Speedtest Certified™ Authorized Partners

Speedtest Certified enables technology partners to transform complex network data into proof of performance that differentiates your business, justifies project spend, and protects client accounts.



Stand out in a crowded market

Gain a Powerful Differentiator: Lead your RFPs with the leading authority of the Speedtest brand to prove you operate at a higher tier of transparency and performance than competitors.

Transform Costs into Assets: Shift the client's perception of network infrastructure from a behind-the-scenes operational cost into a visible, marketable asset that proves a commitment to technical excellence.

Articulate Business Value: Bridge the gap for the 58% of IT leaders who struggle to explain network value to leadership by providing a simple, high-value badge of excellence that non-technical stakeholders immediately understand.

75%

of B2B decision-makers report higher trust in a companies affiliated with industry experts, recognized authorities, or independent third-party validation.

58%

of B2B decision-makers do not believe the claims made by vendors they most recently bought from, making independent verification more important than ever.

60%

higher budgets are typically secured by technology leaders who communicate IT's business value rather than focusing solely on technical metrics

Sources: LinkedIn & Ipsos research, "Trust is the New KPI," 2025. TrustRadius, "B2B Buying Disconnect". Gartner, The 2025 CIO Agenda.

We see tremendous value in Speedtest Certified. Historically, industry has lacked a clear, data-driven definition of what constitutes a great on-site digital experience. Speedtest Certified creates that standard, removing ambiguity for property owners and giving users a trusted signal of quality they can count on.



Michael Davidson, Chief Technologist, Computacenter Canada

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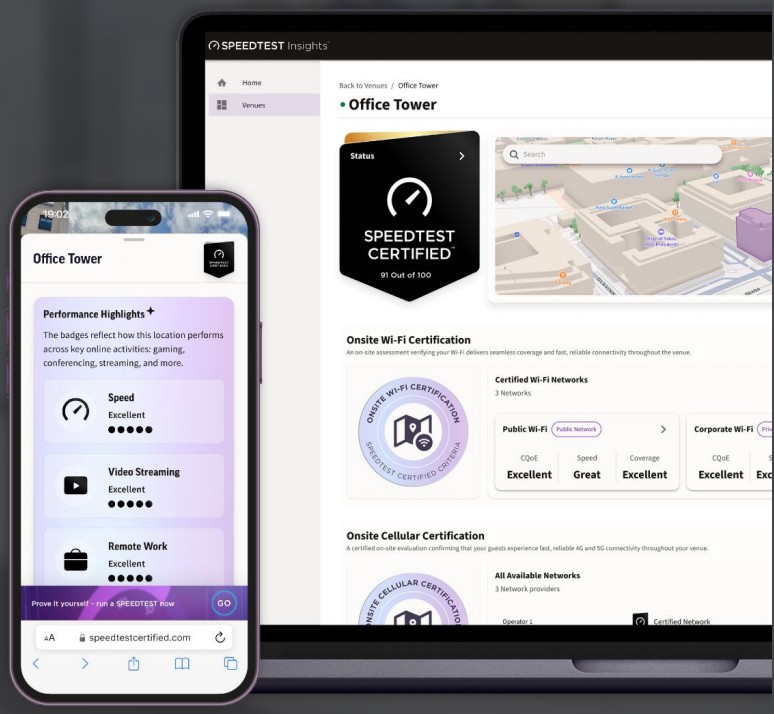
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Maximize revenue and account security

Transition Results into Optimization Roadmaps: Provide ironclad, third-party proof of performance to demonstrate the ROI of network upgrades to leadership. Use certification results to identify actionable recommendations and upsell opportunities.

Bolster Recurring Service Contracts: The requirement for recertification locks in long-term engagement with the property, making your client relationships naturally stickier.

Defend Against Competitive Audits: Secure your current client base from competitors who might use a network audit as a wedge to displace you.



Streamline Validation and Reporting Workflows

Standardized Quality Benchmark
Ensure every installation—no matter the technician—meets a rigorous, repeatable standard of excellence across your portfolio of deployments using a data-driven evaluation framework and holistic methodology.

Automated Professional Reporting
Eliminate the manual task of report writing with a digital platform that automatically generates stakeholder-ready insights and data-backed recommendations. Then, move onto the next revenue-generating project.

Justify ROI of Network Upgrades
Provide proof of performance that validates recent network upgrades and secures the budget for future high-value infrastructure projects.

STEP 1

Project Discovery and Agreement

Partners and customers confirm key details like property size to determine the precise scope and investment required, often within a larger design or optimization project. Once the proposal is accepted, partner gathers detailed floor plans and documents network configurations to ensure an efficient on-site assessment.

STEP 2

On-Site Performance Assessment

A Speedtest Certified Assessor (SCA) conducts a comprehensive on-site assessment that analyzes the end-to-end digital experience throughout the property. Testing is performed under real-world conditions to accurately capture the true user experience.

STEP 3

Findings & Improvements

Passing Score: If properties achieve a passing score, the Speedtest Certified designation is issued immediately, along with a digital report and recommendations for future optimization.

If Improvements Are Needed: If a property's score is below the Certified threshold, the digital report provides recommendations needed to meet the standard. Once the improvements are implemented by networking teams, certification is granted after a follow-up assessment.

STEP 4

Certification & Activation

Once properties meets the Speedtest Certified standard, your clients can showcase your achievement across their property and online profiles. Customers can utilize the globally recognized Speedtest Certified brand and our full suite of digital and physical marketing assets to promote their superior network.

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How to Become a Speedtest Certified Authorized Partner

Find Your Tier
Work with our team to determine if a Silver, Gold, or Platinum annual program level is a fit for your business.

Gear Up
Equip your team with the required professional-grade toolsets, including the Ekahau Sidekick 2 and Ekahau AI Pro License. These tools allow assessors to capture a detailed view of the wireless environment.

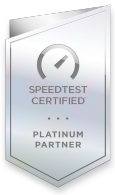
Get Team Members SCA-Certified
Have your technical teams complete the 1-day Speedtest Certified Assessor (SCA) course and pass the exam to start verifying networks.

Stand Out & Win
Use the Speedtest Certified Authorized Partner logo in your RFP responses and marketing materials to stand out in a crowded market. Verify networks and award your clients the Speedtest Certified designation.

Authorized Partner Tier Benefits







	Silver	Gold	Platinum
Subscription to Speedtest Certified Dashboard	✅	✅	✅
Listing on Speedtest Certified Partner Website Area	✅	✅	✅
Partner Logo on Certified Properties public page (coming soon)	✅	✅	✅
Rights to use Speedtest Certified Partner Logo in your materials throughout your Certification period	✅	✅	✅
Per square foot Certification pricing discounts	✅	✅	✅
Eligible for Speedtest Certified Licensed Assets	✖	✅	✅
Quote from Ookla executive for use in Partner's press release and/or social	✖	✅	✅
ECSE Design recertification at no cost for Assessors with existing expired Certificates	✖	✅	✅
Quote from Ookla CEO for use in Partner's press release and/or social	✖	✖	✅
Private virtual assessor class for 10 people	✖	✖	✅
Access to high-level crowdsourced insights from Speedtest for properties in your market (coming soon)	✖	✖	✅
Opportunity to participate in co-marketing activities and case studies	✖	✖	✅
Co-Branded Speedtest Certified Dashboard (coming soon)	✖	✖	✅

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Become a Speedtest Certified Assessor (SCA)

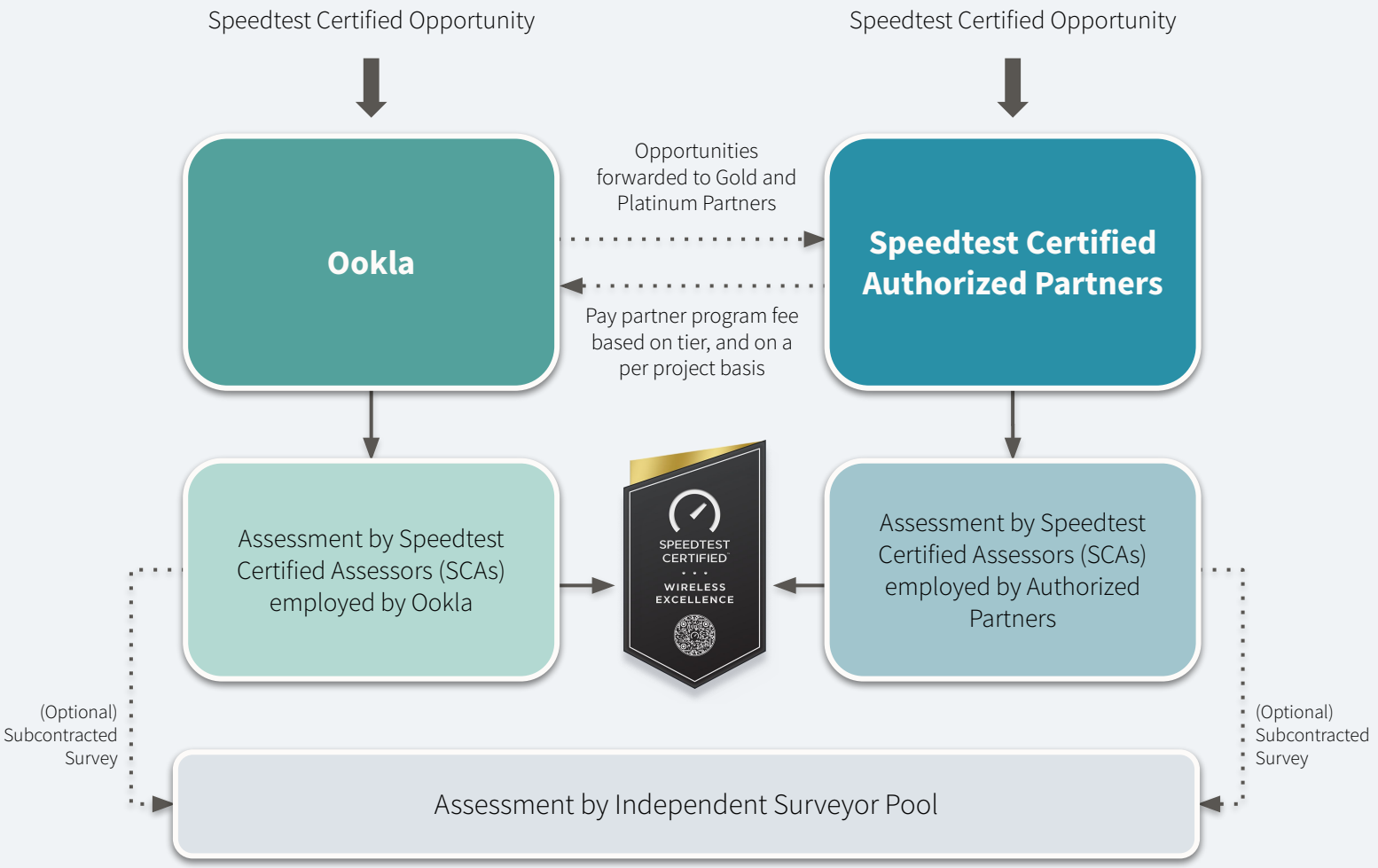
A **Speedtest Certified Assessor (SCA)** is the individual responsible for the on-site data collection and network validation process.

To become a Speedtest Certified Assessor, one must take the SCA 1-day course on the Speedtest Certified data collection process and methodology, and successfully pass the Speedtest Certified Assessor exam.

We also enable independent surveyor consultants to provide services for Ookla and/or Speedtest Certified Authorized Partners.



Speedtest Certified Business Model



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About Speedtest Certified™

The definitive property network verification program powered by the trusted testing methodology and unrivaled brand recognition of Speedtest®.

Data-driven network certification that proves on-site network excellence

Fast and reliable connectivity is both a critical business need and a fundamental user expectation. Speedtest Certified™ turns achieving this high-performance connectivity into a competitive advantage that drives business growth.

For guests and visitors, it offers a simple, trusted way to identify locations with verified connectivity—all backed by the globally recognized Speedtest® name.



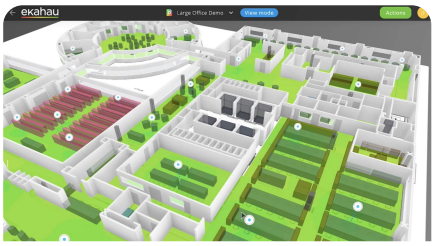
Ideal for Managed Service Providers (MSPs), Systems Integrators, VARs, and Network Consultants who are responsible for designing, deploying, and maintaining high-stakes environments where connectivity is a critical foundation for business success:

- Hotels & Resorts
- Enterprise Offices
- Commercial Real Estate
- Stadiums & Large Public Venues
- Multifamily Residential
- Hospitals & Healthcare Facilities
- Airports
- Universities

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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.



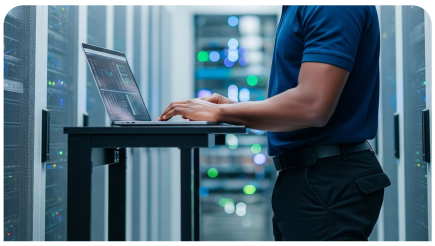
Comprehensive On-Site Network Assessment

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.



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 like download/upload speeds, latency, and jitter.



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.



Become a Speedtest Certified™ Authorized Partner

Leverage our comprehensive network verification program that enables technology partners to differentiates your business, justifies project spend, and protects client accounts.

Scan the QR code and submit your details to get started.

www.ookla.com/speedtest-certified

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