CLOUDFLARE

PRODUCT BRIEF

Cloudflare Zero Trust

The fastest Zero Trust browsing and
application access platform

Risks beyond the perimeter

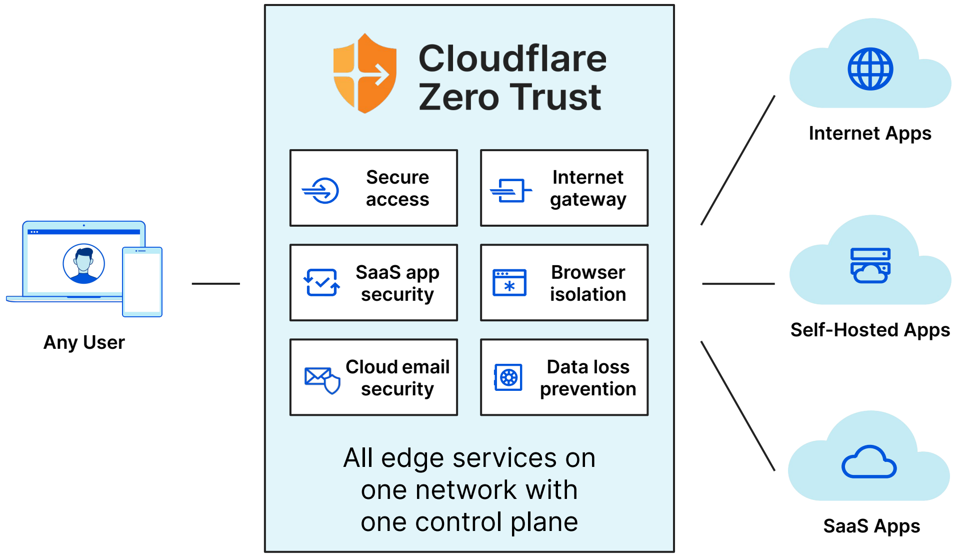
When applications and users left the walls of the corporate perimeter, security teams had to compromise on how to keep data safe. Location-centric methods of securing traffic (like VPNs, firewalls, and web proxies) have broken down under pressure, leaving organizations with limited visibility, conflicting configurations, and excessive risk.

With risks now persisting everywhere, organizations are turning towards Zero Trust delivered in the cloud to adapt.

Adopt Internet-native Zero Trust

Cloudflare Zero Trust is a security platform that increases visibility, eliminates complexity, and reduces risks as remote and office users connect to applications and the Internet. In a single-pass architecture, traffic is verified, filtered, inspected, and isolated from threats.

It runs on one of the world's fastest Anycast networks across 275+ cities in 100+ countries to deploy faster and perform better than other providers.



VPN replacement
simplify and secure connecting any user to any resource

Internet protection
keep your data safe from threats over any port and protocol

SaaS security
visibility and control of applications including email

Security modernization
improved productivity, simpler operations, reduced attack surface

Business benefits

Reduce excessive trust

Protect apps with identity and context-based Zero Trust rules. Block ransomware, phishing and other online threats. Isolate endpoints from risks by executing untrusted web code far away from devices.

Eliminate complexity

Reduce reliance on legacy point products and apply standard security controls to all traffic — regardless of how that connection starts or where in the network stack it lives.

Restore visibility

Comprehensive logs for DNS, HTTP, SSH, network, and Shadow IT activity. Monitor user activity across all apps. Send logs to multiple of your preferred cloud storage and analytics tools.

VPN replacement and augmentation (ZTNA)

A faster, easier, and safer way to connect remote users to apps

Challenge: Slow, complex, and risky VPNs

Traditional VPNs are increasingly a liability. Sluggish performance hurts end user productivity. Administrators struggle with unwieldy configuration. Plus, VPNs make it easy for malware to spread laterally across a network.

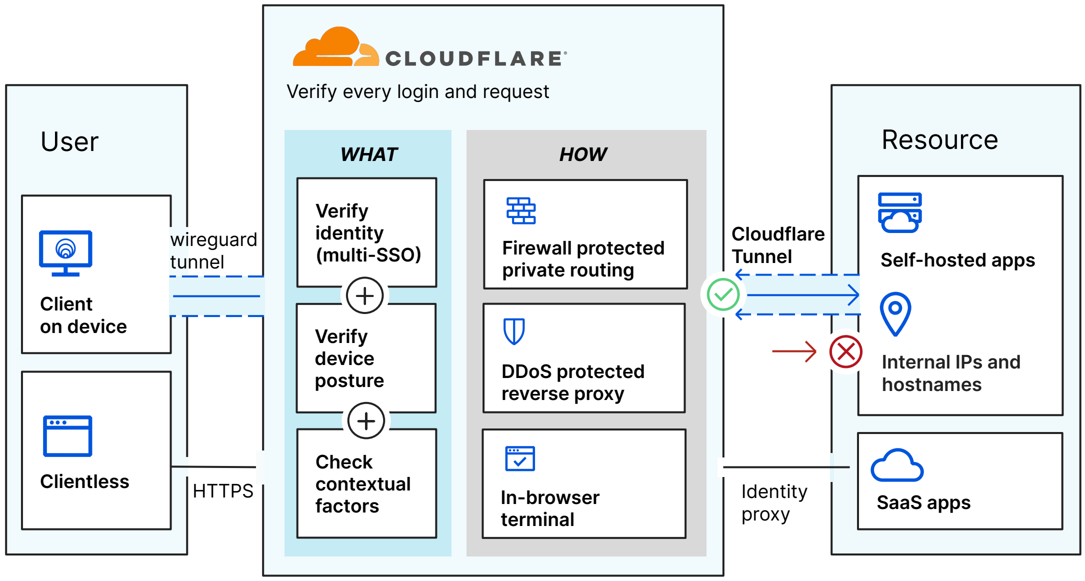
Accelerated cloud adoption and hybrid work have further exposed these flaws and made VPNs more vulnerable.

Zero Trust Network Access (ZTNA)

Cloudflare Access, our ZTNA service, augments or replaces VPN clients by protecting any application, in any on-premise network, public cloud, or SaaS environment.

Access works with your identity providers and endpoint protection platforms to enforce default-deny, Zero Trust rules limiting access to corporate applications, private IP spaces, and hostnames.

How it works



Clientless deployment for web-, SSH- or VNC-based self-hosted apps accessible via a browser.

Deploy with Cloudflare's device client to connect to internal IPs, hostnames and non-web apps.

Key use cases

Support remote work and BYOD initiatives

Verify access for all users, wherever they are, based on identity, device posture, authentication method, and other contextual factors.

Enforce these Zero Trust policies for your hybrid workforce. Support bring-your-own-device (BYOD) initiatives by securing both managed or unmanaged devices.

Streamline third party access with flexibility

Speed up access setup for contractors, suppliers, agencies, collaborators, etc.

Onboard multiple identity providers (IDPs) at once. Set least privilege rules based on the IDPs they already use.

Avoid provisioning SSO licenses, deploying VPNs, or creating one-off permissions.

Simplify administrative config and support

Add new users, identity providers, or Zero Trust rules in minutes.

Unlock new productivity by reducing employee onboarding time (eTeacher Group) and moving away from IP-based access configuration (BlockFi). No need to hire dedicated staff to manage VPNs (ezCater).

Internet threat and data protection (SWG & RBI)

Filter, inspect, and isolate Internet-bound traffic

Challenge: Evolving threat landscape

Leveling up security while keeping users productive has never been trickier. Remote work means more unmanaged devices storing more sensitive data locally. Meanwhile, ransomware, phishing, shadow IT, and other Internet-based threats have been exploding in volume and sophistication.

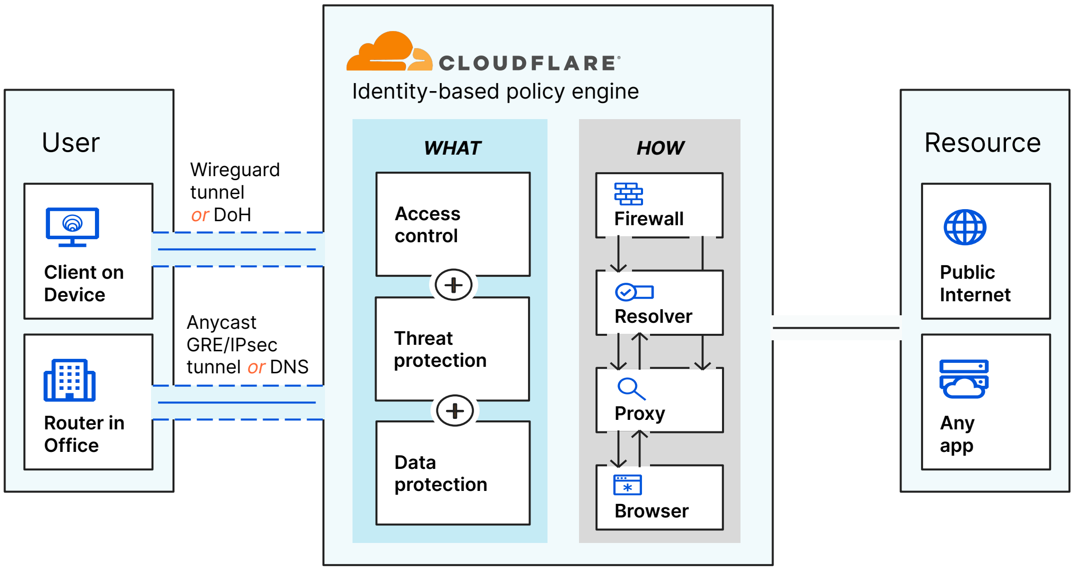
Relying on legacy point solutions and data backups is a risky strategy to guard against the next ransomware threat.

SWG with Zero Trust Browsing

Cloudflare Gateway, our Secure Web Gateway (SWG), protects users with identity-based web filtering, plus natively-integrated remote browser isolation (RBI).

Start with DNS filtering to achieve quick time-to-value for remote or office users. Next, apply more comprehensive HTTPS inspection, and finally, extend RBI controls to embrace Zero Trust for all Internet activity.

How it works



No more backhauling. Send L4-7 traffic through Cloudflare instead of legacy appliances.

Filters, inspection, and isolation can be applied to both Internet-bound and internal resource traffic.

Key use cases

Stop ransomware

Block ransomware sites and domains based on our global network intelligence. Isolate browsing on risky sites to bolster protection.

Combine SWG filtering and RBI with default-deny, ZTNA to mitigate the risk of ransomware infection spreading laterally and escalating privileges across your network.

Block phishing

Filter known and ‘new’ / ‘newly seen’ phishing domains. Isolate browsing to stop harmful payloads from executing locally. Stop submission of sensitive information on suspicious phishing sites via RBI’s keyboard input controls.

Plus, coming soon, admins will be able to activate email filtering with a single click – powered by Area 1.

Prevent data leakage

Implement data loss prevention (DLP) with file type controls that can stop users from uploading files to sites.

Deploy Zero Trust browsing to control and protect the data that lives within web-based apps. Control user actions within the browser – like download, upload, copy-paste, keyboard input, and printing functionalities.

SaaS security (CASB)

Streamline SaaS security for more visibility and control, with less overhead

Challenge: SaaS app proliferation

Modern workforces rely on SaaS applications now more than ever. But SaaS apps are each configured differently, require different security considerations, and operate outside the safeguards of the traditional perimeter.

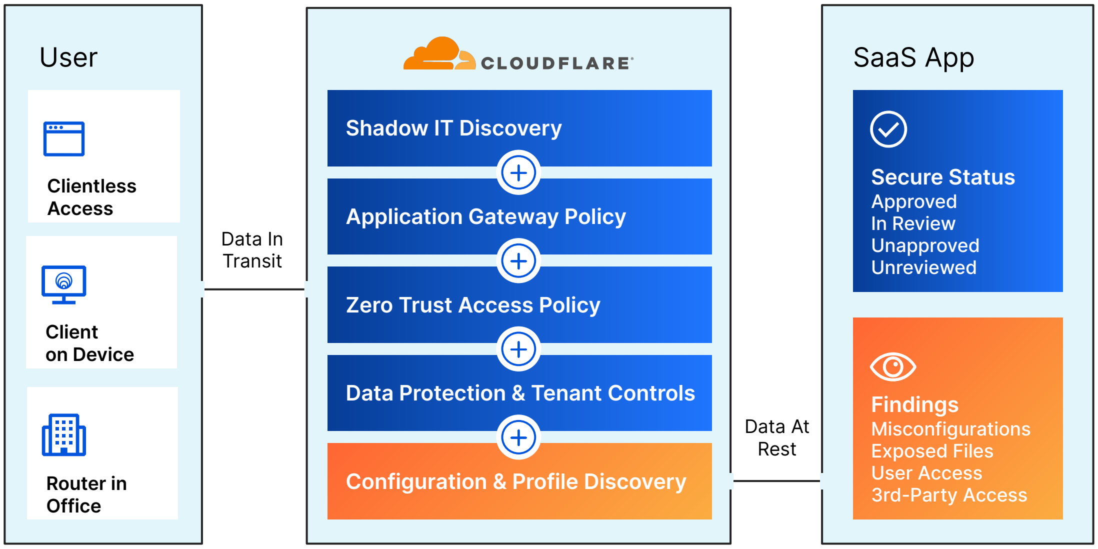
As organizations adopt dozens and even hundreds of SaaS apps, it comes increasingly challenging to maintain consistent security, visibility, and performance.

Cloud Access Security Broker (CASB)

Cloudflare's CASB service gives comprehensive visibility and control over SaaS apps, so you can easily prevent data leaks and compliance violations.

Block insider threats, risky data sharing, and bad actors. Log every HTTP request to reveal unsanctioned SaaS applications. Scan SaaS apps to detect misconfigurations and suspicious activity.

How it works



🟦 via proxy 🟧 via API

As an inline CASB place ZTNA, SWG, and RBI controls in front of your SaaS apps at no additional cost.

With API integration, scan SaaS apps for vulnerabilities to protect data at rest.

Key use cases

Apply tenant and data protection controls

Apply tenant control through HTTP gateway policies to prevent users from accessing and storing data in the wrong versions of popular SaaS apps, either inadvertently or maliciously.

Control user actions (e.g. copy/paste, downloads, printing, etc.) within web-based SaaS applications to minimize the risk of data loss.

Mitigate and control Shadow IT

Minimize the risks introduced by unapproved SaaS applications.

Cloudflare aggregates and automatically categorizes all HTTP requests in our activity log by application type. Administrators can then set the status and track the usage of both approved and unapproved apps across your organization.

Identify new threats and misconfigurations

Connect to popular SaaS apps (Google Workspace, Microsoft 365, etc.) via API and scan for risks.

Empower your IT and security teams with visibility into permissions, misconfigurations, improper access, and control issues that could leave their data and employees at risk.

Stop phishing attacks (CES)

Extending Zero Trust to Email

CLOUDFLARE®
AREA 1 SECURITY

On April 1 2022, Cloudflare completed the acquisition of Area 1 Security, a leading cloud-native email security company that protects users from phishing attacks in email, web, and network environments. Read the announcement and request a free phishing risk assessment.

Challenge: Email is the #1 threat vector

Email is the #1 way teams communicate, but also the #1 way attackers get through. In fact, a recent study found that 91% of all cyber attacks begin with a phishing email.

Email makes everyone an insider, even people outside your organization like your vendors, partners, and customers.

Bottom line: There is too much implicit trust in email, and attackers exploit this by spoofing common business workflows (e.g. password reset, file-sharing notifications) or trusted entities (e.g. CEO, a vendor / partner sending invoices).

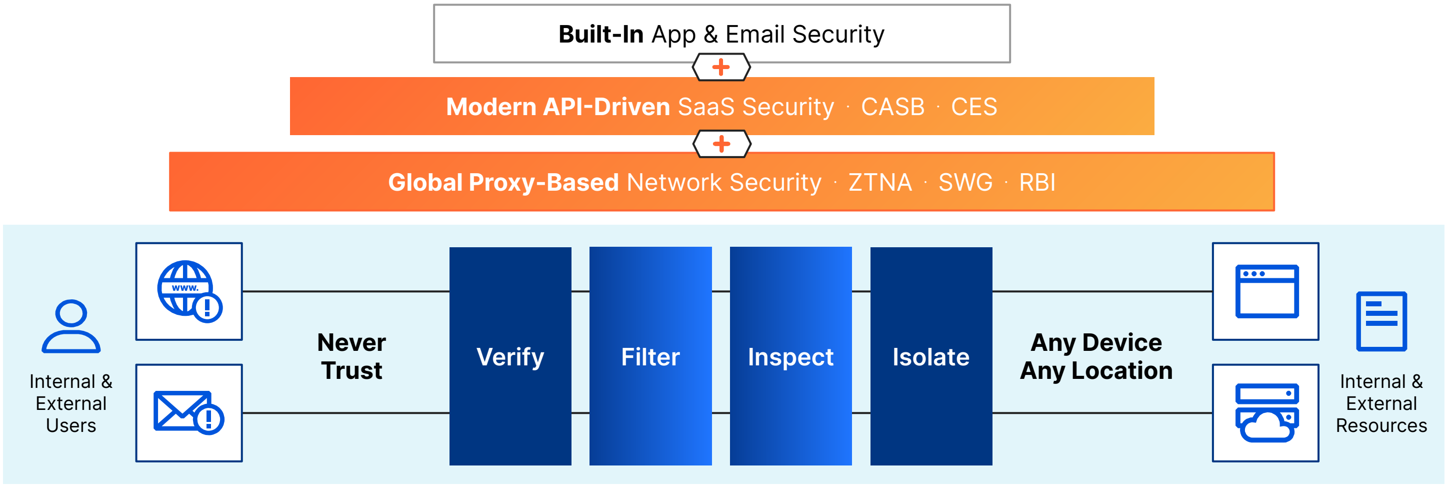
Integrating cloud-native email security

Adding Area 1 email security to Cloudflare Zero Trust removes implicit trust from email to preemptively stop phishing and business email compromise (BEC) attacks. Plus, save time on creating and tuning email threat policies.

Through never trusting a sender, all user traffic including email is verified, filtered, inspected, and isolated from Internet threats. Area 1 helps customers to stop advanced threats, adopt a proactive security posture, and reduce phishing incident response times by 90%.

Email security will be integrated across our Zero Trust services, in powerful combination with RBI, CASB, and more. For example, are you skeptical about a link in an email, but don't want to block it outright? Render it in an isolated browser and block text input just in case.

How it works: Zero Trust for all internal & external network, web & email traffic



Built-In App & Email Security
+
Modern API-Driven SaaS Security · CASB · CES
+
Global Proxy-Based Network Security · ZTNA · SWG · RBI
www.
Internal & External Users
Never Trust
Verify
Filter
Inspect
Isolate
Any Device Any Location
Internal & External Resources

Security modernization: The Cloudflare difference

Strong foundation for security modernization

Deployment simplicity

Cloudflare delivers a uniform and composable platform for easy setup and operations. With software-only connectors and one-time integrations, our Cloudflare on-ramps and edge services all work together.

This leads to a better experience for your IT practitioners and end users.

Network resiliency

Our end-to-end traffic automation ensures reliable and scalable network connectivity with consistent protection from any location.

With Cloudflare, every edge service is built to run in every network location, available to every customer – unlike with other security providers.

Innovation velocity

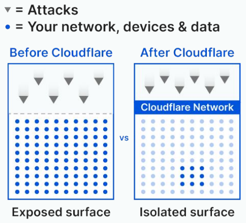
Our future-proof architecture helps us build and ship new security and networking capabilities very quickly.

Whether it's our rapid adoption of new Internet and security standards or building out customer-led use cases, our history of technical prowess speaks for itself, and our foundation provides extreme optionality.

5 ways Zero Trust saves your business time and money

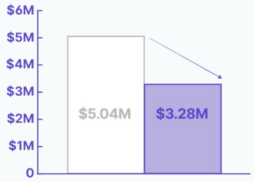
Reduce attack surface

91% ↓



Reduce breach costs

35% ↓

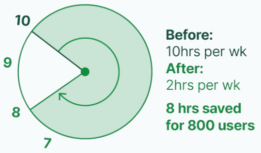


Accelerate employee onboarding

60% ↑

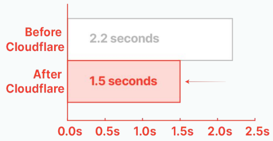
Reduce IT ticket burden

80% ↓



Reduce user latency

39% ↓



Optimized for usability

One management interface

Simplify configuration with a natively built dashboard for both application and Internet access policies.

Use one dashboard to integrate with identity providers, endpoint protections, and network onramps.

One consolidated platform

Replace a patchwork of VPN clients, on-premise firewalls, and other point security solutions with one platform and one control plane.

Drive down costs and complexity as you move security to the edge.

Unrivaled user experience

Cloudflare sits closer to your users and services and routes requests faster utilizing optimized, intelligence-driven routing across our vast Anycast network, with 275+ locations in more than 100 countries around the world.

Accelerate your Zero Trust journey

Try it now

Contact us

REV:PMM-SEP2022