIs. Trusted by over 30 million Internet properties, Cloudflare's platform protects and accelerates any Internet application online without adding hardware, installing software, or changing a line of code.

Objections & Rebuttals

I can't afford the extra cost of Cloudflare.

Have you measured the cost of downtime to your website? The business impact of a DDoS attack can range from \$5,000 - \$40,000 per hour. Cloudflare's predictable pricing means that you are never hit with overages, regardless of unplanned traffic events.

I already have an existing DDoS protection or CDN provider.

Consider consolidating DDoS and CDN vendors to save money and have a unified point of contact. Customers can also keep their existing CDN vendor and use Cloudflare for security. I'm concerned about latency sending my traffic through a reverse proxy Cloudflare reduces hops and lowers web page latency. It takes less than 1ms to run through all web application firewall (WAF) rules, and our global content delivery network (CDN) will load your website or application 60% faster, on average.

This solution seems too complicated for my business.

Cloudflare offers a named solutions engineer who will assist with integration and optimization; they initiate a trial and assist with optimizations, so you are able to test the efficacy of the solution. You also have access to 24/7/365 phone and email support for assistance.