# Cloudflare Technology Partner Program

Content

About Cloudflare

Cloudflare, Inc. is on a mission to help build a better Internet. Cloudflare's platform protects and accelerates any Internet application online without adding hardware, installing software, or changing a line of code. Internet properties powered by Cloudflare have all web traffic routed through its intelligent global network, which gets smarter with every request. As a result, your end customers see significant improvement in performance and a decrease in spam and other attacks. By partnering with Cloudflare, together we help your customers consume your IP solution simply and cost efficiently, all while being protected and optimized by Cloudflare.

Benefits:

- Reduce customer's IT complexity: streamline and secure delivery of application, network, zero trust, and developer services
- Win more customers
- Increase customer adoption of your IP

Create value for mutual customer through partner integrations with Cloudflare
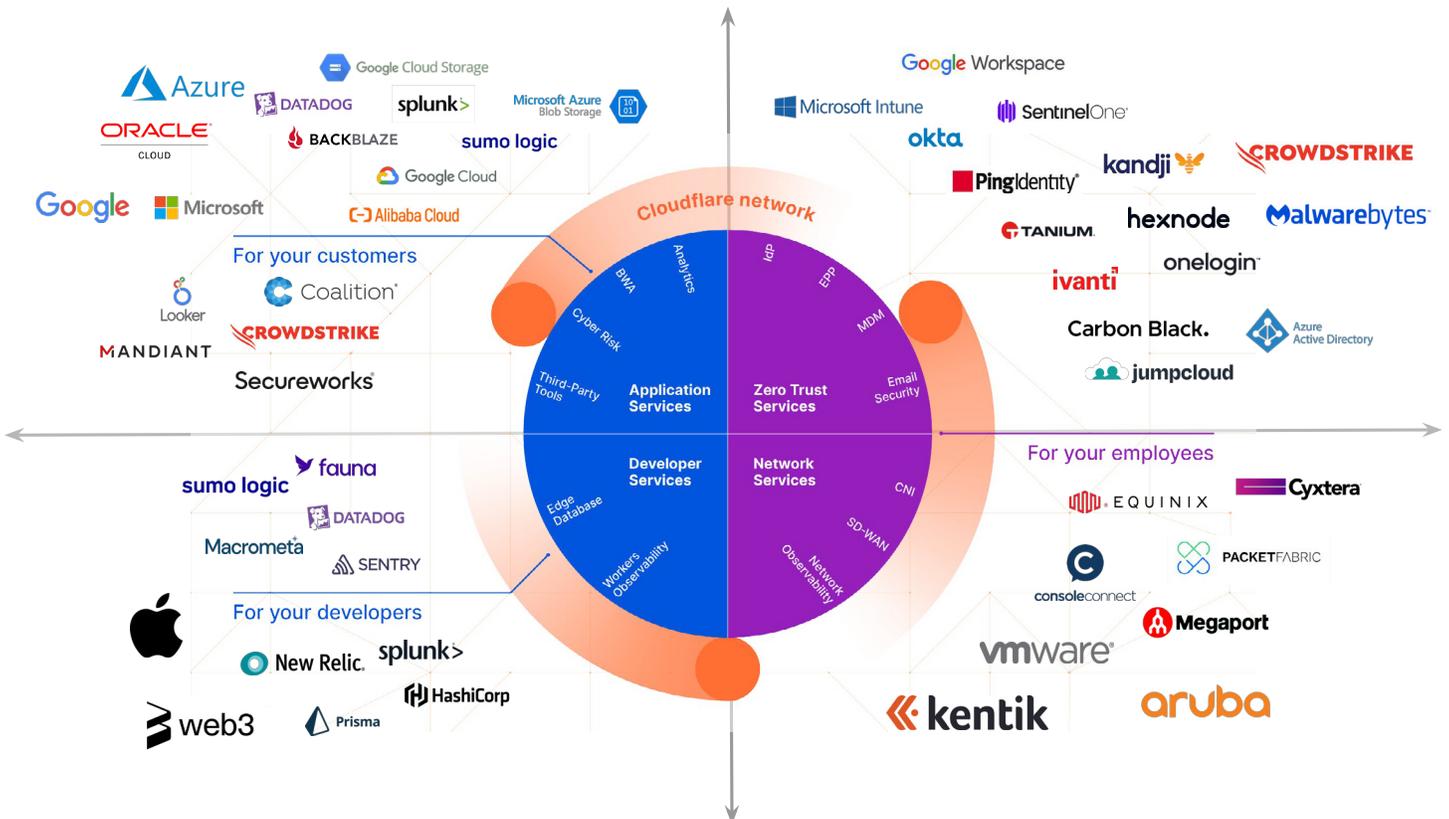
Background

The Internet is built on a series of shared protocols, all working in harmony to deliver the collective experience that has changed the way we live and work. These open standards have created a platform such that a myriad of companies can build unique services and products that work together seamlessly. In reality, cloud customers face various challenges in managing their tech stack today, including IT governance, cost management, infrastructure flexibility, and vendor lock-in. Companies' IT stacks are still a complex collection of tools each serving a specific purpose. For instance, security purposes tools can range from endpoint to network, application to data security. Nearly 30% of organizations used more than 50 separate security solutions. Therefore, CISOs & IT teams face an overwhelming complexity in making them all work together.

As a steward and supporter of an open Internet, Cloudflare aspires to provide customers an interoperable platform that works with all complementary technologies and across their technology stack in order to address the complexity with single-pane-of-glass management. This has been the guiding principle for multiple partnerships we have launched over the last few years. Yet, customers have different requirements and want a choice of both platforms. To solve customer needs and make a more seamless user experience, we launched Cloudflare's Technology Partner Program in 2021.

1. IBM Cyber Resilient Organization Report 2021
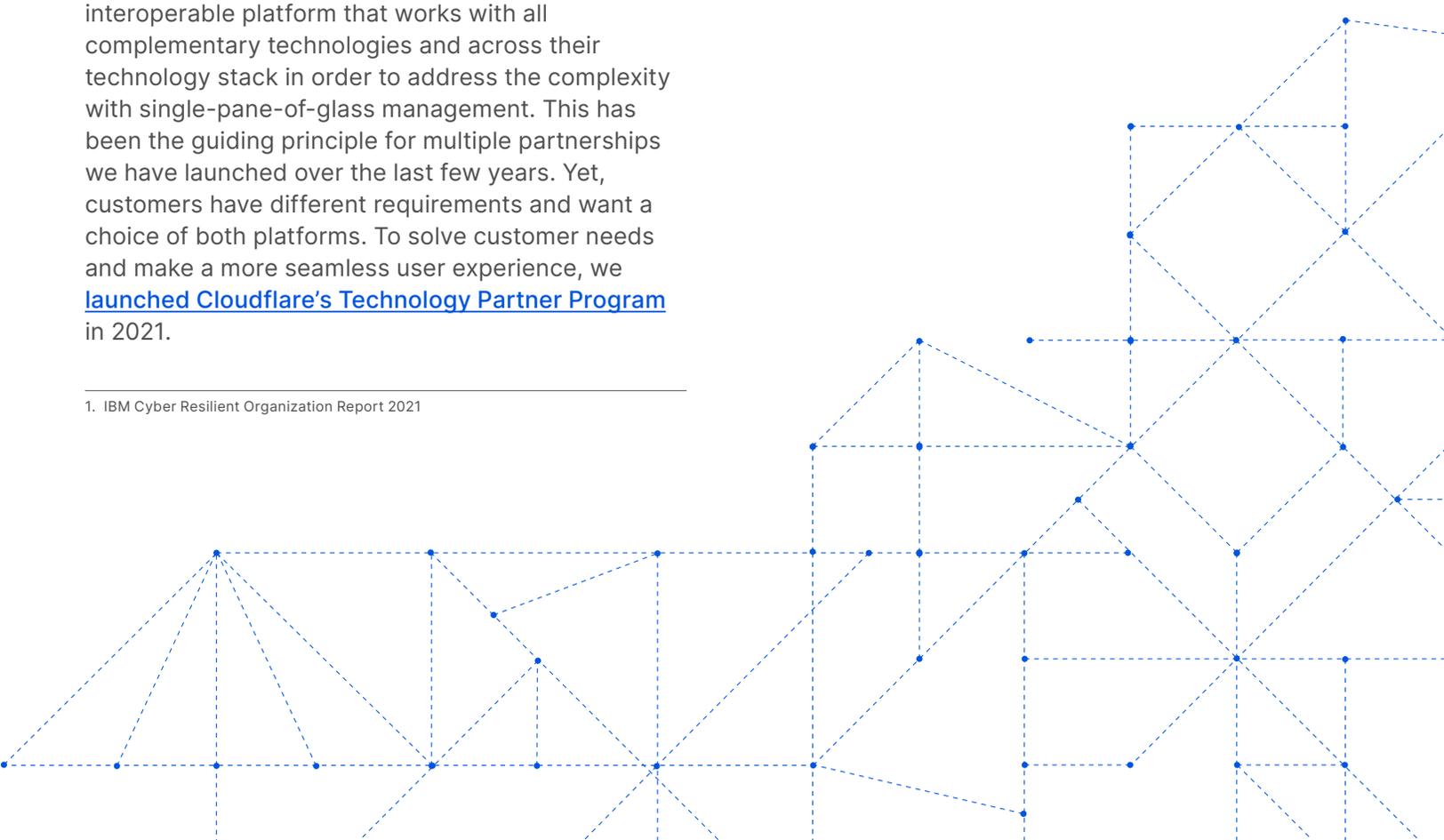
Mission

Cloudflare's Strategic Partnerships aims to help build a better Internet by giving customers choice in their IT stack with the simplicity of adopting Cloudflare products and services that integrate easily with other solutions.

We invite technology companies to partner with Cloudflare to drive innovation and thought leadership. This program facilitates and drives innovative integrations that create value for our mutual customers, our technology partners, and Cloudflare. Technology partners not only benefit from technical integrations with us, but also have the opportunity to drive sales and marketing efforts targeted towards mutual customers and prospects.

Our Technology Partner ecosystem applies to the entire Cloudflare's suite of products and its purpose is to accentuate our value proposition and improve the adoption of our core products. Cloudflare unlocks new capabilities and creates more technological value while building integrations with technology partners. It is a great chance to deliver more valuable product experience to our mutual customers by solving customers' use cases, and in turn, improving our product adoption and customer loyalty.
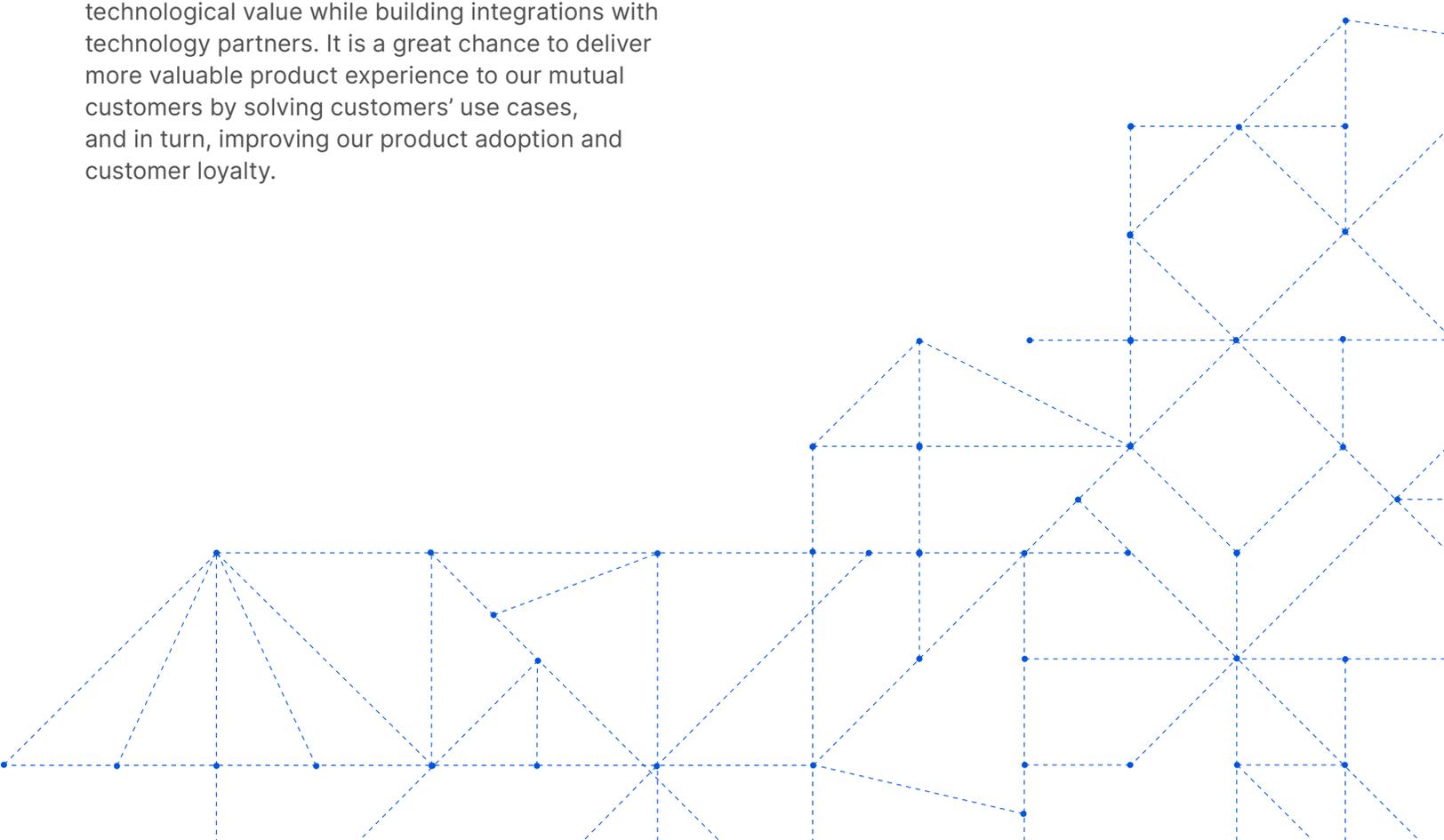
Vision

We classify partners into two tiers based on their fit with Cloudflare's product suite, maturity of their integration, target market (customer/prospect) overlap, and partner effort.

Partnership Tiers	
Strategic partners Strategic partners have a mature integration(s) across Cloudflare product suite. These are leaders in their industries and have a significant overlap with our customer base. These partners are strategically aligned with our sales and marketing efforts, and collaborate with our product teams to bring innovative solutions to market.	**Integration partners** Integration partners are early participants in Cloudflare's partnership ecosystem. They already have or are on a path to build validated, functional integration with Cloudflare. These partners have programmatic access to resources that will help them experiment with and build tighter integrations with Cloudflare.
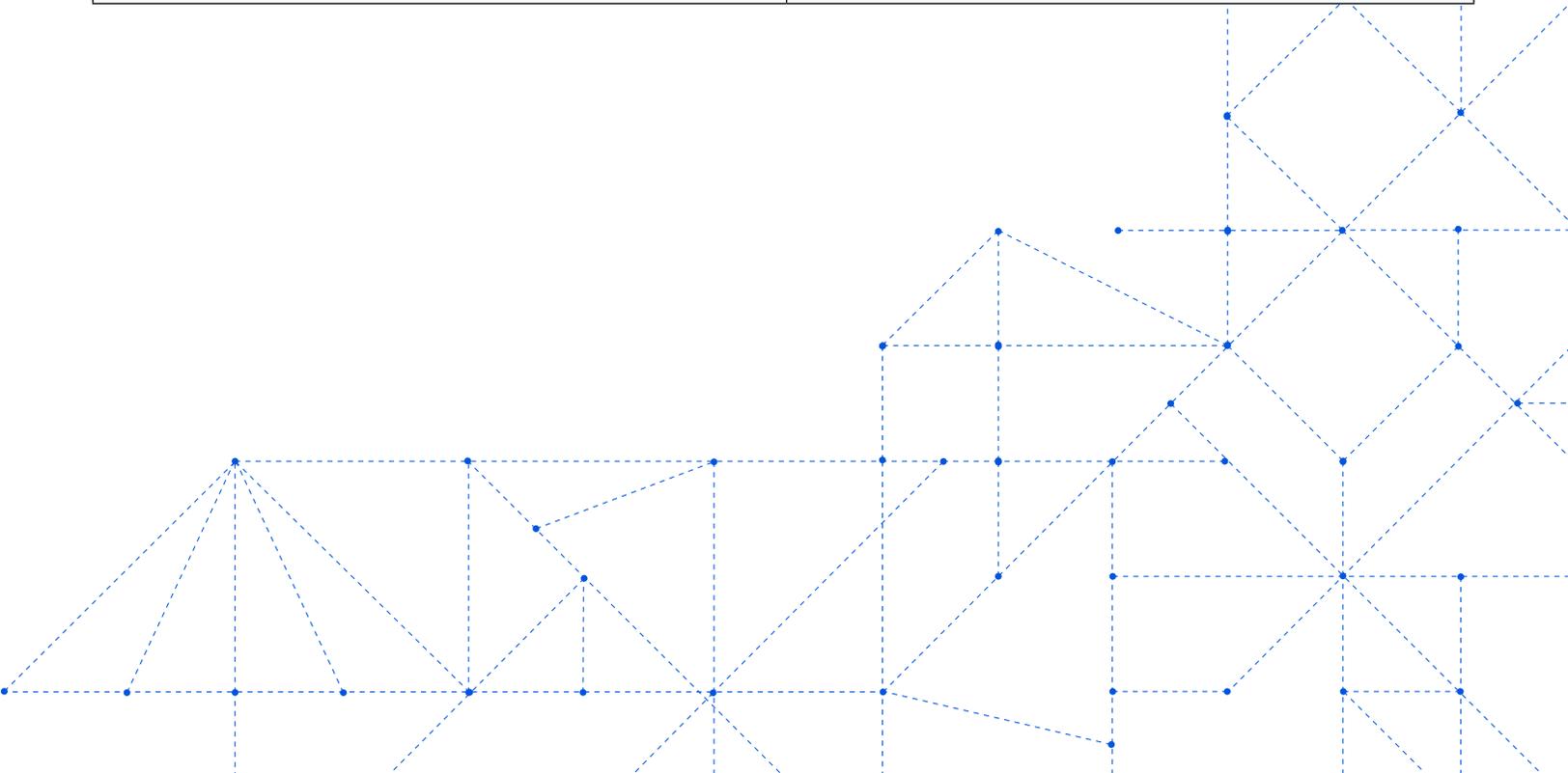
Partner Benefits

This program offers a guiding structure so that
our partners can benefit across three key areas:

Build with Cloudflare: Sandbox access to Cloudflare
enterprise features and APIs to build and test integrations.
Opportunity to collaborate with Cloudflare's product teams
to build innovative solutions.

Market with Cloudflare: Develop joint solution briefs and host
joint events to drive awareness and adoption of integrations.
Leverage a range of our partners tools and resources
to bring our joint solutions to market.

Sell with Cloudflare: Align with our sales teams to jointly target
relevant customer segments across geographies.
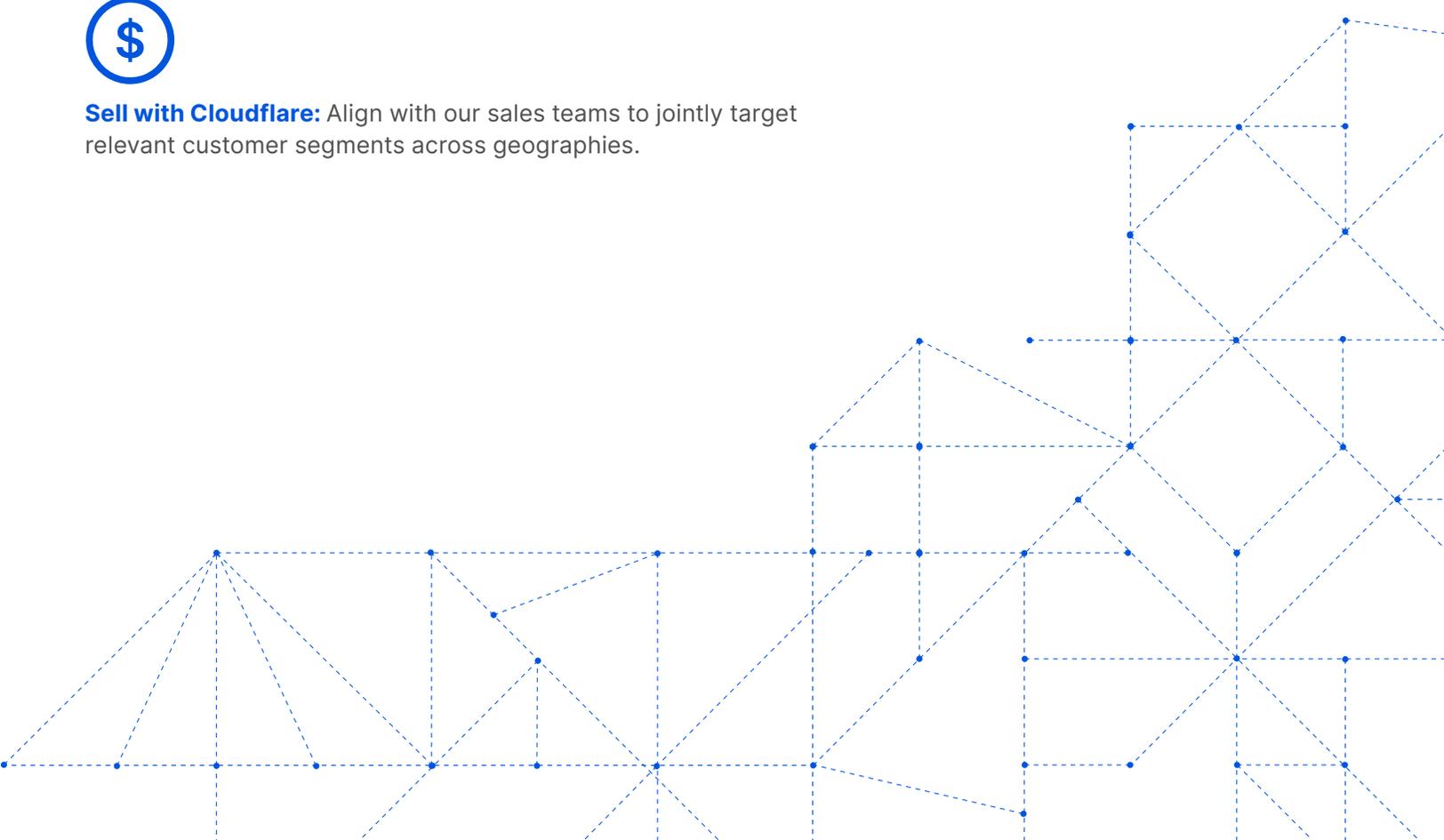
How Technology Partners help

Work with everyone: We understand that vendors have to fit into the way customers live, not the other way around. Our central mantra in developing technology is that we work with everyone. We build out standardized integrations that customers can deploy to ensure our products work with almost all vendors, not limited to any API, SaaS provider, carrier, Internet exchanges, or other tools. This also includes the existing SecOps tools, NetOps tools, IT ops tools, identity management tools, and endpoint management tools - it's all API-based.

We are the best example of software-defined networking that works well programmatically with the rest of the infrastructure. Nonetheless, we comply with local privacy and security requirements. If there are local rules about where logs can be kept, what can be encrypted, where it should be encrypted - Cloudflare can make all of that work for what you need.

Focus on maximizing interoperability: Our partnerships and integrations drive simplicity of use and cost savings for our customers. The key to this is interoperability. Cloudflare helps customers to ease the burden of operating a multi-vendor IT environment through standardized and focused integration solutions. Our partner integrations interoperate with web elements, VPN clients (Kandji or Intune for mobile device management), and third-party services (Zaraz partner integrations).

Cloudflare is a key networking component of customers' stack. We developed our services in-house and will continuously add more products to help customers address this complexity via a single control plane. One place for logs, one place for access control, one place for policy, one place for rules. Cloudflare helps customers escape swivel-chairing. Every one of these services runs in every data center, and our partner integrations only serve to bolster this capacity.

Better together 1 + 1 = 3: Beyond simplicity, compliance, and tech stack management, we aim for better products, pure and simple. Cloudflare helps customers to ease the burden of operating a multi-vendor IT environment through standardized and focused integration solutions. Combining the broad capabilities of Cloudflare's network with those of our partners enables us to reach an even wider audience and offer them a significantly improved experience.
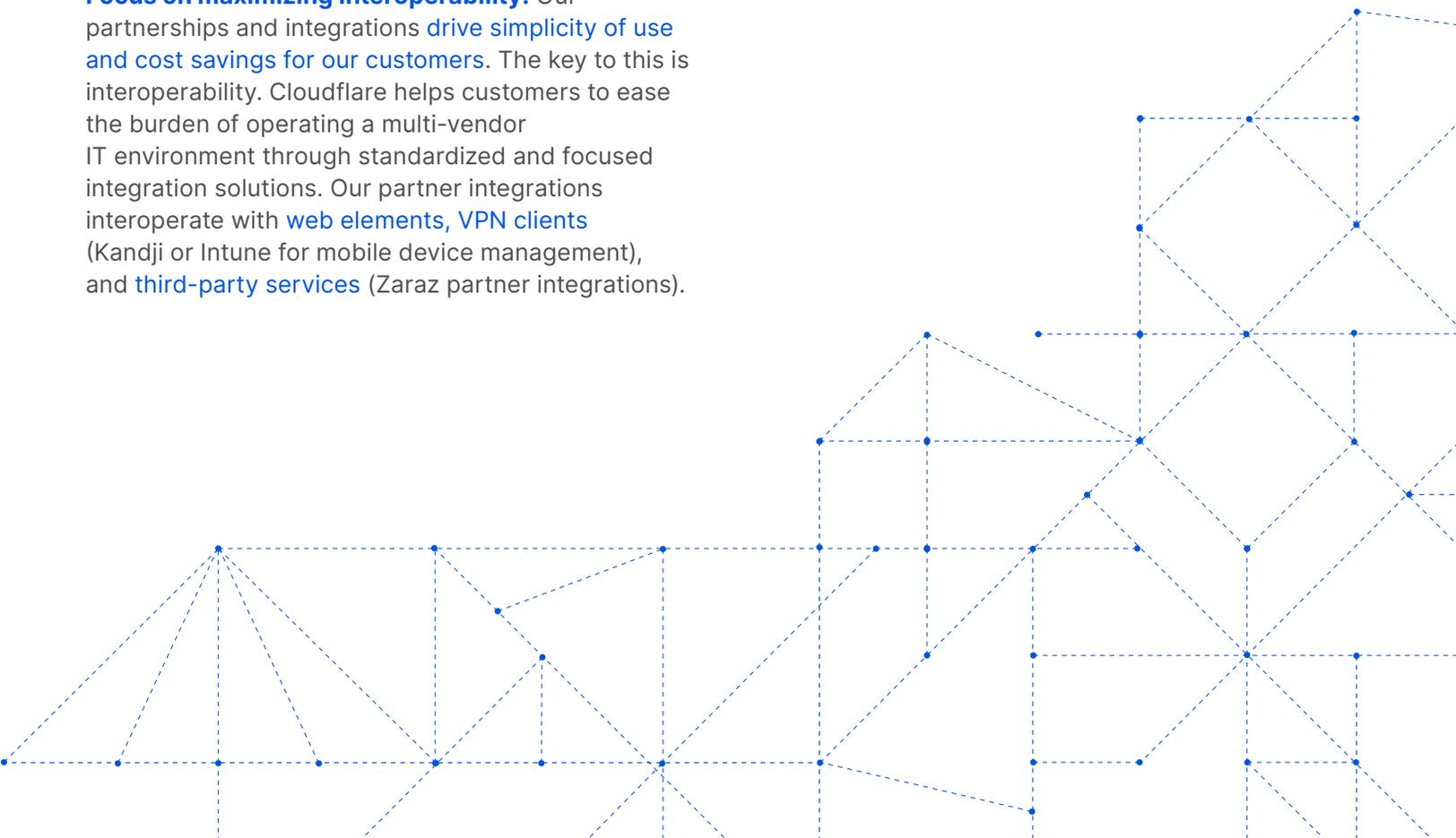
Solution

Our partnership categories align with Cloudflare's broad solution areas.
At present, we invite partners to apply for the following partnership categories:

Application Security and Performance

The **Bandwidth Alliance** is a partnership of cloud and storage providers who have come together to reduce egress (data transfer) fees.

Analytics partners enable analyzing Cloudflare logs and metrics and getting insights using your preferred analytics provider.

Cyber Risk partners are cyber insurers or incident response providers that improve security posture to qualify for better coverage and premiums, and enable accelerated response to under attack scenarios.

Cloudflare One: Zero Trust Security

Identity Providers (IdPs) are seamlessly integrated with Cloudflare's ZTNA solution to onboard all corporate identities at once, federated identities across multiple providers, and avoid vendor lock-in by building on existing identity and cloud providers. Social IdPs enable faster and secure authentication for third-parties.

Endpoint Protection partners allow organizations to configure rules to restrict access to sensitive resources based on device posture signals from our partners' endpoint security platforms.

Mobile Device Management (MDM) partners deploy Cloudflare's Zero Trust solutions with preferred MDM vendors, providing flexibility across any device.

Email Security partners adopt Cloudflare Area 1, a cloud-native email security platform, enhancing built-in security and stopping phishing attacks preemptively.

Cloudflare One: Network security and performance

Network Interconnection partners keep most sensitive data protected at the network edge with private, secure and high-performance physical or virtual interconnections.

Network On-Ramp partners are leading WAN or SD-WAN providers, making it easier for organizations to leverage existing existing WAN or SD-WAN infrastructure.

Network Observability partners allow customers to use Magic Transit with network observability, enhancing DDoS protection with Magic Transit in on-demand mode.

Serverless: Developer Services

Edge Database partners are leading distributed and API-driven database providers who build more full-stack and stateful use cases at the Edge with Cloudflare.

Workers Observability partners bring in observability to the Edge to investigate, diagnose, fix and monitor issues while using our effortless infinitely scalable compute platform, Cloudflare Workers.

Work with Us

If you are interested in working with our Technology Partnerships team to develop and bring to market a joint solution, we'd love to hear from you! Partners can complete the application on our Technology Partner Program website and we will reach out quickly to discuss how we can help build solutions for our customers together.
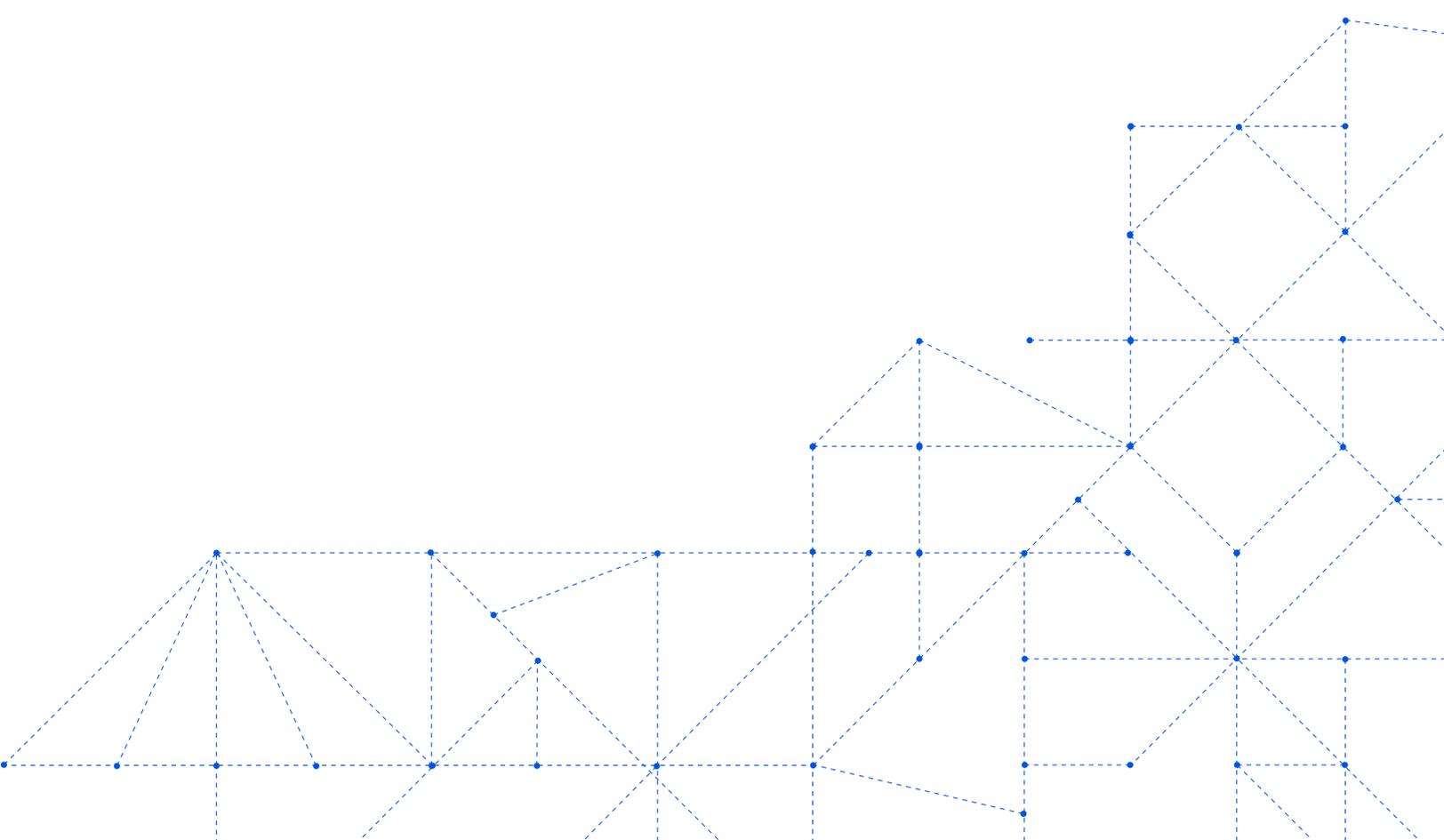
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