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## CLOUDFLARE INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Cloudflare Inc.

**Company Sector :** Web Infrastructure and Security

**Operating Geography :** United States, North America, Global

**About the Company :**

Cloudflare, Inc. is a web infrastructure and website security company headquartered in San Francisco, United States. It specialises in content delivery networks and DDoS mitigation. The company was founded in 2009 by Matthew Prince, Lee Holloway, and Michelle Zatlyn, and launched in September 2010 at the TechCrunch Disrupt conference. Cloudflare protects and accelerates any Internet application without the need for additional hardware, software, or code changes. All traffic to Cloudflare-powered websites is routed through the company's intelligent global network, which gets smarter with each new site added. Its services function as a reverse proxy for websites, sitting between a website's visitor and the Cloudflare customer's hosting provider and it is a well-known Content Distribution Network (CDN). The company's worldwide cloud platform provides a variety of network services to organisations of all sizes all over the world, ensuring that their vital Internet properties are more secure while also improving their performance and reliability. As of early 2023, Cloudflare employed around 3200 people.

Cloudflare's Unique Selling Point or USP lies in it being the global cloud network that spans over 250 cities in more than 100 countries. The mission statement of Cloudflare reads, "To help build a better Internet".

**Revenue :**

US\$ 975 million - FY ending 31st March 2022

US\$ 656 million – FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Cloudflare Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global web infrastructure and security company with vast customer base</li> <li>2.Wide variety of flexible and scalable products and services offered by Cloudflare</li> <li>3.Cloudflare's focus on innovation and differentiated business model provides an edge</li> <li>4.The company has a large number of patents and other intellectual property</li> </ul>	<ul style="list-style-type: none"> <li>1.Cloudflare has incurred continuous losses</li> <li>2.Numerous lawsuits and litigation charges against Cloudflare</li> <li>3.Cloudflare management team has limited experience managing a publicly traded company</li> <li>4.Cloudflare has limited experience with pricing models</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Develop new products and services and extend serverless platform strategy</li> <li>2.Integrations with Microsoft, Splunk, Datadog, and Sumo Logic</li> <li>3.Partnership with Palantir to cut cloud costs and improve multi-cloud workload</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense and increasing competition from existing players</li> <li>2.Increased threat of cyberattacks and security breaches</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Cloudflare Inc. is given below:

Political	Economical
1.Impact of Russia-Ukraine war on the internet	1.Exposure to foreign currency fluctuation risk 2.COVID-19 boosted the IT and software industry
Social	Technological
1.Large number of users prefer cloud-based solutions over on-premises 2.Average spending on cloud computing has gone up by companies with the shift to remote work	1.Shift to Hybrid and multi cloud by organizations and businesses 2.Rising demand for SaaS with remote work trends
Legal	Environmental
1.Compliance to laws regulating cloud services in various countries 2.Expiration of intellectual property and intellectual property infringement is a serious concern	1.Rising trend of "Sustainable" Cloud 2.The Cloud is more environment-friendly

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