

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

**Ideal for property owners, real estate developers, venue owners, managed service providers, and network operators responsible for environments where connectivity is critical:**

- [Hotels & Resorts](#)
- [Enterprise Offices](#)
- [Commercial Real Estate Development](#)
- [Stadiums & Large Public Venues](#)
- [Multifamily Residential](#)
- [Hospitals & Healthcare Facilities](#)
- [Airports](#)



“Speedtest Certified sets a new industry standard, data-driven evaluation framework for creating secure network connectivity, enhancing digital experiences and driving better connectivity outcomes. Deloitte is excited to collaborate with Ookla to show how Speedtest Certified can benefit our clients, our people, and society.”



**Pedro Tavares**  
Deloitte Portugal Cyber & Telecom Networks Lead Partner

# 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 to validate that the network can support demanding activities like video conferencing and uploading large files.

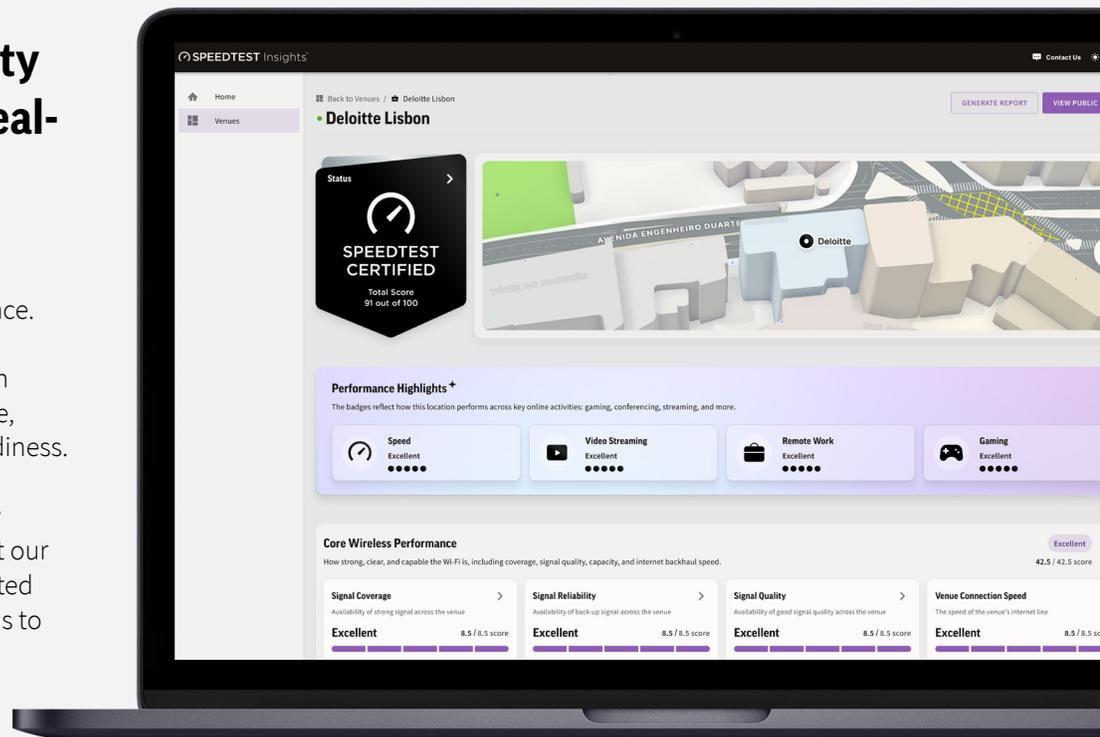


## Infrastructure Readiness and Resilience

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.

## Gain complete visibility into your network's real-world performance

The Speedtest Certified digital portal translates results from your on-site assessment into actionable intelligence. Comprehensive dashboards provide personalized insights and an in-depth analysis of your network performance, configuration, and infrastructure readiness. The platform delivers personalized, actionable recommendations for any areas requiring improvement to meet our standards, while also providing targeted suggestions for network optimizations to further enhance performance.





# Turn high-performance connectivity into a competitive advantage

Speedtest Certified provides industry-specific network validation to solve the unique connectivity challenges and unlock new business opportunities.

## Hotels & Resorts

For hotels, Wi-Fi is no longer an amenity; it's a fundamental expectation that directly impacts revenue. Speedtest Certified transforms your Wi-Fi from an operational expense into a powerful marketing asset. It provides the trusted, third-party proof you need to attract high-value digital-native guests, win lucrative event business, and command premium rates, driving higher ADR and RevPAR.

## Enterprise Offices

Justifying infrastructure investments to leadership can be a major challenge. Speedtest Certified provides the independent, data-driven proof needed to validate your network spend and demonstrate its ROI. It transforms your team's technical success into a visible badge of excellence, giving you the objective metrics required to prove to stakeholders that the enterprise network is built for resilience, employee satisfaction, and productivity.

## Commercial Real Estate Development

In a competitive market, a verifiably superior digital experience is a powerful differentiator. Speedtest Certified provides the trusted, third-party proof of network excellence required to stand out and attract high-quality tenants. A certified building is positioned to command premium rates by offering the guaranteed, world-class connectivity that modern businesses demand.

## Stadiums & Large Public Venues

A modern stadium's core functions—including digital ticketing, mobile ordering and cashless payments, and stadium-specific mobile application and digital experiences—all depend on a high-performance network.

Speedtest Certified provides the verified proof of network excellence required to boost ancillary revenue, secure premier events, and deliver the immersive digital experiences that attract high-value sponsorship partners.

## Multifamily Residential

In today's connected world, residents view reliable internet as a non-negotiable utility. Speedtest Certified allows you to prove your commitment to an exceptional digital experience, giving your properties a distinct advantage in an increasingly competitive market. It serves as a trusted signal to prospective residents that your building is equipped to handle their connectivity needs, increasing resident satisfaction, leasing rates, and net operating income for higher per-unit asset value.

## Hospitals & Healthcare Facilities

Transform your Wi-Fi from an invisible operational expense into a powerful, visible marketing asset that builds patient and provider trust and differentiates your hospital system. A verifiably superior digital experience—backed by the globally trusted Speedtest brand—is a powerful marketing tool that showcases your investment in a world-class care environment for both patients and providers.

## Airports

In the complex airport environment, high-quality connectivity is essential for the passenger journey, commercial tenant success, and critical ground operations. Speedtest Certified provides independent, third-party validation of your network's performance, helping you boost passenger satisfaction scores, attract and retain airline partners, and drive non-aeronautical revenue.

# The certification process



## STEP 1

### Project Discovery and Agreement

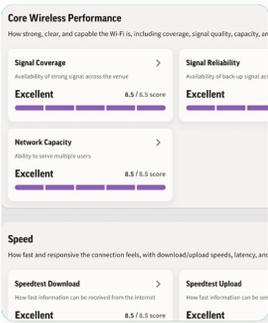
We begin by collaborating with your team to confirm key details like property size and type to determine the precise scope and investment required. Once the proposal is accepted, we gather detailed floor plans and document your network configurations to ensure an efficient on-site audit.



## STEP 2

### On-Site Performance Assessment

An accredited assessor conducts a comprehensive on-site audit that analyzes the end-to-end digital experience throughout your property. Testing is performed under real-world conditions to accurately capture the true user experience.



## STEP 3

### Findings & Improvement

If your property achieves a passing score, the Speedtest Certified designation is issued immediately, along with your report and optional recommendations for future optimization.

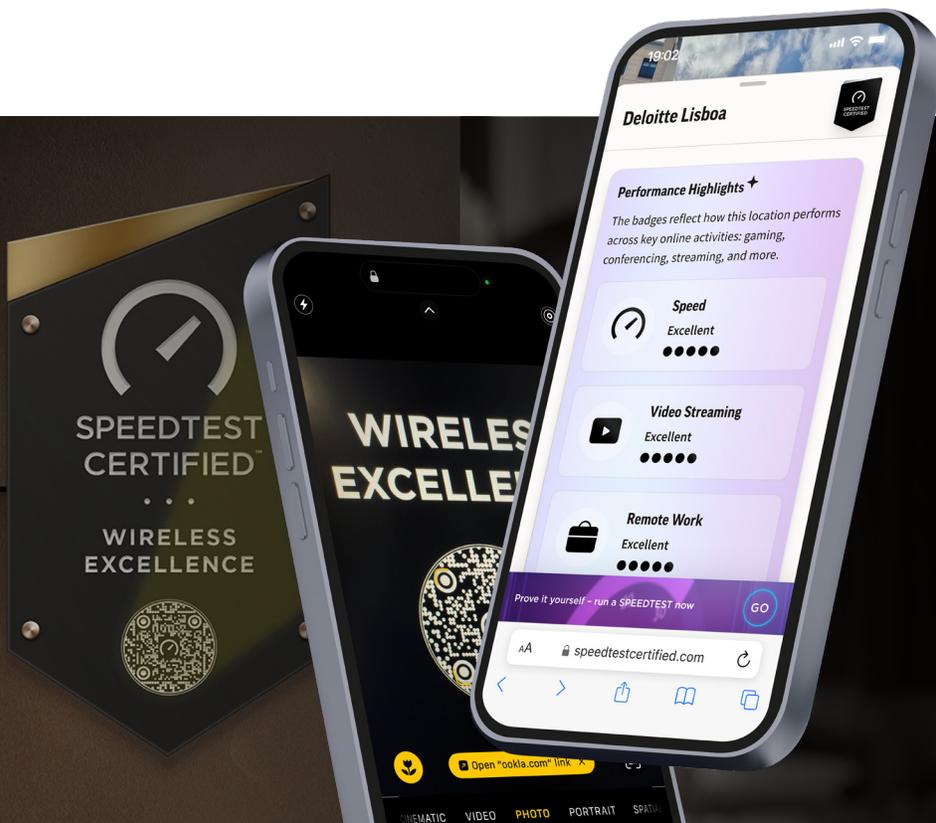
If improvements are needed, your report provides recommendations to meet the standard. Once the improvements are implemented by your team, certification is granted after a follow-up assessment.



## STEP 4

### Certification & Activation

Once your property meets the Speedtest Certified standard, you will receive a toolkit including the official digital seal and a physical on-property emblem to showcase your achievement across your network site and online profiles. Utilize the globally recognized Speedtest Certified brand and our full suite of digital and physical marketing assets to promote your superior network.



## Certify your property

Join the Speedtest Certified property network verification program and get featured on our public directory of certified properties. Speedtest Certified validates your network investments, establishes standardized quality across all locations, and provides objective metrics to promote superior performance.

Learn more at:

[www.ookla.com/speedtest-certified](https://www.ookla.com/speedtest-certified)

