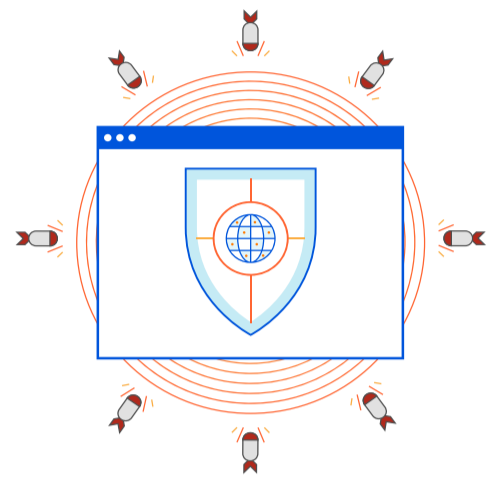


# Cloudflare for Teams Product Principles

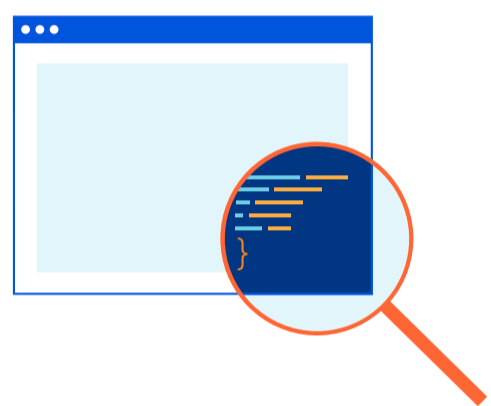
Learn more about what moves us forward.



## Reassuring

*global · always-on*

When users choose to protect their networks and data behind Teams, we take on the responsibility to secure what they care about, so they can sleep better at night.



## Transparent

*visibility · control · threat monitoring*

With our centralized control plane, we give users control and visibility over network activity and any potential threats to the things they care about.



## Seamless

*turnkey · behind the scenes*

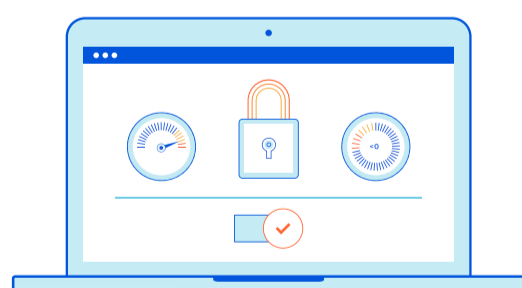
We're hardly noticeable by end users — we do all the hard work behind the scenes. We also integrate with any other security systems our customers may already have in place, as well as with other Cloudflare products.



## Trailblazing

*fresh · novel*

Threats and attackers out there evolve incessantly, but so do we — always one step ahead. We're a fresh, geeky product with revolutionary answers to problems old and new.



## Easy to use

*accessible · guiding · clean*

We make network security simple for everyone. With our intuitive user interface, with concise language and functional components, we get out of the way so our users can get to what's important, fast.



## Adaptive

*resilient · extensible*

We care about our users. We listen to their needs and we're always focused on what matters to them. Resilience is in our DNA — we were built in 2020, when the world changed overnight, and we were there to help from day one.