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.











Speedtest Certified™ for Schools and Universities

Speedtest Certified™ provides educational leadership, students, and faculty with the third-party proof of connectivity required for modern, digital-first learning environments.

Leverage the global recognition of Speedtest to signal that your campus is ready for the future of education.

Proprietary & Confidential

OOKLA

Educational Connectivity: By the Numbers

86%

Of faculty and staff members say network disruptions interfere with their jobs.

Source: Boldyn Networks for Higher Education.

41%

Of students who experienced tech issues question whether to continue their education at the institution.

Source: Collegis, Tech Troubles: How Technology-Student Interactions Impact Retention

92%

Of students in higher education say they have been impacted by slow or unreliable Wi-Fi.

Source: Collegis, Tech Troubles: How Technology-Student Interactions Impact Retention

11%

of students indicate they would consider moving off-campus specifically due to unreliable internet.

Source: Boldyn Networks for Higher Education.

Key Takeaway:

High-performance, reliable digital connectivity has transcended its status as an amenity to become a fundamental utility for schools and universities, directly influencing student and staff acquisition, retention, and satisfaction.

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From Cost Center to Competitive Differentiator

Speedtest Certified™ captures a comprehensive view of network performance and offers a **trusted badge of excellence** from a globally recognized brand, allowing you to:

- Drive Recruitment & Retention: Differentiate your campus to attract digital-native students and research-focused faculty who demand superior connectivity.
- Ensure your infrastructure is ready for the future of hybrid learning, massive research data, and campus safety.
- Validate your network investments, justify expenditures, and objectively prove that your campus provides a superior digital experience.



Trusted, comprehensive methodology

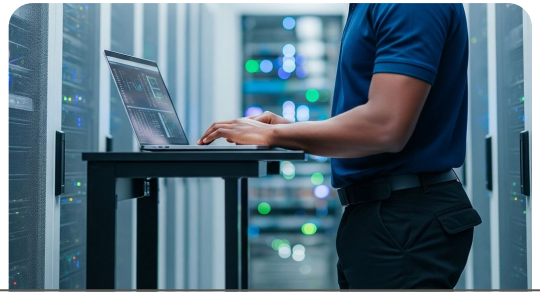
Our trusted methodology employs a unique, data-driven approach that leverages comprehensive datasets from multiple technology types to validate the end-to-end digital experience.



Comprehensive On-Site Network Assessment



Real-World Performance Testing

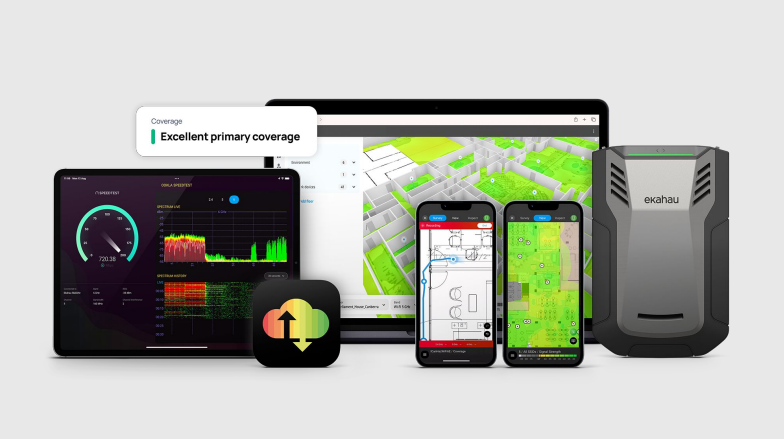


Infrastructure Readiness and Resilience

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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.



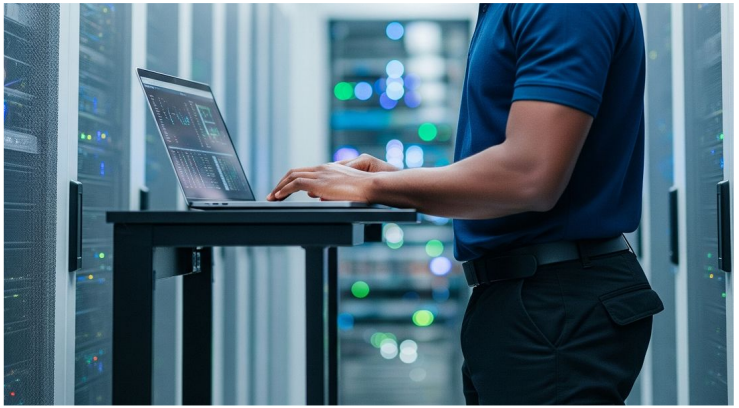
Key Assessments:

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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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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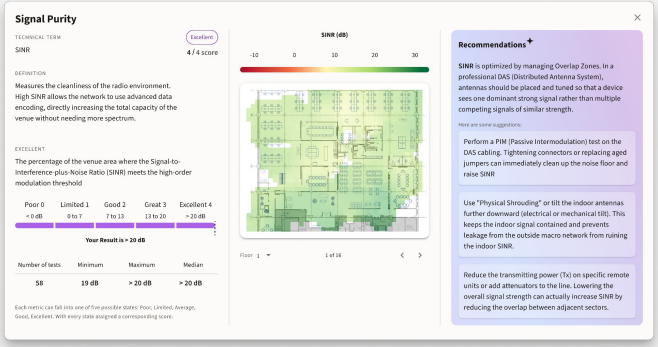
Certification Process

1. Discovery and Contract Agreement
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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.



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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 partners receive exclusive Speedtest Marketing support:

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




SPEEDTEST
CERTIFIED™
WIRELESS
EXCELLENCE
Better Data. Better Insights.
Better Outcomes.
OOKLA®