

Cloudflare for iGaming

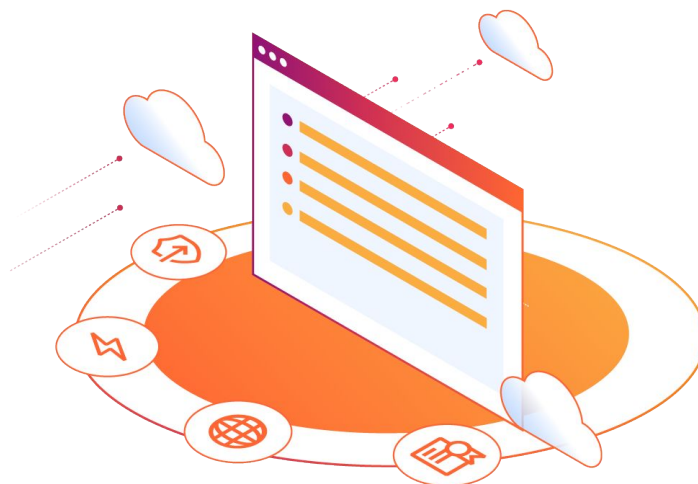
One platform for managing websites, maximizing SEO, and securing every bet and every spin

Bring in more players — leave the technical side to Cloudflare

Secure, accelerate, analyze, and enhance gambling environments

Players from all over the world are looking for a place to make bets safely and efficiently. For iGaming platforms, this represents a huge opportunity, but also a huge challenge: providing the best experience to as many users as possible, while keeping their data and activities secure.

To securely scale up to a global audience, many iGaming platforms have turned to a mix of point solutions for performance and security. The result: lots of manual effort, vendor roadblocks, and overall, difficulty scaling — disastrous in the competitive iGaming marketplace.



The solution: a unified control plane for iGaming

With a network that spans over 120 countries, Cloudflare ensures websites are fast, reliable, and secure everywhere in the world. Cloudflare provides a platform for scaling up backend infrastructure, optimizing web experiences, and quickly entering new markets.



Maximize performance and SEO

With a suite of products for improving web performance and enhancing content, Cloudflare ensures your platform can be found and enjoyed by the players who are ready to gamble.



Increase conversion rates

Use granular caching rules and code at the edge to rapidly deploy A/B tests and improve the user experience. Localize content for users in different markets with custom rules deployed across the entire Cloudflare network.



Unified security services

Secure your people, apps, and websites with the same platform. The Cloudflare connectivity cloud integrates web app security, DDoS mitigation, and internal Zero Trust rules to ensure your websites stay online and your players' data is safe.

The results: Simplified management and faster expansion

Cloudflare provides a single control plane for managing all aspects of your brand's web presence, optimizing the player experience, growing into new global markets, and keeping data secure. No more coordinating between disparate point solutions, and no more wasted time for developers on manual maintenance processes.

Case study: Flutter

Flutter Entertainment is a holding company of many online gaming companies, responsible for the Paddy Power and Betfair brands. Flutter is a technology company operating in a very dynamic financial market. They handle lots of transactions that involve people's assets and personal information, and they take that role very seriously.

At one point Flutter was facing extensive credential stuffing attacks, and 70-90% of all their traffic was classified as malicious. But after using Cloudflare Bot Management, they managed to drive down, in certain situations, up to 90% the rate of these events. That resulted in a great deal of financial savings: "Probably more than 2 million pounds per year," according to Stefan Farr, Principal Security Architect at Flutter Entertainment.

Farr adds, "The Cloudflare team was there for us in every way. What we really loved about it is how deeply technical they were. They helped us debug a lot of very complicated situations."

Get in touch with us today to start optimizing your iGaming platform.

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Why Cloudflare?

Cloudflare offers the scale and flexibility iGaming platforms need to meet their challenges

- The Cloudflare network spans more than **320 cities in over 120 countries**
- Cloudflare operates within the blink of an eye — approximately **50 milliseconds** — of about 95% of the Internet-connected population globally.
- With **280 Tbps of network capacity**, Cloudflare can mitigate even the largest DDoS attacks
- Cloudflare is used as a reverse proxy by nearly **20% of all websites**

With more than 30% of the Fortune 1000 as customers, Cloudflare is the safest bet for iGaming.

"Cloudflare is the biggest and most cost-effective security upgrade that you can take in the shortest period of time."

Stefan Farr
Principal Security Architect

Flutter[™]