Proven On-Site Network Excellence

Speedtest Certified™

Speedtest Certified is the definitive property network verification program powered by trusted testing methodology and unrivaled brand recognition.

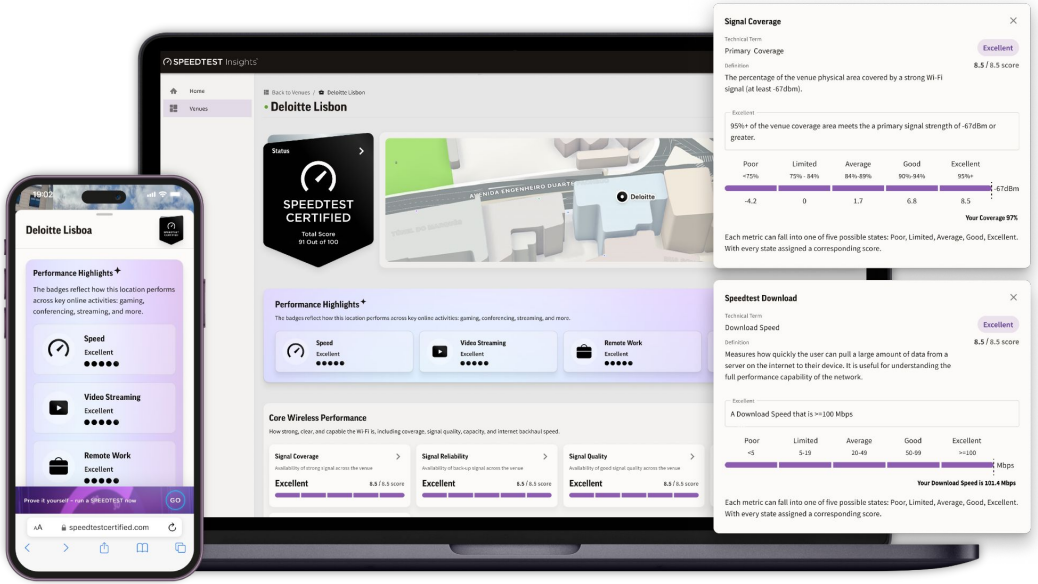


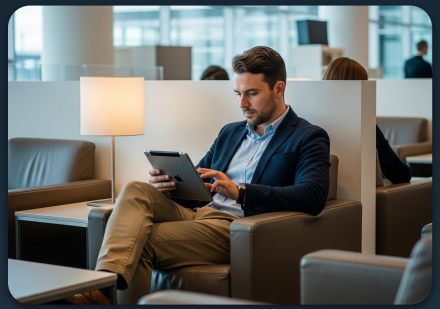
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A comprehensive, data-driven network verification

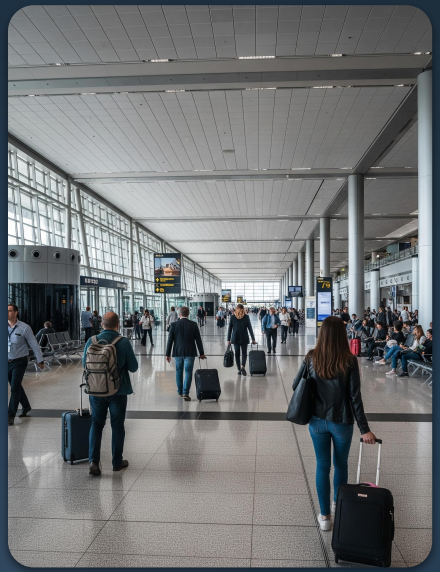
We all know the negative consequences of poor connectivity.

Speedtest Certified™ solves this problem by capturing a comprehensive view of network performance and offering a trusted badge of excellence from a globally recognized brand that distinguishes truly superior connectivity.











Speedtest Certified™ for Airports

Speedtest Certified™ transforms your airport's network from a complex operational cost into a verified, revenue-generating asset.

We provide the trusted, third-party proof of network excellence required to enhance the passenger journey, and attract airline partners and commercial tenants.

Proprietary & Confidential

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Validate a superior passenger digital experience

Inspire traveler confidence: The Speedtest Certified™ badge is a visible, trusted signal that you have proactively solved for the modern traveler's digital needs. It assures passengers that your airport's network is ready for anything, from business-critical work to family entertainment, ensuring a seamless and stress-free journey.

Boost passenger satisfaction scores: Speedtest Certified™ offers proof of a superior network, eliminating a top source of traveler complaints and providing a tangible lift to your airport's reputation and performance.



Key Datapoint:

90% of passengers rely heavily on mobile devices throughout their journey, making high-quality connectivity throughout the airport environment a fundamental expectation.

Source: 2024 SITA Passenger IT Insights

Drive non-aeronautical revenue

Power seamless connectivity: Ensure seamless connectivity for critical commercial tenant systems, preventing costly network issues that halt operations and decrease revenue.

Attract high-value tenants: Signal a superior technology environment, securing brands that drive higher sales and justify premium lease rates.

Drive high-margin technologies: Enable commercial partners to confidently deploy high-margin technologies like mobile ordering and autonomous retail, unlocking new revenue streams.



Key Datapoint:

Non-aeronautical sources account for nearly **40% of all airport revenue**, making tenant success essential to your bottom line.

Source: ACI World, "Maximizing Non-Aeronautical Revenues"

Validate your network investment

Transform technical success into a badge of excellence:
In one of the world's most complex wireless environments, our certification provides powerful recognition of your team's expertise and celebrates the high standard of performance they have delivered.

Justify network spend with objective proof of performance:
Our certification provides the independent third-party data needed to prove the ROI of your infrastructure investments to key stakeholders.



Key Datapoint:

58% of IT leaders report that articulating business value is a major challenge, while "improving operational efficiency" remains a top pressure. A third-party certification provides the clear, objective data needed to prove value and justify budgets.

Source: Foundry, "2024 State of the CIO"

Attract and retain airline partners

Attract New Routes & Partners:
Stand out in competitive route proposals with a tangible signal of your airport's technological excellence. A Speedtest Certified™ network gives prospective airline partners the confidence that your infrastructure can support their demanding operational needs from day one.

Retain Existing Partners: Strengthen airline partner loyalty by helping ensure the network reliability they depend on. Our certification provides assurance for critical ground operations, minimizing the risk of costly, network-related delays.



Key Datapoint:

A single minute of delay costs an airline **over $100,** a risk now directly tied to the performance of network-dependent ground operations like gate management, baggage handling, and crew communications.

Source: Airlines for America (A4A), "Cost of a Flight Delay: How Much Do Airlines Lose?"

Enhance operational resilience & security

Validate Your Operational Infrastructure: Our certification provides a comprehensive assessment—from RF signal quality and ISP backhaul redundancy to core network latency and jitter—that helps minimize the risk of costly failures for critical systems like baggage handling, digital signage, IoT devices, and staff communications.

Verify your network's security posture:
Our assessment identifies critical security risks, such as weak encryption and the presence of unauthorized Rogue APs, fortifying your network against common wireless attacks.



Key Datapoint:

52% of airport leaders say that 'improving operational efficiency' is their top short-term objective for technology investment.

Source: Amadeus, Travel Technology Investment Trends 2024

Trusted, comprehensive methodology

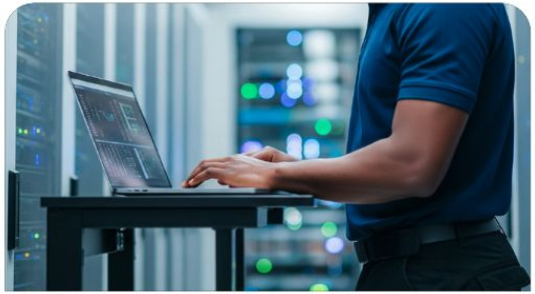
Our trusted methodology employs a unique, data-driven approach that leverages comprehensive datasets from multiple technology types to validate the end-to-end digital experience.



Comprehensive On-Site Network Assessment



Real-World Performance Testing

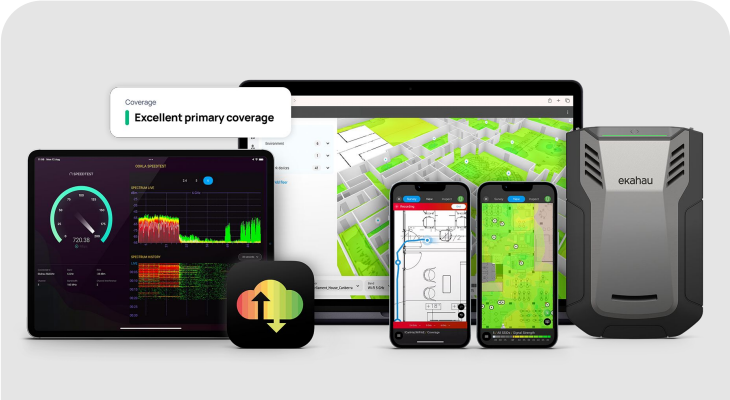


Infrastructure Readiness and Resilience

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Comprehensive On-Site Network Assessment

The on-site evaluation leverages Ekahau's professional-grade tools to analyze the entire Wi-Fi network. The process captures everything from Wi-Fi signal quality and network configurations to the security protocols that protect users, providing objective proof of network excellence.



Key Assessments:

Wi-Fi Radio Frequency (RF) Quality
Includes Signal Strength and Quality (Primary and Secondary Signal strength, Signal-to-Noise Ratio, and Capacity

Network Configuration and Optimization Metrics
Includes Channel Overlap and Interference, Number and Configuration of Wireless Networks (SSIDs), Roaming Configurations and Efficiency, Spectrum Compliance, Type of Authentication and Encryption Protocols

Real-World Performance Testing

The assessment validates the network's ability to deliver a high-quality, consistent quality of experience that your guests and operations depend on. This advanced Speedtest testing process measures key performance indicators to validate that the network can support demanding activities like video conferencing and uploading large files.



Key Assessments:

Connection Speed Performance Metrics
Download and Upload Speeds, Latency (Ping), and Jitter, which directly impact user performance

Quality of Experience metrics
Measure the actual performance users experience during real-world activities, including Short Form Video, Web Browsing, Content Delivery, Cloud Infrastructure, Gaming, Messaging, Video Conference, and File transfer.

Infrastructure Readiness and Resilience

Speedtest Certified evaluates the core infrastructure supporting the network to ensure it is built for reliability and security. The audit verifies hardware integrity, including the age and firmware of network devices, and assesses the ISP backhaul for redundant connections to ensure network resilience.



Key Assessments:

Backhaul Connection Type
Connection type (fiber, DSL, Microwave) influences factors like latency, reliability, and scalability.

ISP Backhaul Capacity
Evaluates the ISP connection capacity to handle multiple users simultaneously.

Availability of Redundant and Diverse ISP Connections
Multiple internet connections to enhance network resilience and uptime during outages

Access Point Model Age
What is the age of the Wi-Fi hardware, is it EOS, EOL? Does it support the latest IEEE802.11 release?

Certification Process

1. **Discovery and Contract Agreement**
2. Speedtest Certified Assessment
3. Findings and Improvements
4. Certification

Project Scoping & Proposal

We begin by confirming key details like property size and type to determine the precise scope and level of investment required for certification, which is then presented in a formal proposal.

Commercial Agreement

Upon acceptance of the proposal, we enter into a business agreement and complete the purchase order to officially initiate the certification process.

Technical Discovery

Once the agreement is in place, we collaborate with your team to gather detailed floor plans and document your complete operational and technical network configurations to ensure a precise and efficient on-site assessment.

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Certification Process

1. Discovery and Contract Agreement
2. **Speedtest Certified Assessment**
3. Findings and Improvements
4. Certification

Comprehensive Performance Assessment

We analyze the end-to-end digital experience—from your ISP backhaul and wireless infrastructure to the performance on connected devices—to provide a definitive benchmark of your network's performance.

- Our findings are scored using a methodology with weightings specific to the unique demands of your industry.
- Future assessments will expand to include other technologies like indoor cellular coverage.

Expert-Led Service Model

Your initial certification can be led directly by Ookla's internal technical team or in collaboration with your current technology partner.

For ongoing recertification, your partner can become fully accredited, or you can leverage our growing ecosystem of certified experts who have received specialized training to conduct thorough network assessments.

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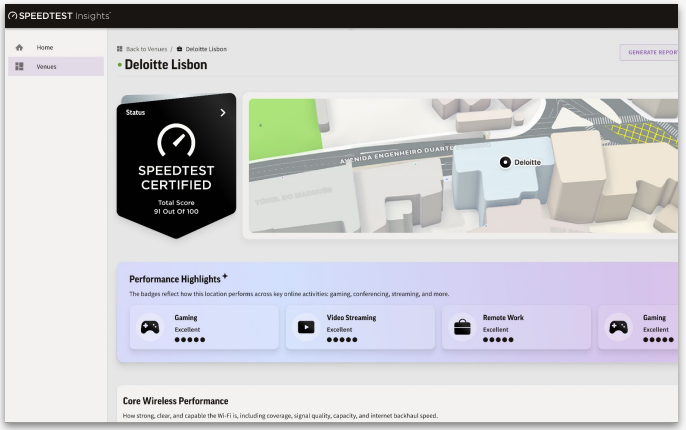
Certification Process

1. Discovery and Contract Agreement
2. Speedtest Certified Assessment
3. **Findings and Improvements**
4. Certification

Certification Report and Digital Platform

Following the on-site assessment, you receive a comprehensive Certification Report detailing your network's performance. This report—which will be integrated into our digital platform upon its launch—includes personalized, actionable recommendations for any areas requiring improvement to meet meet our rigorous standards.

For properties that meet the standard, certification is awarded immediately. Should any remediation be necessary, a follow-up assessment is required to grant the final certification.



Certification Process

1. Discovery and Contract Agreement
2. Speedtest Certified Assessment
3. Findings and Improvements
4. **Certification**

Leverage Your Certification to Drive Revenue:

We provide a complete toolkit—including the official digital seal, a physical on-property plaque, and activation guide—to showcase your achievement across your network site and online profiles.

Amplify Your Leadership Story:

Foundational customers receive exclusive Speedtest Marketing support:

- Joint case study
- Public announcement
- Social media promotion
- Shared webinar



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SPEEDTEST
CERTIFIED
WIRELESS
EXCELLENCE
Better Data. Better Insights.
Better Outcomes.
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