The Benchmark Network: How Umniah by Beyon Built Jordan's Best Mobile Network with Ookla Data

Benefits

Adopted a data-driven and agile network measurement strategy with crowdsourced data for smarter decision-making

Identified coverage gaps, detected network anomalies, and deployed targeted solutions to improve performance and customer experience

Informed 5G sunrise strategy, including migration from legacy technologies to 5G based on user equipment capabilities and network availability

Delivering a consistently higher-quality mobile experience is central to Umniah by Beyons strategy as one of Jordan's leading telecom operators, providing both mobile and fixed services to customers across the country. As customers increasingly rely on connectivity for everything from streaming and gaming to navigation, mobile payments, online learning, and remote work, expectations for speed, stability, and reliability continue to rise wherever they go, whether in dense urban districts or rural communities. The transition to 5G has further raised the bar, introducing new performance demands and a greater need for precision in how networks are planned, monitored, and optimized, raising the stakes for operators to deliver consistent performance in real-world environments.

In this environment, network leadership can no longer be sustained through traditional monitoring or periodic testing alone. Instead, leadership must be achieved through the continuous management of real-world customer experience measured at scale.

The Best Mobile Network award is determined using Ookla's independent and statistically rigorous methodology, based on millions of real-world network performance measurements collected nationwide from everyday consumer devices used by real customers. These measurements include consumer-initiated Speedtest® data alongside other independently collected mobile usage signals, providing a comprehensive view of actual customer experience across apps, locations, and usage scenarios. The award reflects real-world performance through a composite score derived from median download and upload speeds, latency, and consistency metrics, rather than laboratory simulations or drive-test-only data.

"Network leadership today is driven by real-time visibility and decisive action. By operating the network proactively using live customer experience data and precise coverage gap resolution, issues are identified early, addressed accurately, and validated with confidence. Ookla data plays a critical role in informing strategic network decisions and has directly contributed to the awards Umniah has earned, reinforcing its position as the benchmark for network quality in Jordan."

— **Yusuf Sater,** Chief Technology Officer, Umniah by Beyon

To respond effectively to rising customer expectations and strengthen its competitive position, Umniah partnered with **Ookla**® to incorporate real-time, independently collected, crowdsourced intelligence into its network operations, providing continuous visibility into how customers experience the network in everyday conditions across Jordan.

Insights from Ookla solutions, including **Speedtest Insights**™, **Speedtest Intelligence**®, **Cell Analytics**™ and **Consumer QoE**™, provide Umniah with a continuously updated view of real-world user experience across Jordan.

This real-time intelligence enables faster detection and troubleshooting of issues, sharper prioritization of network investments, and ongoing validation of improvements, while strengthening the overall 5G experience, helping ensure that enhancements translate into tangible benefits for customers.

These insights are derived from a statistically significant volume of measurements collected during Q3–Q4 2025. Ookla applies robust statistical validation techniques, including outlier removal and confidence checks, to ensure accuracy, fairness, and comparability across operators.

As a result of this data-driven approach, Umniah won the Speedtest Award™ for Best Mobile Network for Q3–Q4 2025.

OOKLA

Situation

Mobile customers rely on connectivity across many different locations and usage settings every day, at home, work, and across public areas where performance can vary. Traditional measurement methods, such as periodic drive tests or one-time data collections, provide only limited snapshots of these day-to-day conditions and do not provide the continuous visibility Umniah needed to make faster, more informed decisions about the network that ultimately enhance the customer experience.

Umniah wanted a more agile, data-driven model that supported real-time verification of performance, faster operational adjustments, and ongoing optimization. The company saw clear limitations in legacy collection practices and aimed to build a dynamic process that would strengthen decision-making across both network engineering and broader business operations.

Solution

Umniah modernized its network operations by incorporating Ookla's crowdsourced datasets into engineering and planning workflows. This dataset integration provides Umniah with a continuous update view of real-world performance, enabling Umniah to identify issues earlier, act with greater precision, and validate outcomes using independent data. To guide this transformation, Umniah focused on three core use cases aligned with its network strategy:

Coverage analysis to identify where users experienced weak signal conditions.

Network anomaly detection to identify localized issues such as elevated 5G packet loss.

5G rollout validation to confirm successful deployments and support user migration to higher-performing technologies.

These operational improvements directly influenced the core performance indicators used by Ookla to determine the Best Mobile Network award, including speed, latency, and consistency. Performance gains were measured, validated, and sustained using the same independent datasets applied in award evaluation, establishing a clear and auditable link between network actions and award outcomes.

Coverage Analysis

Real-time **Speedtest data** enabled Umniah to identify specific locations where coverage improvements would deliver the greatest impact on customer experience. Crowdsourced insights highlighted areas such as the Aqaba 9th District and Moghayyer Village Center, where users were experiencing weaker signal conditions that did not meet Umniah's quality standards.

Accordingly, targeted enhancements were deployed in these locations, and the same datasets were used to verify stronger signal levels and improved performance after implementation. This closed-loop approach ensures that network investments are precise, measurable, and directly linked to real-world customer experience.

OOKLA

Umniah Signal Strength for Aqaba 9th District in Jordan
Speedtest Insights™ | Integration Date: 12/4/2024

Before   **After**

Umniah Signal Strength for Moghayyer Village Center in Jordan
Speedtest Insights™ | Integration Date: 6/11/2024

Before   **After**

Network Anomaly Detection

Network anomalies can be difficult to detect through traditional monitoring because they often occur in specific areas or during certain usage patterns. Ookla's crowdsourced insights enabled Umniah to detect localized 5G anomalies, including elevated packet loss, which would otherwise be difficult to identify.

After identifying these anomalies, Umniah deployed solutions to address the elevated packet loss and then used the same crowdsourced data to verify that the fixes were effective. This end-to-end process ensured that the anomaly had been resolved and that customers experienced improved 5G performance in the affected areas.

Umniah - 5G Monthly Packet Loss (%)
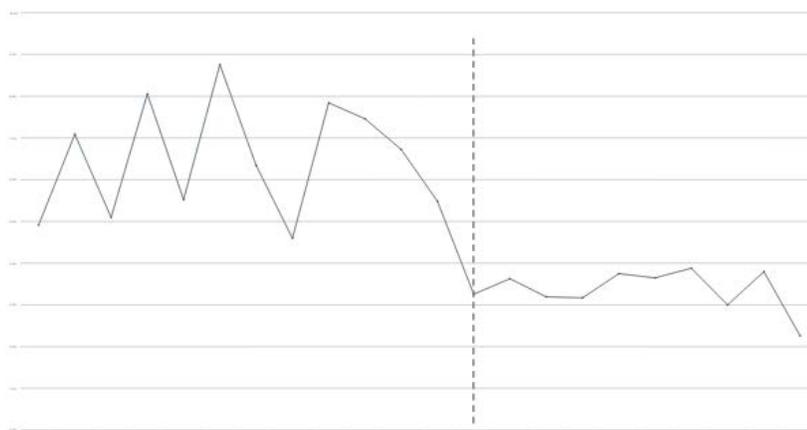
Date	Average of metric packet loss
Dec-23	4.9%
Jan-24	7.1%
Feb-24	5.1%
Mar-24	8.1%
Apr-24	5.5%
May-24	8.8%
Jun-24	6.3%
Jul-24	4.6%
Aug-24	7.8%
Sep-24	7.5%
Oct-24	6.7%
Nov-24	5.5%
Dec-24	3.3%
Jan-25	3.6%
Feb-25	3.2%
Mar-25	3.2%
Apr-25	3.7%
May-25	3.6%
Jun-25	3.9%
Jul-25	3.0%
Aug-25	3.8%
Sep-25	2.3%

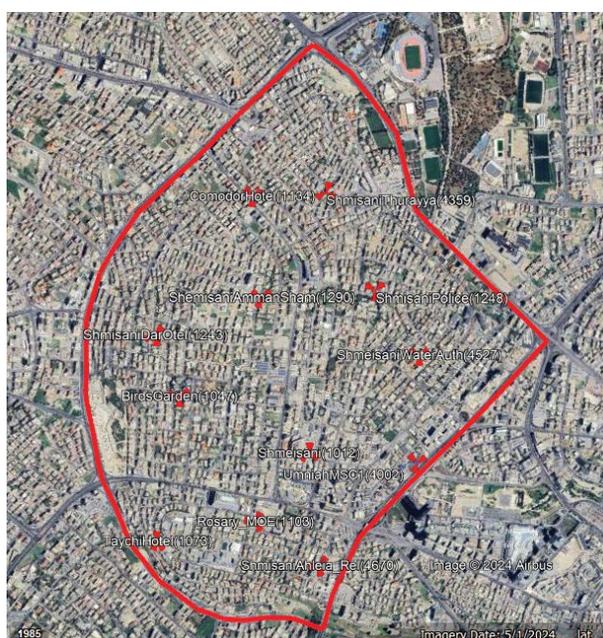## 5G Rollout and Sunrise Strategy

As Umniah continues to expand its 5G network, real-world performance validation plays a critical role in ensuring that deployments deliver meaningful benefits. Ookla insights allow Umniah to verify the performance of new 5G deployments and ensure that users were connecting to the most suitable technology based on device capabilities and network availability. The data helped Umniah identify areas where 5G would deliver meaningful improvements and confirm that deployments were operating as intended.

One example is the area surrounding Amman International Stadium, where Speedtest results confirmed stronger 5G signal levels after upgrades were deployed. These before-and-after measurements supported Umniah's broader 5G sunrise efforts, enabling intelligent migration from legacy technologies to 5G where coverage, capacity, and device readiness align, ensuring a smooth transition and a consistently strong customer experience.

Umniah 5G Signal Strength Near Amman International Stadium in Jordan
Cell Analytics™ | 2025

| Before 5G Development	After 5G Development

Outcome

Operating the network with real-time intelligence has strengthened Umniah's ability to deliver consistent, high-quality performance at scale. Faster issue detection, sharper investment decisions, and continuous validation have elevated customer experience across the mobile network as usage and expectations continue to rise.

These capabilities were independently validated through the **Speedtest Award**™ for Best Mobile Network Q3-Q4 2025. Umniah has maintained the leading mobile network position in Jordan for several consecutive years, supported by sustained gains in speed, reliability, and customer satisfaction.

**Median Download Speed for Providers in Jordan**

Speedtest Intelligence® | 2024 – 2025
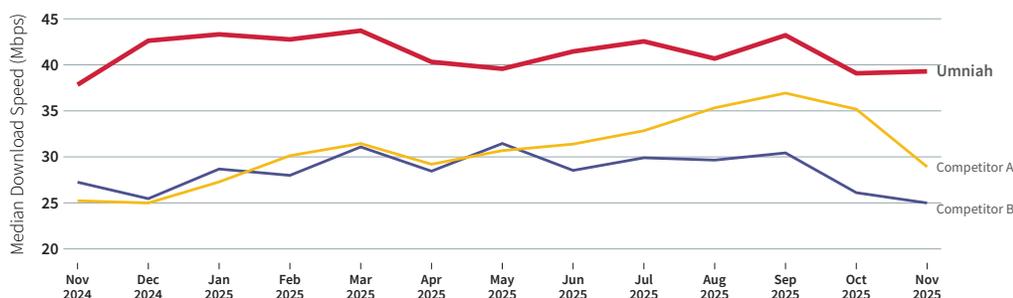
Umniah's improvements have played a direct role in elevating Jordan's overall download speeds. This impact is evident when comparing Umniah's median download performance to Jordan's national median download speed on the **Speedtest Global Index**™, where Umniah consistently exceeds the countrywide average delivering results above the countrywide average, setting a higher performance standard for the market.

Umniah Median Download Speed vs. Jordan Median Download Speed

Speedtest Intelligence® and Speedtest Global Index™ | October 2024 – October 2025
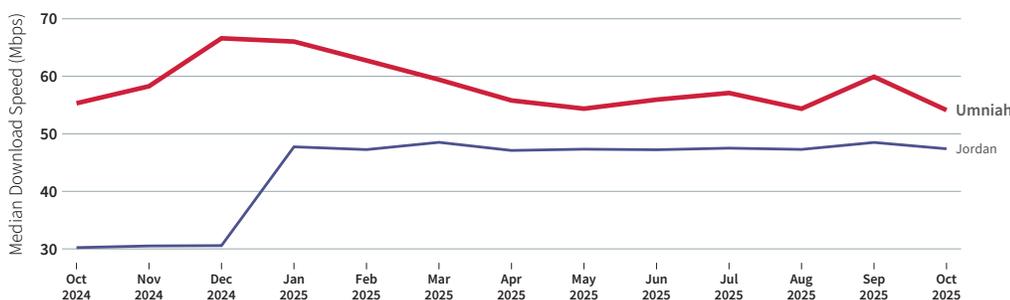
Through proactive performance management and continued 5G expansion, Umniah continues to lead the evolution of mobile connectivity in Jordan, supporting stronger digital inclusion, greater economic participation, digitally enabled economy. Throughout the award period, Umniah consistently outperformed Jordan's national median performance across key indicators measured by Speedtest Intelligence, reinforcing its market-leading position through sustained real-world performance rather than isolated gains.

About Umniah

Umniah by Beyon is a leading telecom company in Jordan offering mobile, internet, and digital solutions with a focus on innovation and customer experience. Since entering the market in 2005, Umniah has played the role of a game-changer, breaking monopolies, opening the door to competition, and delivering value for money and innovative digital services to Jordanians.

OOKLA