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.

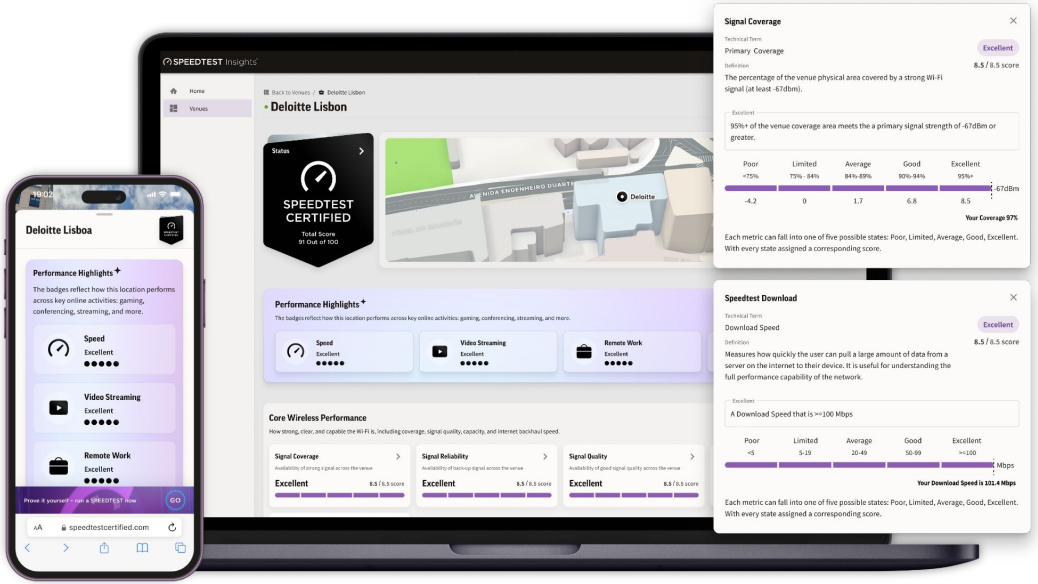


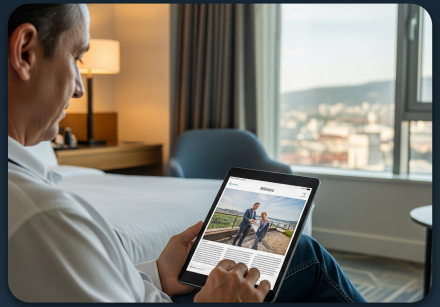
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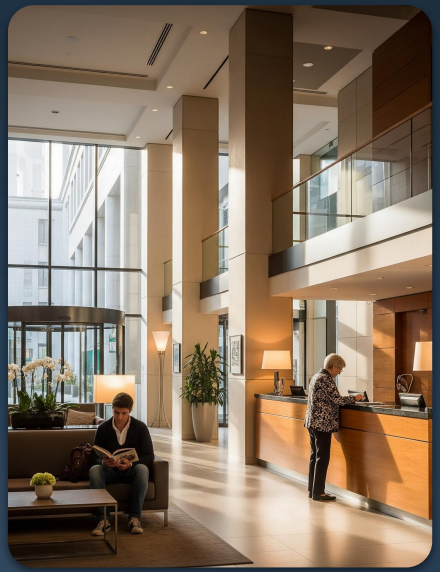
A comprehensive, data-driven network verification

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 Hotels

Transform your Wi-Fi from an invisible operational expense into a powerful, visible marketing asset that builds trust, differentiates the hotel brand, and drives bookings with higher ADR and RevPAR.

Proprietary & Confidential

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How Hotel Wi-Fi Impacts Customer Experience

Wi-Fi quality has evolved from a simple amenity to a critical economic driver for the hospitality industry. Its impact on guest satisfaction and operational efficiency is supported by several key metrics:

65% of guests connect to the network within seven minutes of arrival.

Source: Blueprint RF Guest Analytics 2024

94% of hotel operators say that Wi-Fi-powered hotel technologies makes a significant contribution to the guest experience by streamlining staff operations and check-ins.

Source: VDA Telkonet - Hospitality 2024 Report.

Over **60% of guests** state they would not return to a property with poor Wi-Fi, making network quality an economic factor.

Source: VedicSoft / Hospitality Technology Industry Survey

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Hotel Connectivity: By the Numbers

92%

Of guests expect reliable and secure Wi-Fi as a standard feature when visiting a hotel. It is no longer an optional perk; it's a fundamental expectation.

Source: 2023 Customer Engagement Technology Study

52%

Of hoteliers report that slow, unreliable Wi-Fi is the single biggest technology complaint they receive from guests, making it the primary source of digital dissatisfaction.

Source: Hotel Management "Taking Your Technology Pulse" Survey

60%

Of guests use online reviews as a significant deciding factor when booking a hotel. A complaint about bad connectivity isn't just a fleeting issue—it's a lasting deterrent that directly impacts future revenue.

Source: ResearchGate, "The Influence of Online Reviews on Consumer Decision-Making"

Key Takeaway:

There is a significant gap between guest expectations and typical hotel delivery. This creates an industry-wide risk to brand reputation and revenue – but it also reveals a powerful opportunity for a premium brand to verifiably prove it has closed that gap and stands apart from the competition.

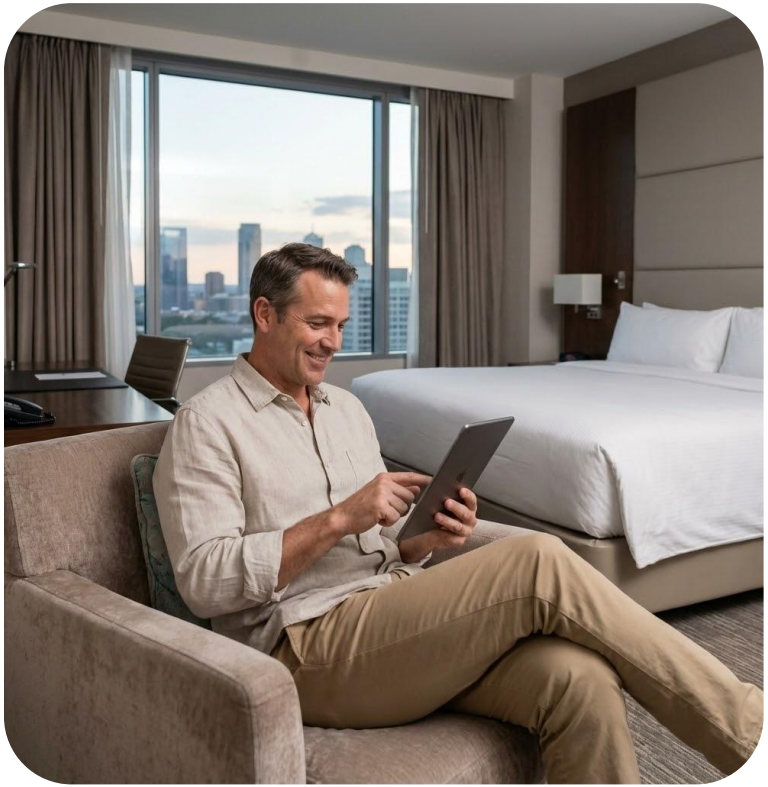
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The Proven Link Between Online Experience and Reputation

A study by the Revinate, a global hospitality tech company, analyzed **53 million hotel reviews**.

Reviews mentioning Wi-Fi or Internet (3.9% of total) have lower average scores han reviews that don’t mention connectivity services (3.8 vs 4.0).

Since 60% of guests use reviews as a deciding factor, poor Wi-Fi acts as a deterrent for future bookings.



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The Proven Link Between Reputation and Revenue

A study by the Cornell Center for Hospitality Research—a leading source of quality research and insights for the global hospitality industry—determined that a **1-point increase** in online reputation score (based on the Global Review Index 100-point scale) drives significant financial growth:

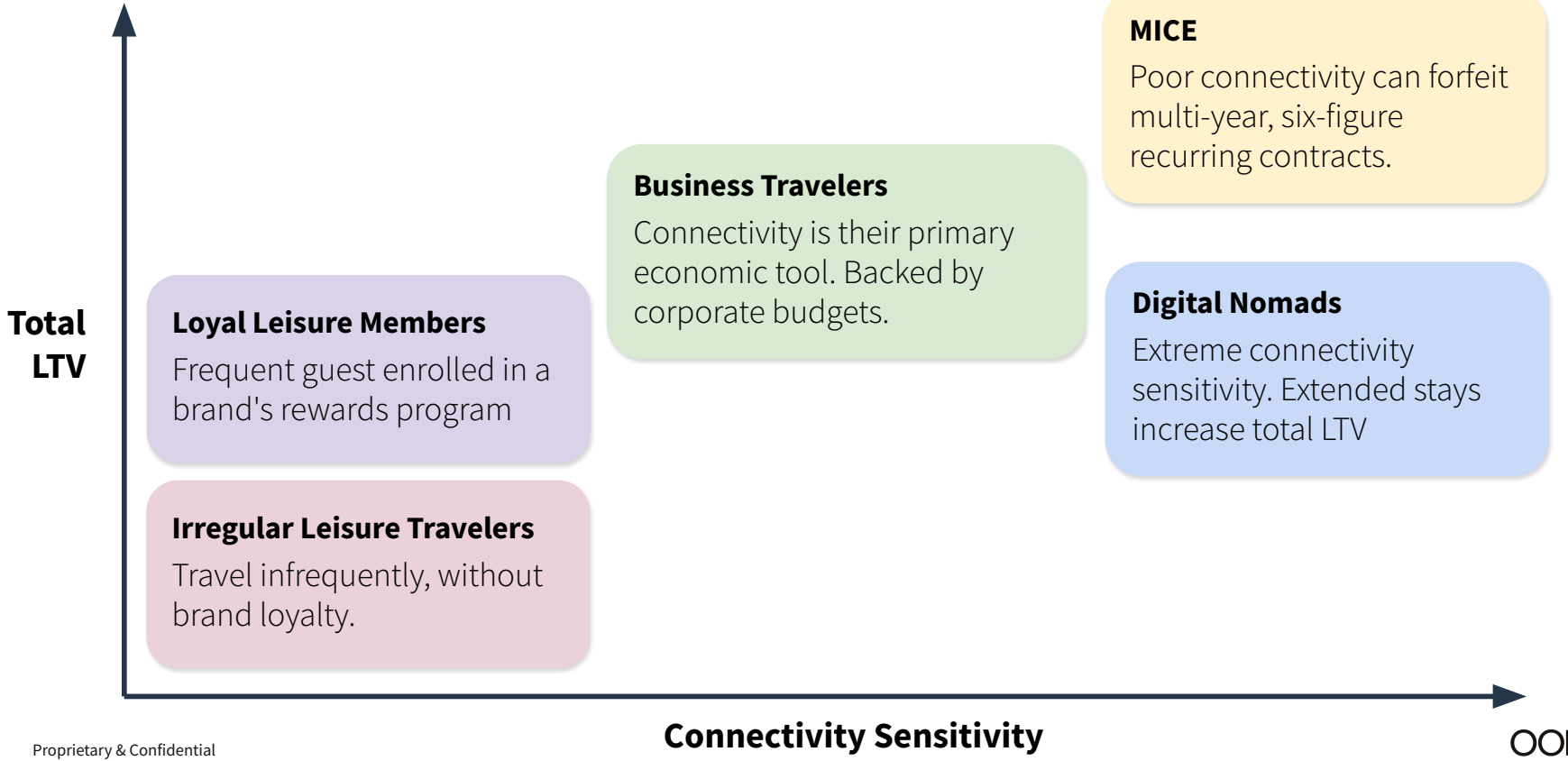
+1.42% in Revenue per Available Room (RevPAR)

+0.89% in Average Daily Rate (ADR)

+0.54% in Occupancy



Wi-Fi, Traveler Types and Total Lifetime Value (LTV)



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The Business Case from Guest Experience to Financial Gain

The Assumptions

- **Hotel Rooms:** 500
- **Assumed Annual Occupancy:** 85%
- **Average Nightly Price**: $175

Projected Revenue Gain

- Projected Revenue Gain of **$385,485** in 1 year after 1-Point Increase in reputation score

(Based on occupancy and pricing assumptions and figures from the Cornell Center for Hospitality Research study)

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Network verification that drives higher ADR and RevPAR

Speedtest Certified™ captures a comprehensive view of network performance and offers a **trusted badge of excellence** from a globally recognized brand that distinguishes truly superior connectivity.

This trusted, third-party proof allows you to:

- Attract high-value guests
- Win lucrative event business
- Command premium rates



Case Study

THE SOCIAL HUB

Challenge

For an innovative brand like The Social Hub, with over 20 hotels across Europe, the challenge was ensuring and verifiably proving a consistent, world-class digital experience at scale. They sought a definitive, third-party validation to transform their invisible technical excellence into a visible, marketable asset that would build immediate trust with potential guests and event organizers.

Solution

The Social Hub received a comprehensive Speedtest Certified™ assessment of the end-to-end digital experience—measuring speed, latency, and stability against rigorous benchmarks.

Results

By earning the Speedtest Certified plaque, The Social Hub Rome has converted its complex engineering achievement into a trusted symbol of excellence, giving guests a powerful reason to book with confidence.

“Wi-Fi is getting more and more important. We see a big transition from wired to wireless. We have pervasive Wi-Fi in our buildings, not only in the rooms, but in the restaurants and common areas. **The Speedtest Certified designation means our wireless network is built to handle the demands of our property,** and it provides us with data-driven proof to show our community that we prioritize their digital experience.”

Henk Jan Boer
Director of IT Infrastructure & Support,
The Social Hub

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Trusted, comprehensive methodology

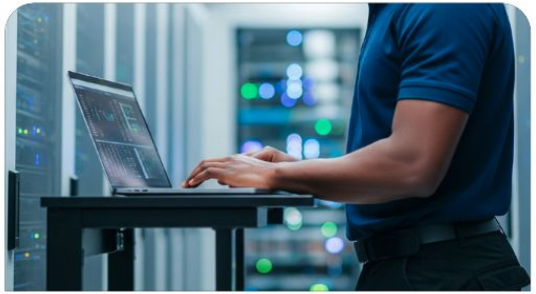
Our trusted methodology employs a unique, data-driven approach that leverages comprehensive datasets from multiple technology types to validate the end-to-end digital experience.



Comprehensive On-Site Network Assessment



Real-World Performance Testing

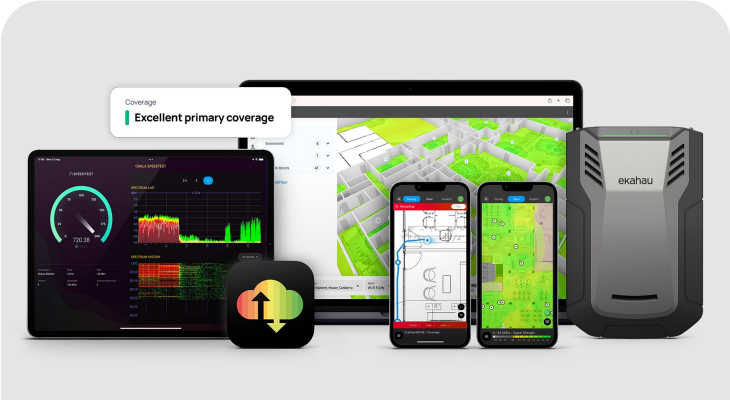


Infrastructure Readiness and Resilience

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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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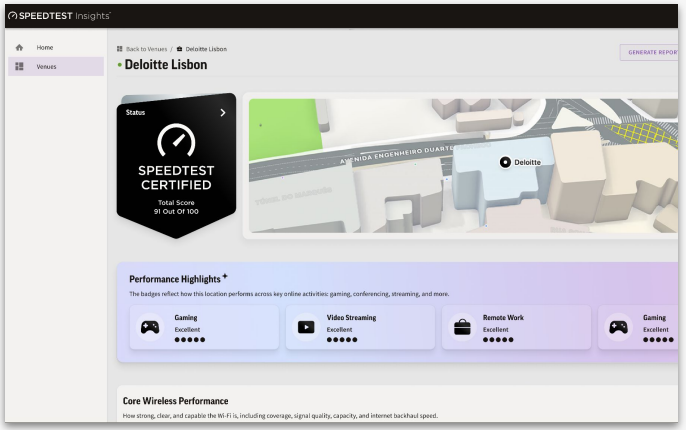
Certification Process

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.



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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 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.
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