Cloudflare for Gaming

Accelerate and secure your gaming applications

Take your games to the next level

Achieve performance and security at scale

Gaming and gambling companies face an increasing number of targeted cyber attacks along with unpredictable spikes in legitimate traffic during periods of peak usage. Since every second of waiting time increases the likelihood that a gamer will stop playing, gaming companies need to deliver outstanding user experiences to stay competitive.

With Cloudflare, your gamers will benefit from fast, global network and application performance with low latency, while your IT and security teams can protect APIs, web services, networks, and internal applications. Your IT and security teams can protect and secure your entire stack and focus more effort on delivering innovative new gaming experiences – all while achieving cost savings and meeting their security, regulatory, and data privacy requirements.

Targeted cyber attacks are on the rise

Cyber attacks are increasing in scale and complexity. Gaming and gambling organizations have become prime targets for cyber criminals because they understand how vital is is for these businesses to provide peak performance and availability at all times.

Protect your players

Prevent outages and performance degradation for your web applications and keep gamers happy. Cloudflare secures websites, applications, and entire networks while ensuring the performance of legitimate traffic is not compromised.

Manage malicious bots

Malicious bots can steal data, break into user accounts, submit junk data through online forms, and perform other malicious activities that waste precious computing resources. Cloudflare Bot Management detects and controls undesirable bot activity..

Secure your APIs

APIs are the backbone of popular gaming services, but many are vulnerable to credential-stuffing attacks and automated scanning tools, and attacks are often difficult to identify and mitigate. Cloudflare helps secure, manage, and monitor your APIs in one place.

How Cloudflare helps gaming companies succeed

Bot Management

Undetected malicious bots can damage your brand, steal sensitive information, scrape pricing data, and negatively impact your revenue. Manage bots in real time with speed and accuracy by harnessing data from the millions of Internet properties on Cloudflare.

API Security

APIs are often targeted in widespread attacks designed to perform unauthorized actions or exfiltrate company or user data. Cloudflare makes it easy to secure your gaming APIs with strong client certificate-based identity and strict schema-based validation.

Zero Trust

Protect your employees, networks, and assets with Internet-native Zero Trust security. By eliminating implicit trust, you can provide secure access and consistent experiences for remote and office users while defending against sophisticated threats.

Waiting Room

Sudden increases in traffic can overwhelm your applications and infrastructure. Waiting Room routes excess users to a custom-branded waiting room, helping preserve customer experience and protect origin servers from being overwhelmed with requests.

Developer Platform

Deploy serverless code instantly across the globe with exceptional performance, reliability, and scale. Your developer teams can benefit from the agility and resilience of the Cloudflare platform to build and deliver applications on the edge quickly and easily.

Rate Limiting

Advanced rate limiting protects against denial-of-service attacks, brute-force login attempts, API traffic surges and other types of abuse targeting APIs and applications. Avoid unpredictable costs associated with traffic spikes and enumeration attacks.

Ready to get started?

Wherever you are on your journey, Cloudflare can help. Start with one service and gain easy access to our entire suite of services.

Ready to get started? Speak to an expert about our Enterprise plan.

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> "Cloudflare gives us the agility we need to rapidly deploy in new markets while ensuring compliance with all applicable regulations. It's great to have one partner whose solutions we can use in each and every country where we do business."

Christoph Haas
Director of Entain Sports Technology

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