

# Cloudflare for SaaS

SaaS application performance, security,  
and encryption essentials

## Secure and accelerate your customer's websites

Delegate Cloudflare web application services at scale to your SaaS platform customers

As the SaaS market evolves into critical business infrastructure, security and performance remains top of mind for SaaS providers and their customers. Providers can help their customers avoid negative impact on revenue, brand reputation, and customer churn by providing application performance and security services.

Cloudflare for SaaS empowers SaaS providers to manage their customers' website security and performance at scale, helping them protect and accelerate end user experiences by:

- Securing end customer data
- Decreasing application loading time
- Protecting customers applications from common attacks and zero day vulnerabilities
- ...and more

"With SSL for SaaS, we have implemented a simpler flow because Cloudflare's API handles the provisioning, serving, automated renewal and maintenance of our customers' SSL certificates. Plus, end-to-end HTTPS now means we have bolstered privacy and performance for our customers."

**Andrew Murray**  
Chief Technology Officer, Olo



### SSL for SaaS

Protect your customers' data in transit by easily enabling encryption on customers' vanity domains with [SSL for SaaS](#). Cloudflare manages the entire certificate lifecycle, from private key creation and protection through domain validation, issuance, renewal, and reissuance.



### Application Security

Cloudflare's enterprise-class [Application Security](#) suite protects SaaS applications from zero-day exploit attempts, DDoS attacks, bot and fraud attacks, and supply chain compromise. We'll help your customers protect their users from account takeover and client-side attacks.



### Application Performance

Cloudflare's [Application Performance](#) services accelerate your customers' applications and ensure availability. Customers of your SaaS platform can deliver fast, rich user experiences that optimize engagement, increase conversions, and reduce costs

## Comprehensive SaaS security

Cloudflare's comprehensive security solution protects SaaS provider websites, applications, and APIs, while extending the benefits to end-customer Internet assets and their visitors.

Cloudflare's massive global network absorbs traffic spikes and volumetric attacks, ensuring that unique customer assets, as well as neighboring customer assets served from a shared infrastructure, remain performant and available at all times. When combined with other security solutions like our [Web Application Firewall](#), [API security and management](#), [bot mitigation](#), [automated certificate lifecycle management](#), and [browser supply chain security](#), Cloudflare's security solution mitigates complex attacks targeting the application layer, protecting against credential stuffing attacks, client-side compromises, on path attacks, content scraping, API endpoint abuse, and more.

## Faster SaaS experiences

Cloudflare improves the end-user experience of SaaS provider websites, applications, and APIs by reducing latency and optimizing the performance of content delivery, while extending these benefits to end customer Internet assets. At the core of Cloudflare's solution is a global content delivery network ([CDN](#)) spanning 330+ cities in 120+ countries, including 30 cities in mainland China, bringing content closer to visitors of every region.

Real-time network intelligence found in [Argo Smart Routing](#) finds the fastest paths available, routing around congestion and maintaining open, secure connections to eliminate latency imposed by connection-setup. For additional availability with reductions in latency, [Cloudflare Load Balancing](#) distributes traffic across multiple servers, routing it to the closest geographic region, while rapidly avoiding failures.

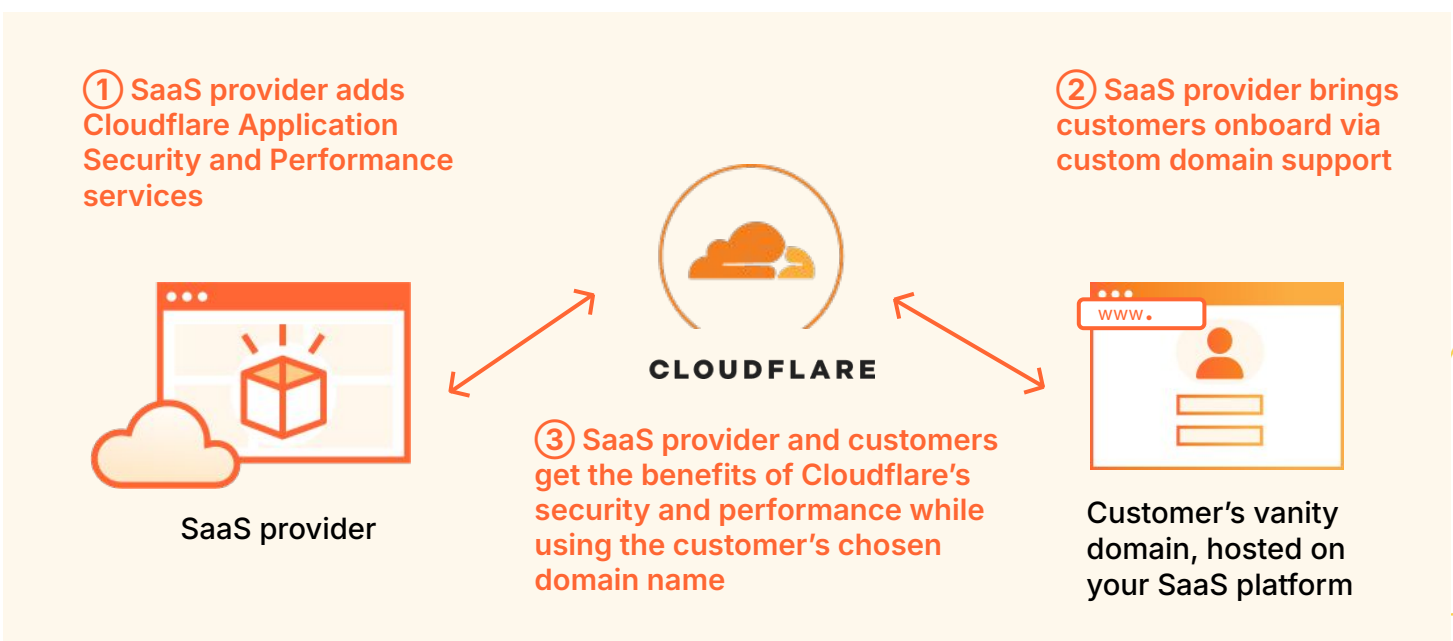


Figure 1: Extend security and performance benefits to your customers via custom domains



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