

Cloudflare

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CLOUDFLARE

Cloudflare

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Orario	Sessione	Speakers
17:30 - 18:00	Registrazione e drink di benvenuto	
18:00 - 18:05	Sicurezza e Affidabilità: come Cloudflare sta potenziando l'infrastruttura digitale Italiana	Cristina Lasagni , Direttrice Commerciale - Regione Sud Europa
18:05 - 18:30	Connectivity Cloud and the future role of IT	Maha Pula VP , Pre-Vendite
18:30 - 19:00	CxO Insights - Trasformare Reti e Cloud per il successo aziendale	Lorenzo Girardi Responsabile Ingegneria Ex - Lastminute Francesco Zen Responsabile Nuove Soluzioni IT, Leithà Unipol Group Gianluca Romito Head of IT Security, Air Dolomiti
19:00 - 19:10	Riflessioni finali	Tony Van den Berge , VP dei Mercati in Crescita Europei
19:10 - 22:00	Esperienza di degustazione di vini accompagnata da selezionati finger food & networking	

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Sicurezza e Affidabilità: Come Cloudflare sta Potenziando l'Infrastruttura Digitale Italiana



Cristina Lasagni,
Direttrice vendite Sud
Europa

Le difficoltà del CxO moderno

Programma



Ridurre il rischio informatico



Proteggi la forza lavoro ibrida



Controlla i costi operativi



Migra e gestisci i cloud

Oltre la metà delle iniziative digitali sono in ritardo rispetto alle aspettative del CEO/della leadership

59%

richiedono troppo tempo per essere completate

52%

ci mettono troppo a realizzare valore

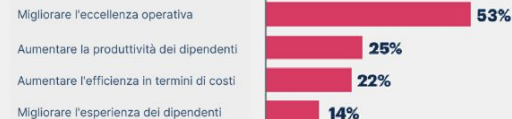
Obiettivi degli investimenti digitali negli ultimi due anni

Percentuale di intervistati

Impatto sui profitti



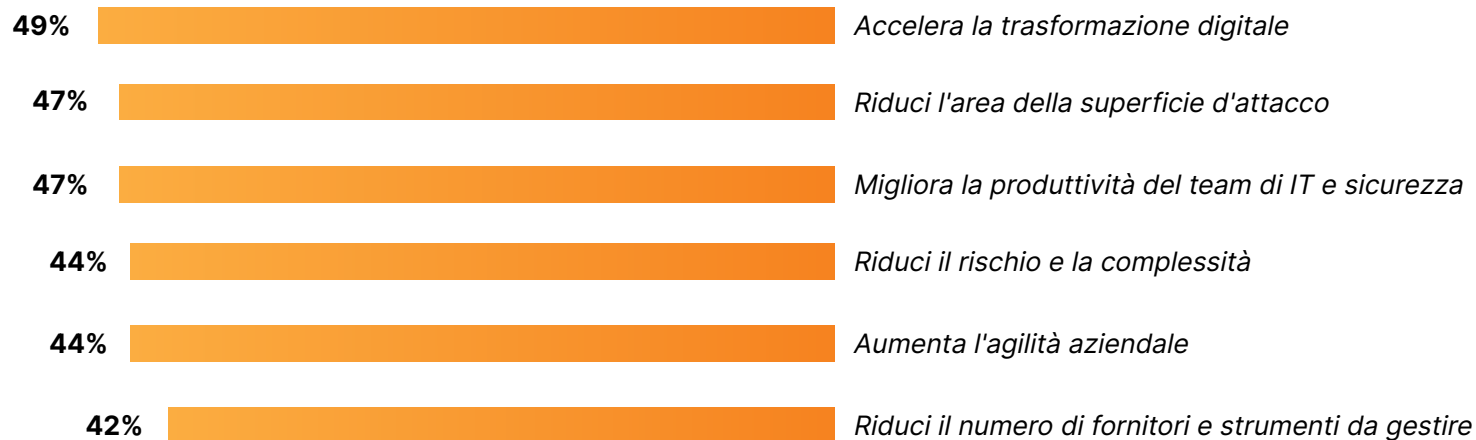
Impatto sui ricavi



n = 2.200 CIO e responsabili tecnologici intervistati, escludendo "non sono sicuro"
D. Come descriverebbe gli obiettivi primari degli investimenti nella tecnologia digitale della sua organizzazione (ad esempio, dell'azienda o del governo) negli ultimi due anni?
Fonte: 2023 Gartner CIO and Technology Executive Survey

Il 73% dei responsabili tecnologici ritiene che la connettività cloud sia la soluzione per la perdita di controllo

Principali casi d'uso previsti dai responsabili per la connettività cloud

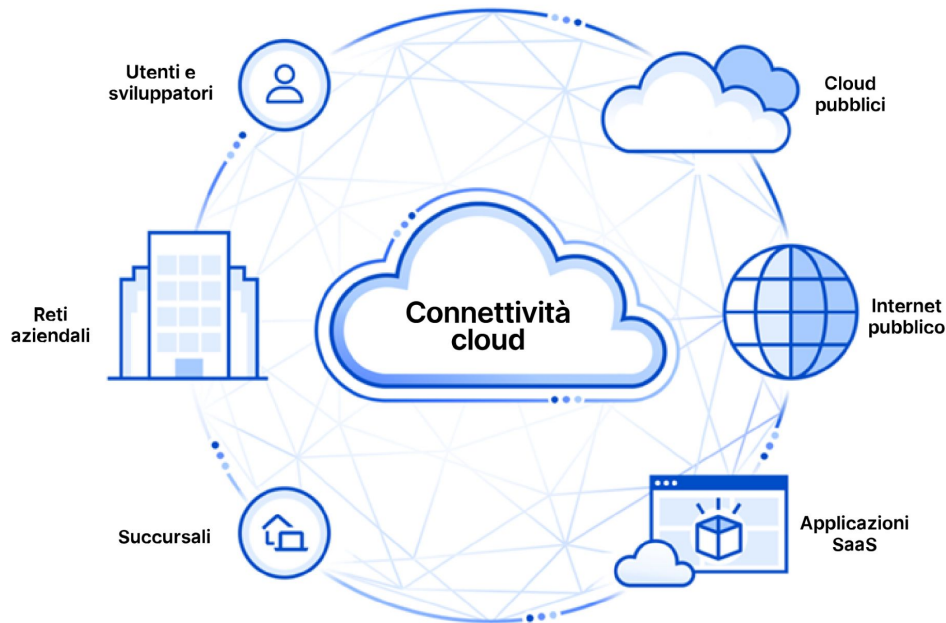


(Fonte: Forrester)

La connettività cloud aiuta le aziende ad essere in controllo

Connettività Cloud:

Una Piattaforma Unificata, nativa in cloud che fornisce sicurezza e connettività pervasiva per tutto l'ambiente IT.



Realizzare il ROI CxO tramite la piattaforma di connettività di Cloudflare



Chief People Officer

Individuare la forza lavoro in qualsiasi parte del mondo; offrire risorse di lavoro consistenti; integrare senza problemi i nuovi assunti.



Chief Financial Officer

Controlla i costi e riduci l'esposizione all'aumento delle spese operative.



CTO (Chief Technology Officer)

Gestisci i risultati di più risorse tecnologiche da un'unica e semplice interfaccia utente della piattaforma. Riduci la spesa per le infrastrutture.



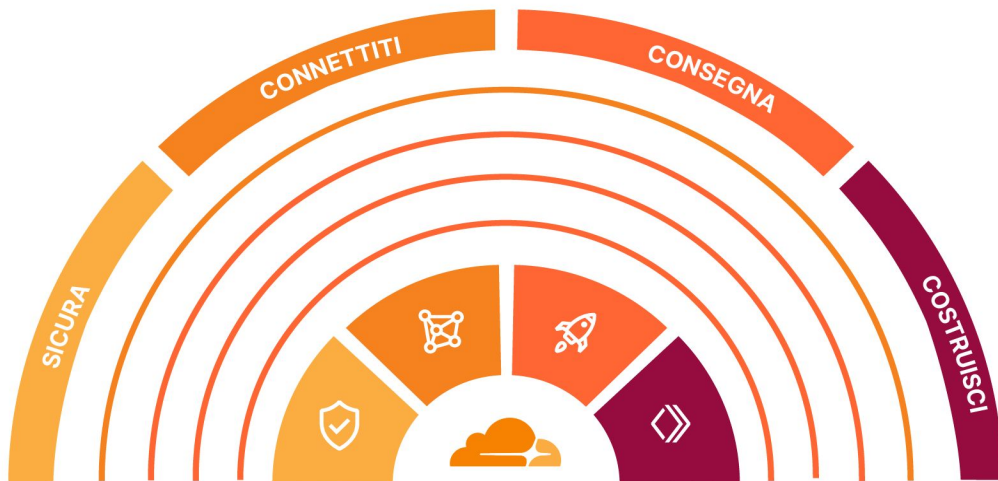
Chief Information Security Officer

Riduci i rischi per l'organizzazione, rispondi più rapidamente agli incidenti, riduci il gap di talenti.



Chief Marketing Officer

Crea e distribuisce senza timore app veloci e sicure, agili e reattive alle opportunità di crescita.



Forniamo risultati aziendali tangibili per i clienti

58% Esperienza
Web più veloce

Esperienza utente migliorata

39% Accelera la
trasformazione
aziendale

Connessione più rapida
a servizi e applicazioni



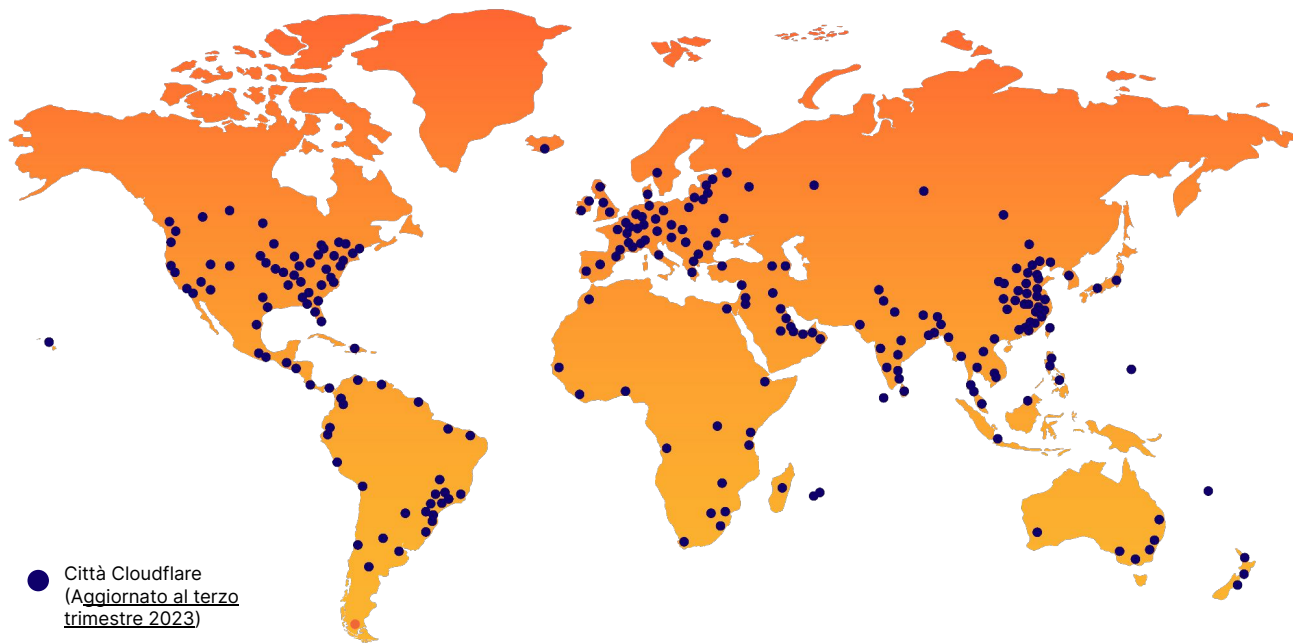
Il 95% Superficie di
attacco ridotta

Sicurezza migliorata,
rischio ridotto

\$ 0 Nessun costo per la
larghezza di banda
in uscita

Controlla i costi operativi

Cloudflare offre sicurezza e connettività su scala globale



310

città in oltre 120 paesi, inclusa la Cina continentale

13.000

reti che si connettono direttamente a Cloudflare, inclusi a tutti i principali ISP, provider cloud e aziende

228 Tbps

di capacità del perimetro di rete globale, costituita da connessioni di transito, peering e interconnessioni di reti private

~50 ms

dal 95% della popolazione mondiale connessa a Internet

CHI SONO I CLIENTI DI CLOUDFLARE IN ITALIA?

Alcune delle aziende che usano Cloudflare in Italia e nel Mondo



L'ORÉAL



Panasonic



Cloudflare

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Connectivity Cloud and the future role of IT



Maha Pula VP, Responsabile
Pre-Vendita

Your company is ready to expand. Your CEO wants to open up operations in a new region.

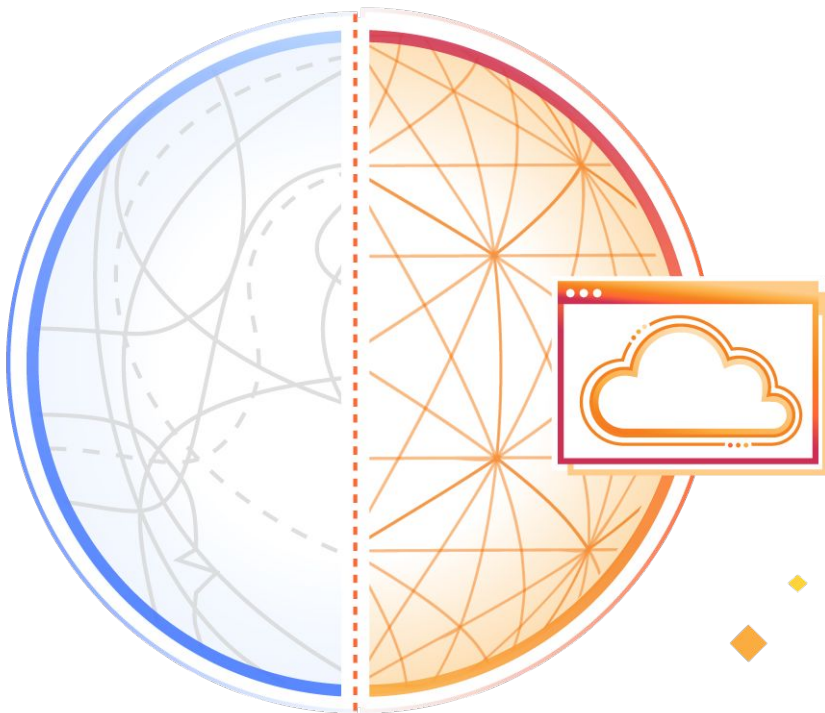


How long will it take to:

- Design and update the network architecture
- Order a new circuit in the local market
- Procure and ship racks of equipment

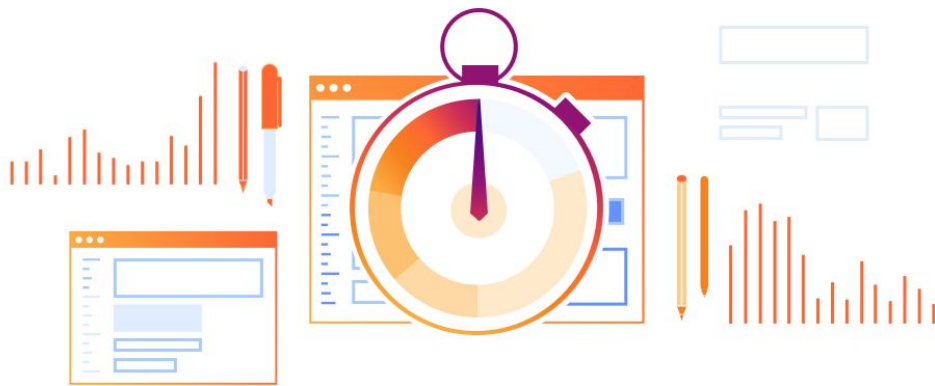
6-12 months?

Why is network modernization important?



Traditional enterprise networks have limited geographical coverage, are slow to change, and are not designed for the cloud

Agility drives competitive advantage



To capitalize on market opportunities

To pivot under external market conditions

To deliver new products and services to customers

47

286

57

47%

Of incidents recorded in Italy since 2019 **have happened in 2023**

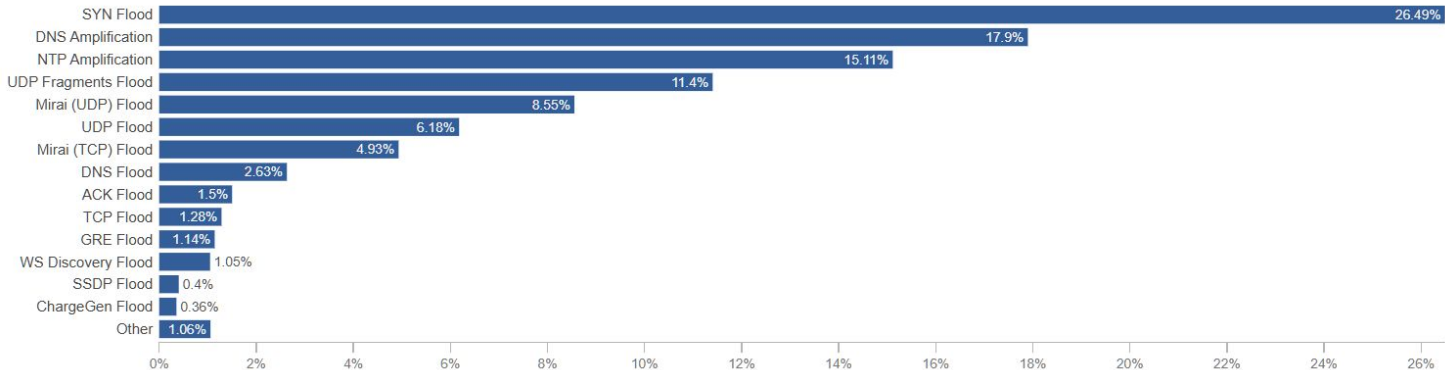
286%

Increase of **incidents targeting Financial/Insurance** (from 22)

57%

Of attacks to **Healthcare industry** are from **Malware**

Network Attacks by Vector



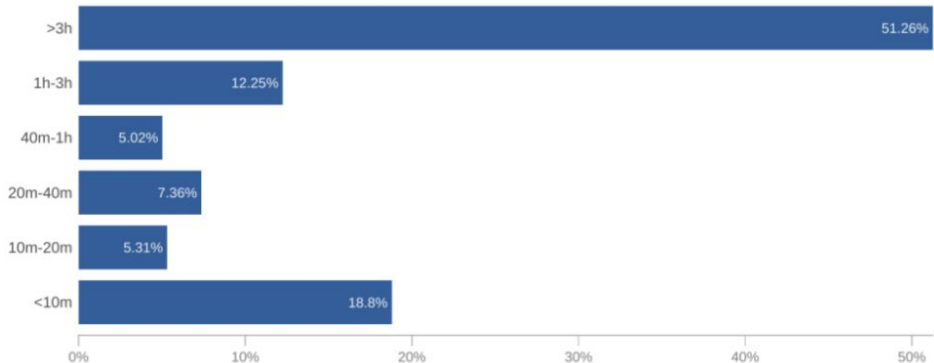
Data from:



Cloudflare Radar

<https://radar.cloudflare.com/>

Network Attacks by Duration



Cyber attacks are on the rise

Volume of attacks is increasing. A trend impacting all businesses all over the world

209B

Cyber threats
stopped by Cloudflare
daily (Q1-2024)



50%

Increase YoY
4.5 million DDoS attacks
mitigated during Q1-2024



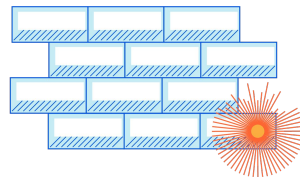
90%

Network Attacks
lasting more than 3 hours
globally



55%

Network Attacks
lasting more than 3 hours
in Italy



Cloudflare sees over 20% of
the Internet traffic on a
daily basis.

Geopolitical, economical or
no reason at all can be an
excuse for attacks

Attacks have increased in
quantity and size over the
last couple of years.

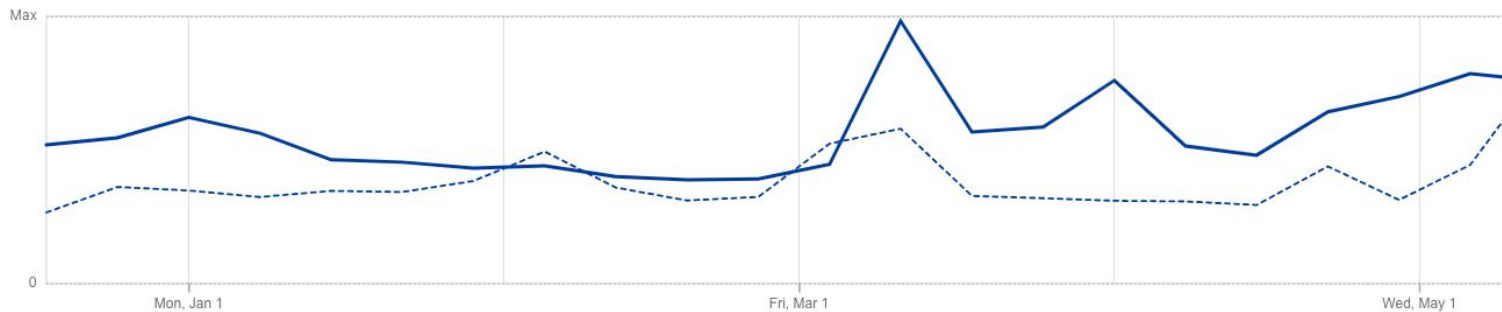
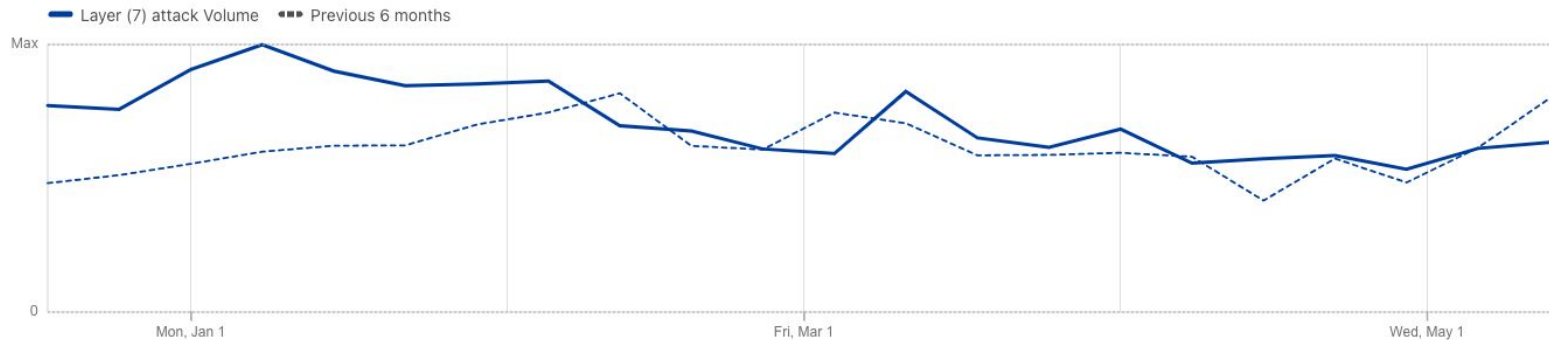
"Make DDoS downtime and disruptions a thing of the past through intelligent protection, visibility, and control for customers of any size or technical sophistication, on any plan to keep their Internet property secure and fast."

— Cloudflare DDoS Protection Vision



Application Layer (L7) Attacks in Italy - YTD

Layer 7 attack volume trends over time from the selected location or ASN [?](#) [↗](#)

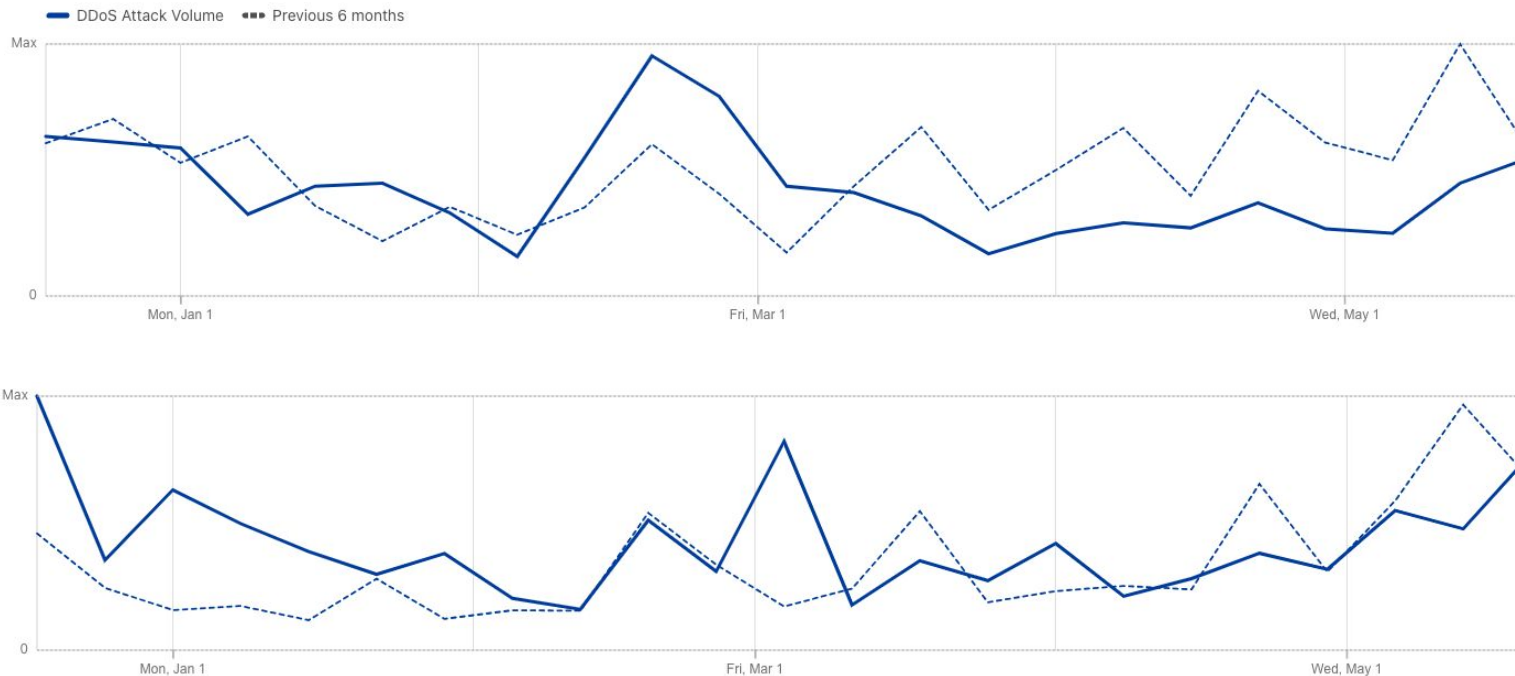




Network Layer (L3) Attacks in Italy - YTD

Network layer attack volume

Layer 3/4 attack volume trends over time based on the mitigating data center location ⓘ 🔊



Phishing attacks are on the rise

Volume of attacks is increasing. A trend impacting all business all over the world

#1

Malicious links

were the #1 threat category, comprising 35.6% of detected threats



39M

Identity deception

increasing YoY from 10.3% to 14.2% of total detections



#2

Threat category

30% of detected threats featured **newly registered domains**



Microsoft

Most impersonated brand happens to be one of the most trusted software companies



Phishing remains the most dominant and fastest growing Internet crime, largely due to the ubiquity of email and the ceaseless issue of human error that is preyed upon by today's threat actors

Cloudflare Harnesses the Power of its Global Network to Identify Top Exploited Phishing Methods and Most Impersonated Brands.

Regardless of an organization's size, industry or sector, threat actors leverage phishing campaigns with have **two major objectives**. First, achieve authenticity and legitimacy in the eyes of the victim. Second, persuade victims to engage or click.



Network Modernization

Four traffic flows for network modernization



Inbound Traffic

Protect network and apps from DDoS

On-prem products:

On-prem firewall, DMZ infrastructure,
ISP filtering, VPN

Cloud-based products:

WAF, CDN, WAAP



Public Cloud Networking

Connect, secure and build apps in
public cloud and hybrid cloud

Traditionally DIY or
cloud-based products:

Cloud-specific functionality,
multi-cloud networking startups



Outbound Traffic

Protect users & offices from threats
Protect data movement

On-prem products:

On-prem firewall, on-prem Proxy

Cloud-based products:

SASE/SSE, SWG, CASB, ZTNA



WAN Networking

Connect and secure offices, users,
devices, DCs and infrastructure

On-prem/In-house:

Physical networking, virtualized
networking, SD-WAN, private
interconnects, MPLS carriers

Cloud-based products: SASE/SD-WAN

Key Network Modernization Use Cases

Modernization Projects



Branch Connectivity

Reduce cost, improve the user experience

- Transition from MPLS to connectivity cloud
- Transition from SD-WAN to connectivity cloud



Protect your public-facing infrastructure

Extend lifetime of FW, DMZ investments

- Reduce load on network firewalls
- Shift DMZ security to connectivity cloud



Simplify your corporate network

Implement Zero Trust for better security and lower capital expenses

- Reduce / Eliminate the DMZ
- Replace the VPN with ZTNA
- Eliminate elevated trust on the LAN
- Accelerate connectivity for M&A



Connect and secure your clouds

Use the best of every cloud in your apps

- Build and secure apps
- Leverage developer services to centralize core functions

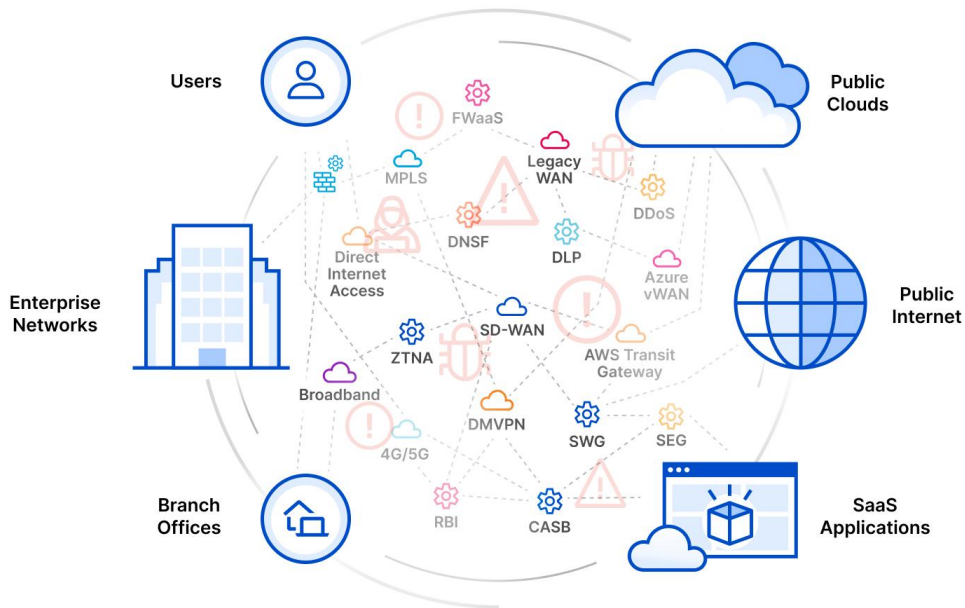
Legacy networks and tools are not built for current needs

Apps, users, data become more distributed

No visibility or control of infra sprawl

Silos of point network & security solutions

Lack of scale and flexibility



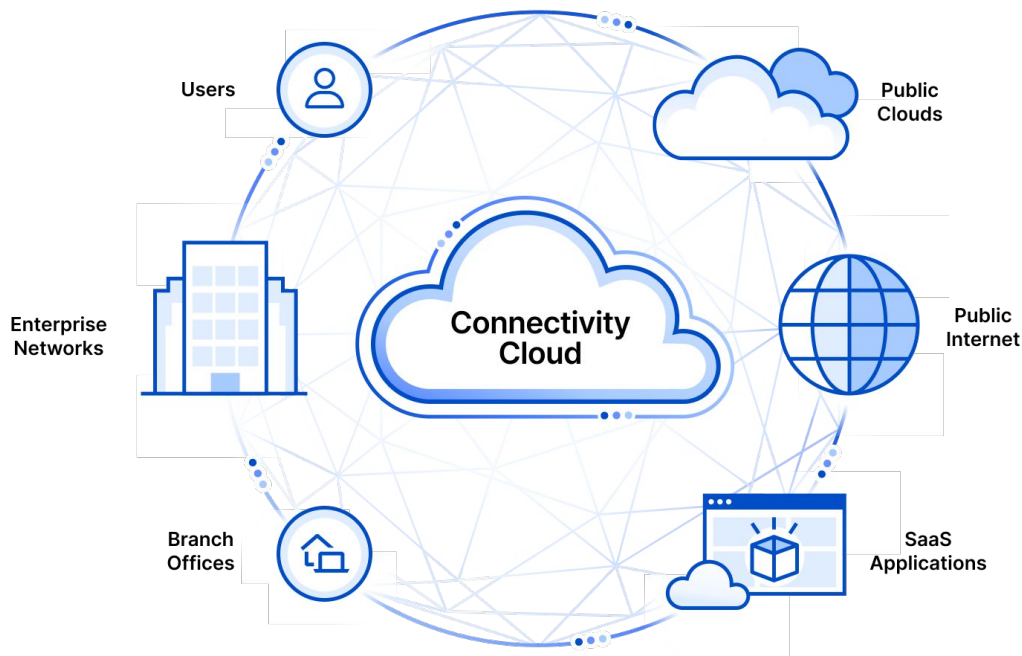
This complexity and loss of control increase costs, risk and time to value

Harness Control: Introducing connectivity cloud

A radically different approach to connect, protect, and accelerate your business, enabling everything and everyone to be everywhere, while retaining complete control.

Businesses gain a competitive edge with;

- Any-to-any connectivity
- AI and innovative Apps
- Multi-cloud flexibility
- Secured workforce

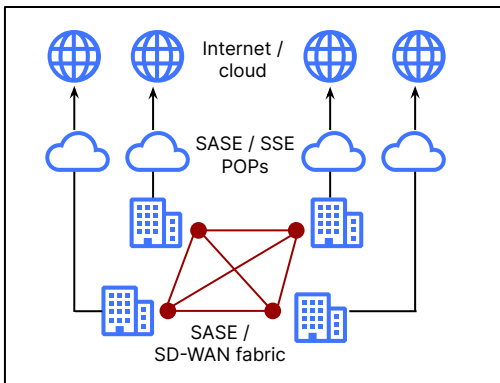


Powered by a global network, at scale.

Problems with other implementations

Competitors have limited upside

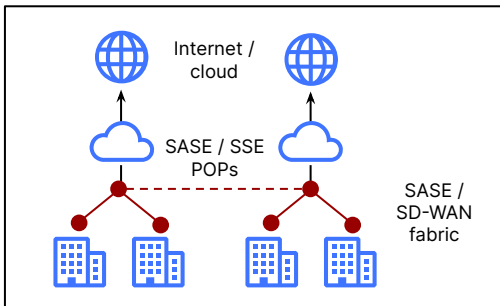
SASE using SD-WAN mesh fabric



SASE using SD-WAN gateways

—————
IPsec/GRE

- - - - -
Customer
managed
middle mile



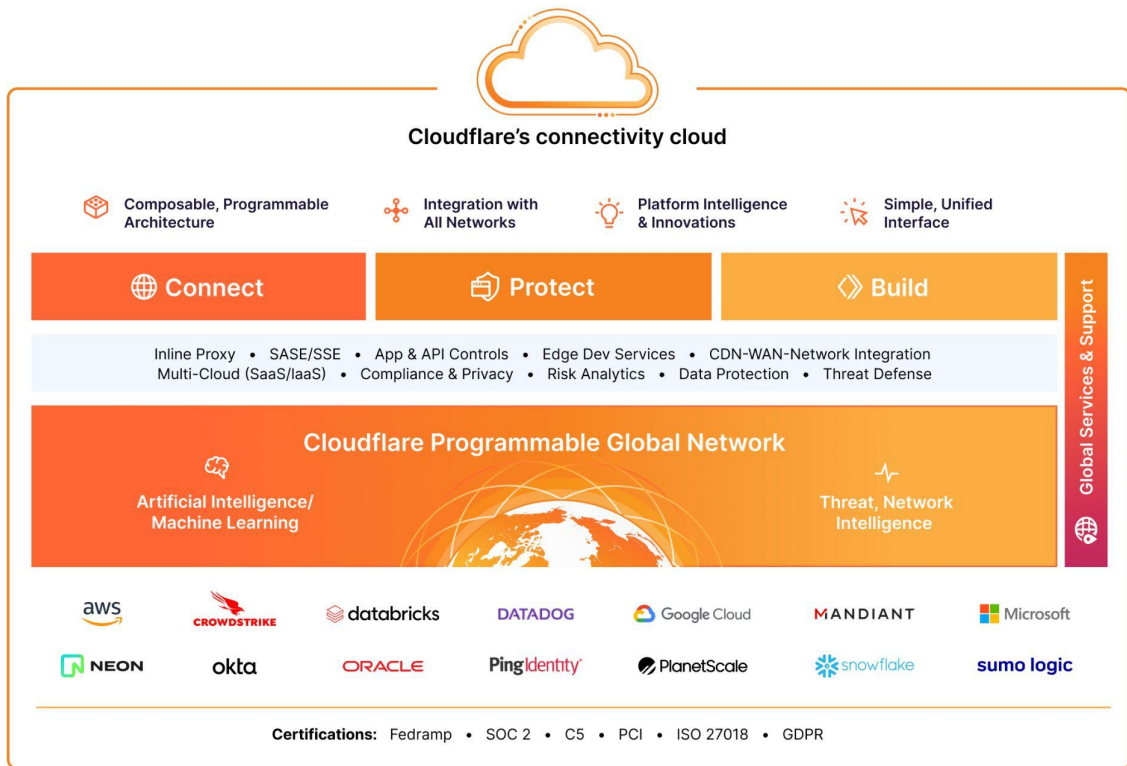
- No SASE security services over WAN
 - SD-WAN and SSE use separate architectures
 - Typically requires heavy-edge on-prem device
- No Backbone
 - SSE PoPs aren't connected (primarily designed for internet egress).
 - Hard to expand SD-WAN fabric to cover multiple regions
- No inbound functionality, still requires separate WAAP
- No public cloud networking
- No options for direct connection / interconnects to PoPs

Cloudflare's connectivity cloud

With Cloudflare organizations can:

- **Connect** users, networks, apps and clouds globally
- **Protect** data, apps, infrastructure, and users everywhere
- **Build** innovative digital services and experiences anywhere

With security, speed, programmability and resilience



Cloudflare at a Glance



Global company

31%
of Fortune 1000

Millions
of users # of
applications

310+ | **120+**
cities in | Countries
network;

Innovation

>250
patents and growing in
Cloud, Security, AI,
Networking

>900
companies building AI
apps on Cloudflare

Standards participation

Market Leadership

SASE/SSE,
App/API & Network
Security /Performance,
Developer services

Strategic partners:
Accenture, Kyndryll

1300
Global channel

Fortune Future 50 list
2023 ranked #6 for
long-term growth &
business potential

Cloud Network is our Differentiator

All services at all locations
Integration to all networks
Any-to-any connectivity
Delivery of any service
globally

UN Global Compact
signatory"

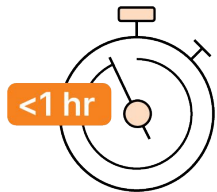
2B
attacks blocked
monthly



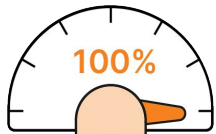
The ROI of Network Services

Block DDoS attacks and improve performance

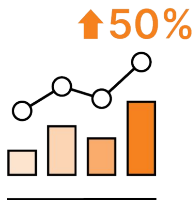
1. **<1 hour**
for all solutions
to come back
online once Magic
Transit started
mitigating DDoS
attack



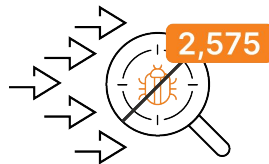
2. **100%**
increase
in network
availability



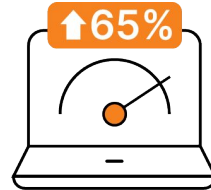
3. **up to**
50%
improvement
in network latency



4. **2,575**
attacks
mitigated over 3
months



5. **65%**
customers
experience faster
network
performance



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CxO Insights: Trasformare Reti e Cloud per il Successo Aziendale




Cristina Lasagni,
Direttrice Commerciale
Sud Europa



lastminute.com

Lorenzo Girardi
Responsabile Ingegneria
Ex - Lastminute



Francesco Zen
Responsabile Nuove
Soluzioni IT, Leithà |
Unipol Group



 **Air Dolomiti**

Gianluca Romito
Head of IT Security, Air
Dolomiti

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Riflessioni Finali



Tony Van den Berge,
VP dei Mercati in Crescita Europei

WHAT WE OFFER

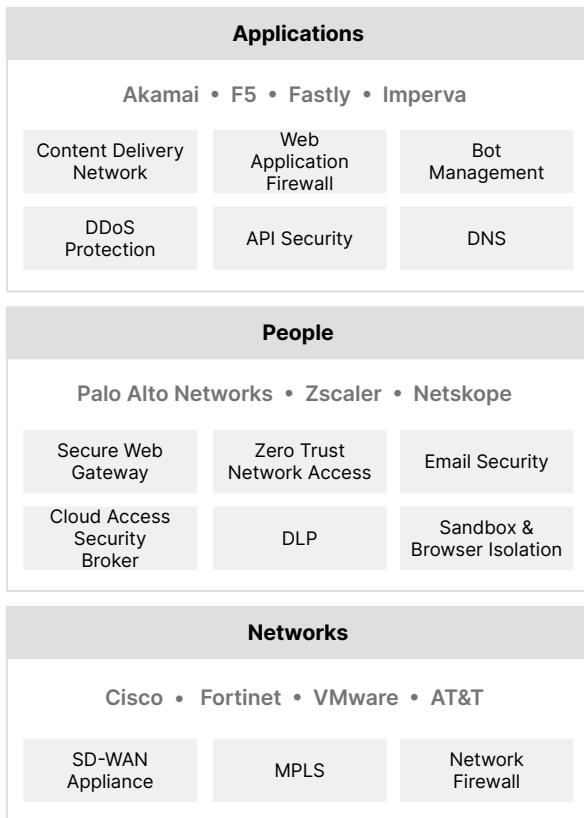
Customer perspective:

Simplify and consolidate on a single unified platform

Total cost of ownership

Current state

Loss of control + vendor sprawl



Future state

Cloudflare's connectivity cloud



TCO reduction



Connect to the future of
networking and security.

London
13 June 2024

Featured speakers:



Michelle Zatlín
Cloudflare



Mark Anderson
Cloudflare



Mario Beccia
NATO



Greg Williams
Wired



Victor Persson
Bouvet



Meera Silva
Internews Europe



Dave Barnett
Cloudflare



Grant Bourzikas
Cloudflare



**Esteban Serrano
Álvarez**
Roche



Roman Bugaev
Flo Health



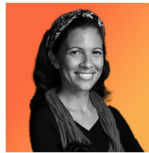
Phil Davenport
London Stock Exchange Group



Jim de Beer
once.net



Alonso Bustamante
Cloudflare



Sofia Riço Calado
Cloudflare



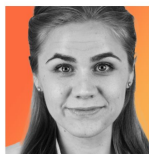
**John Graham-
Cumming**
Cloudflare



Annika Garbers
Cloudflare



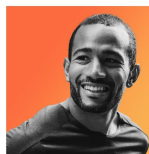
Randeep Dhillon
Goldman Sachs



Shelby Flora
Accenture



Didar Gelici
Just Eat Takeaway.com



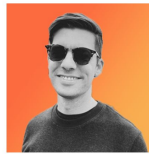
Florent Gbelidji
Hugging Face



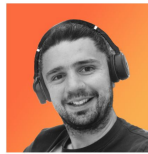
Rita Kozlov
Cloudflare



Nitin Rao
Cloudflare



Matt Silverlock
Cloudflare



Rafa Dominguez Vega
Cloudflare

Join us at
**Cloudflare Connect
London**



13 June 2024

Grazie per la vostra
attenzione e
buon appetito!

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