#WiFiDesignDay

by Ekahau and Open Reality

Better Together

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OOKLA

Let’s start with a simple question:

Why are Ekahau and Wi-Fi so important to Ookla and its mission?

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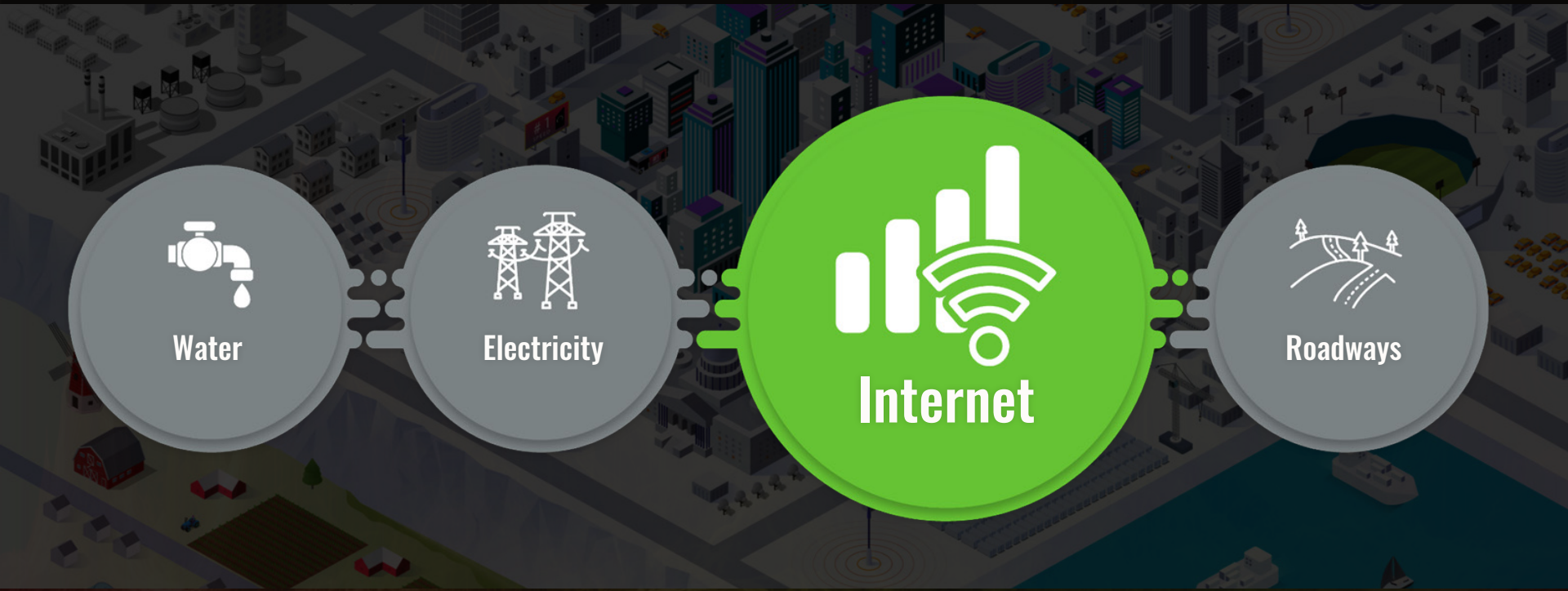
Why Wi-Fi?

It’s part of the infrastructure of daily life.



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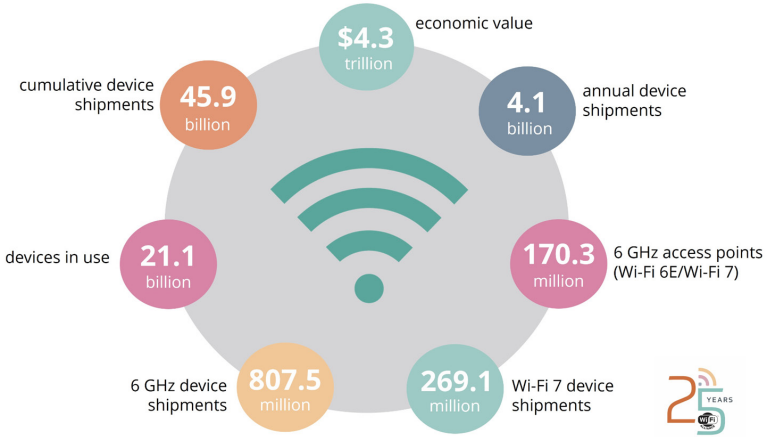
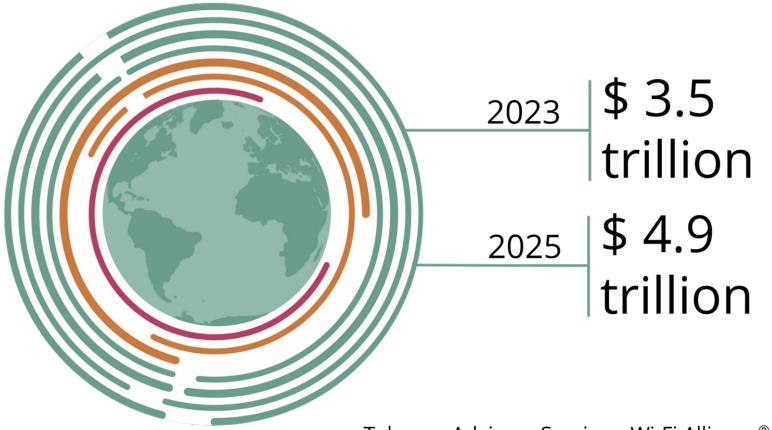
Why Wi-Fi?
It’s importance is only growing.

Wi-Fi by the Numbers 2024



Global Value of Wi-Fi



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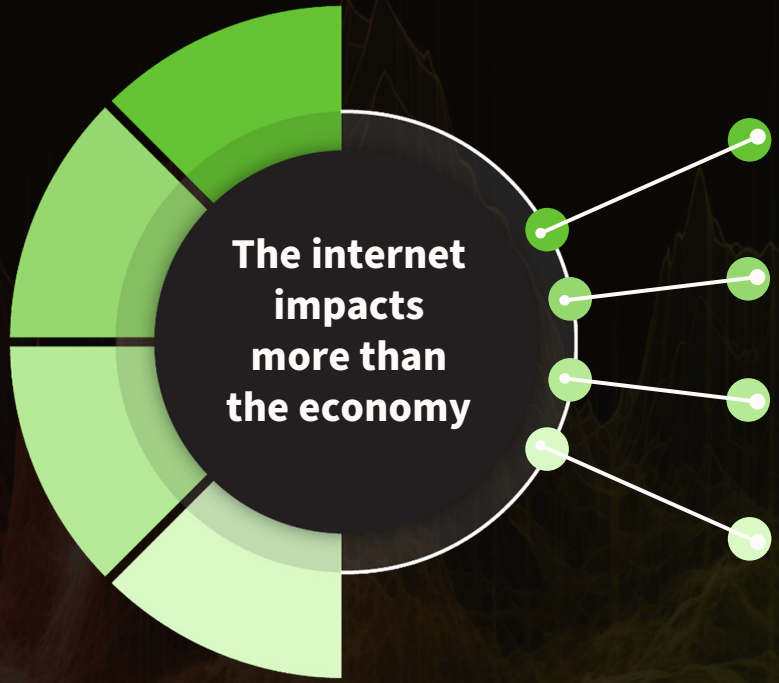
Why Wi-Fi?

It’s a driver for social growth and change.



Educational opportunities

Community growth

Healthcare access

Career development

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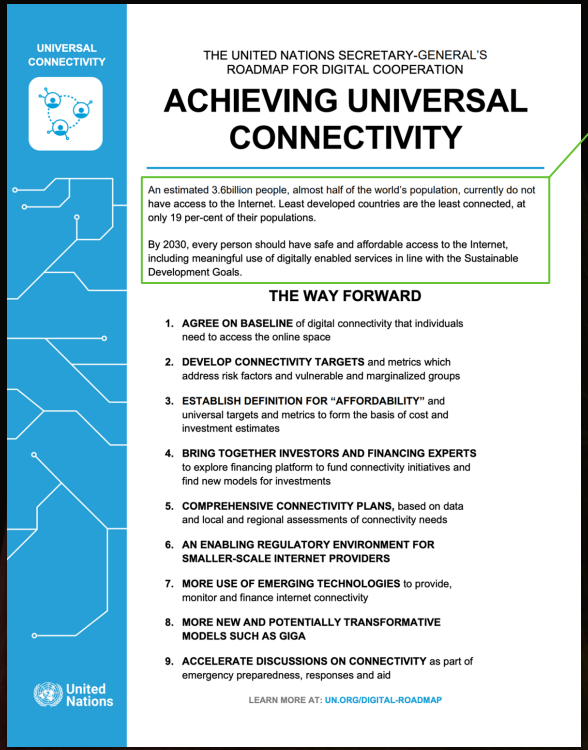
Why Wi-Fi?

The UN has made connectivity a key priority.



UNIVERSAL CONNECTIVITY

THE UNITED NATIONS SECRETARY-GENERAL'S ROADMAP FOR DIGITAL COOPERATION

ACHIEVING UNIVERSAL CONNECTIVITY

An estimated 3.6billion people, almost half of the world's population, currently do not have access to the Internet. Least developed countries are the least connected, at only 19 per-cent of their populations.

By 2030, every person should have safe and affordable access to the Internet, including meaningful use of digitally enabled services in line with the Sustainable Development Goals.

THE WAY FORWARD

1. **AGREE ON BASELINE** of digital connectivity that individuals need to access the online space
2. **DEVELOP CONNECTIVITY TARGETS** and metrics which address risk factors and vulnerable and marginalized groups
3. **ESTABLISH DEFINITION FOR "AFFORDABILITY"** and universal targets and metrics to form the basis of cost and investment estimates
4. **BRING TOGETHER INVESTORS AND FINANCING EXPERTS** to explore financing platform to fund connectivity initiatives and find new models for investments
5. **COMPREHENSIVE CONNECTIVITY PLANS,** based on data and local and regional assessments of connectivity needs
6. **AN ENABLING REGULATORY ENVIRONMENT FOR SMALLER-SCALE INTERNET PROVIDERS**
7. **MORE USE OF EMERGING TECHNOLOGIES** to provide, monitor and finance internet connectivity
8. **MORE NEW AND POTENTIALLY TRANSFORMATIVE MODELS SUCH AS GIGA**
9. **ACCELERATE DISCUSSIONS ON CONNECTIVITY** as part of emergency preparedness, responses and aid

LEARN MORE AT: UN.ORG/DIGITAL-ROADMAP

United Nations

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So how do Ekahau and Wi-Fi fit within the bigger Ookla picture?

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Our Mission

To **measure**, **understand**, and **help improve** connected experiences

- A complete view of connectivity requires a **complete portfolio of solutions**
- Ekahau is **central to our mission**
- We're **enhancing the power of Ekahau** by using it in conjunction with our other solutions
- Four brands, one common purpose: **better connectivity for all**

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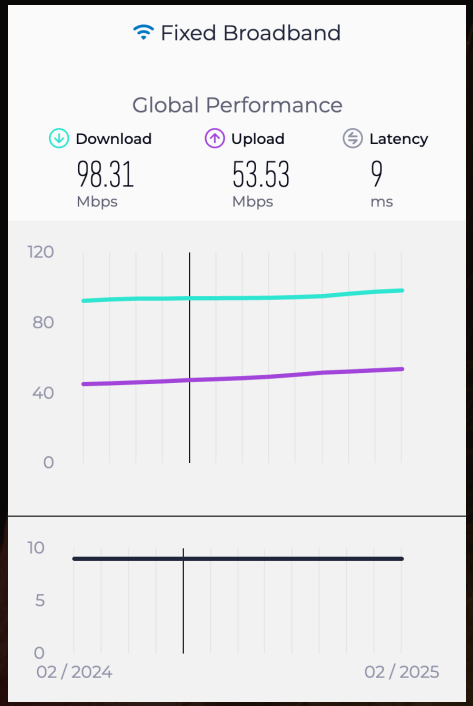
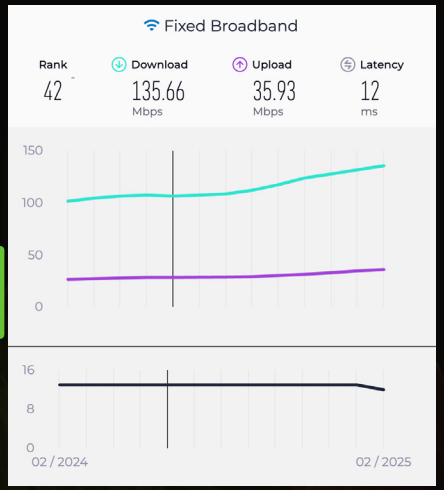
Measuring with the Speedtest Global Index

Each month Speedtest ranks approximately 150 countries for both mobile and fixed broadband speeds



#		Country	Mbps
1	-	Singapore	345.33
2	-	United Arab Emirates	313.55
3	-	Hong Kong (SAR)	312.48
4	+1	Iceland	295.55
5	-1	France	290.75
6	+1	United States	279.93
7	-1	Chile	279.53
8	-	Denmark	254.75
9	-	Spain	247.94
10	-	Switzerland	245.39

#		Country	Mbps
39	-	Ireland	148.37
40	+1	Moldova	147.90
41	-1	Finland	146.60
42	-	United Kingdom	135.66
43	-	Malaysia	135.64
44	-	Trinidad and Tobago	124.50
45	-	Saudi Arabia	121.87
46	+1	Costa Rica	119.19
47	-1	Belgium	116.69
48		Ecuador	110.44



www.speedtest.net/global-index

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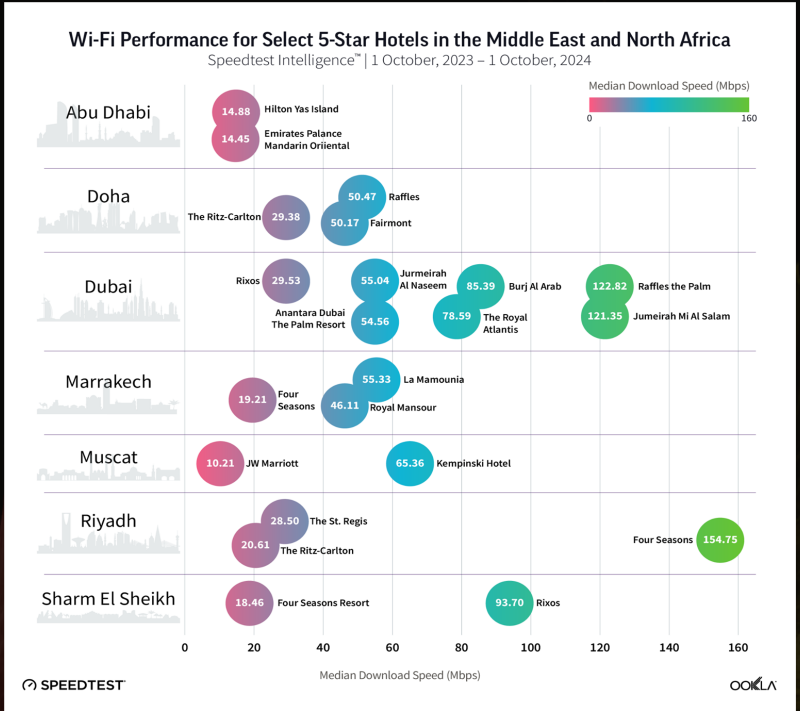
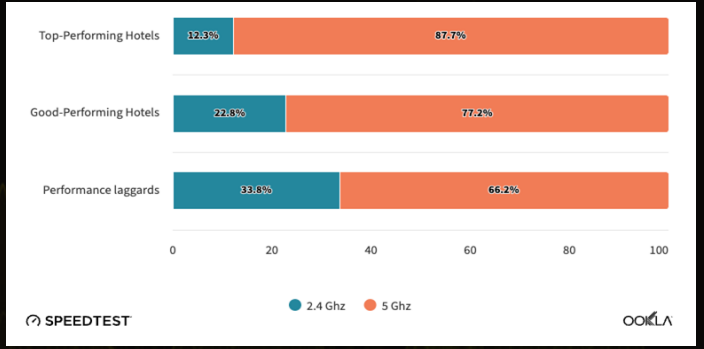
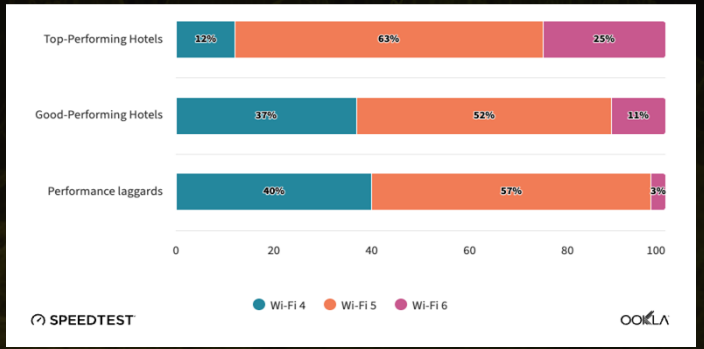
Understanding Wi-Fi performance across top hotels

Comparing performance using Speedtest consumer-initiated test results (i.e., when a consumer hits GO)





Test distribution by Wi-Fi frequency band



Test distribution by Wi-Fi standard

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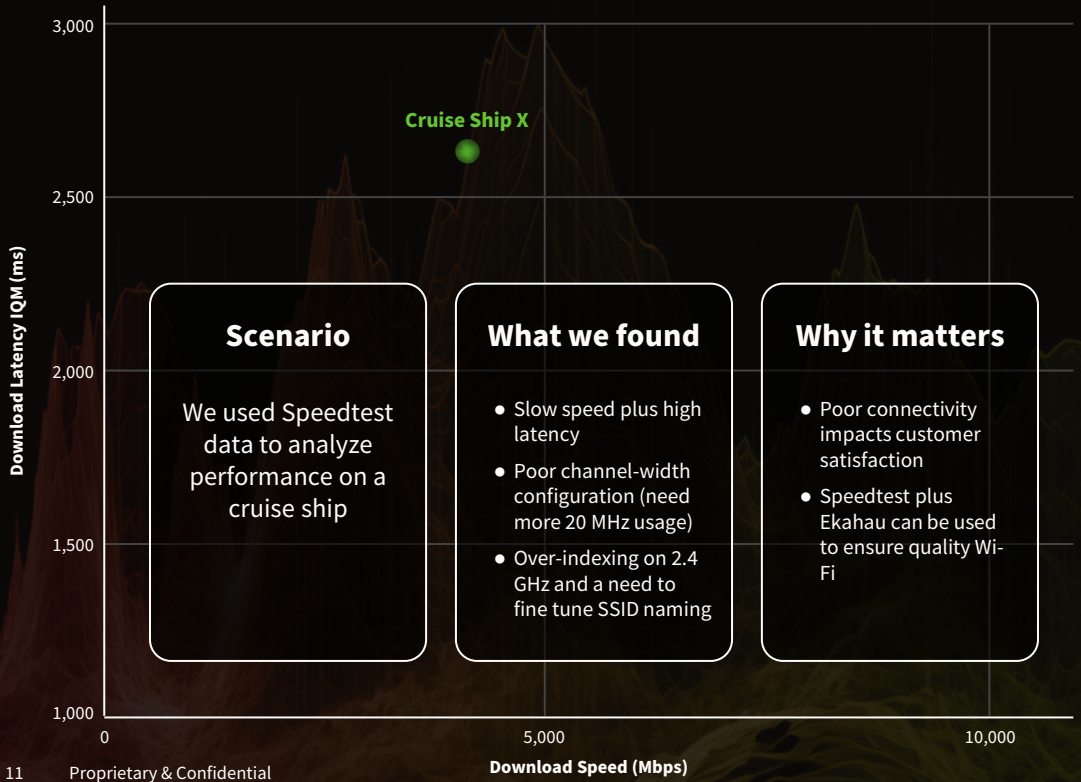
Helping improve by using Speedtest with Ekahau

Finding opportunities for optimization or troubleshooting



Scenario

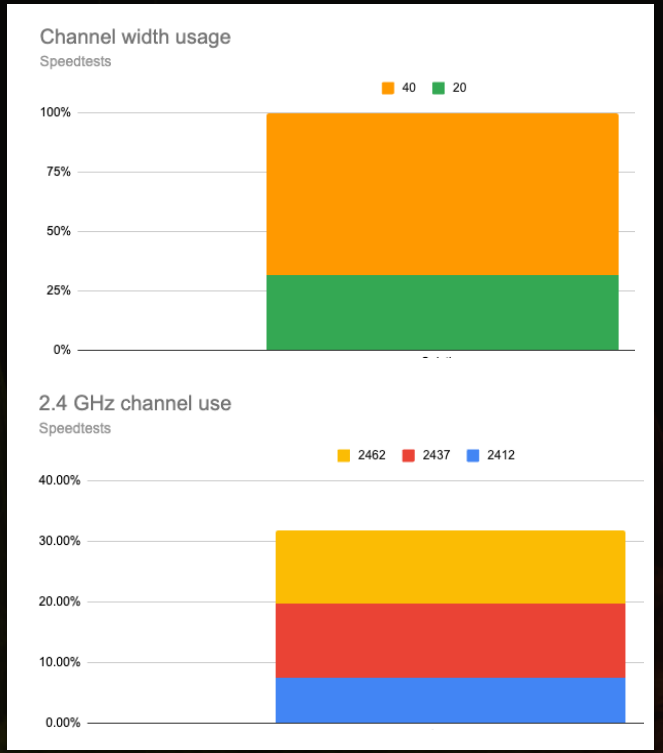
We used Speedtest data to analyze performance on a cruise ship

What we found

- Slow speed plus high latency
- Poor channel-width configuration (need more 20 MHz usage)
- Over-indexing on 2.4 GHz and a need to fine tune SSID naming

Why it matters

- Poor connectivity impacts customer satisfaction
- Speedtest plus Ekahau can be used to ensure quality Wi-Fi



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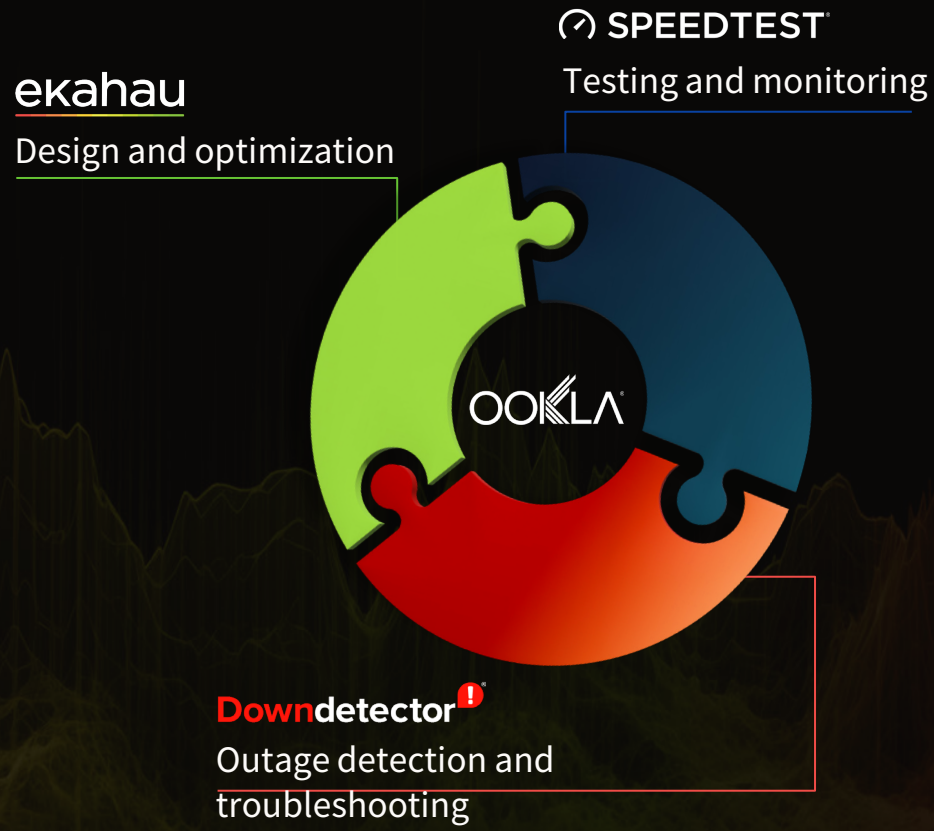
Looking ahead

Finding more ways to use Ekahau with Speedtest and Downdetector

A virtuous cycle to ensure continued network health



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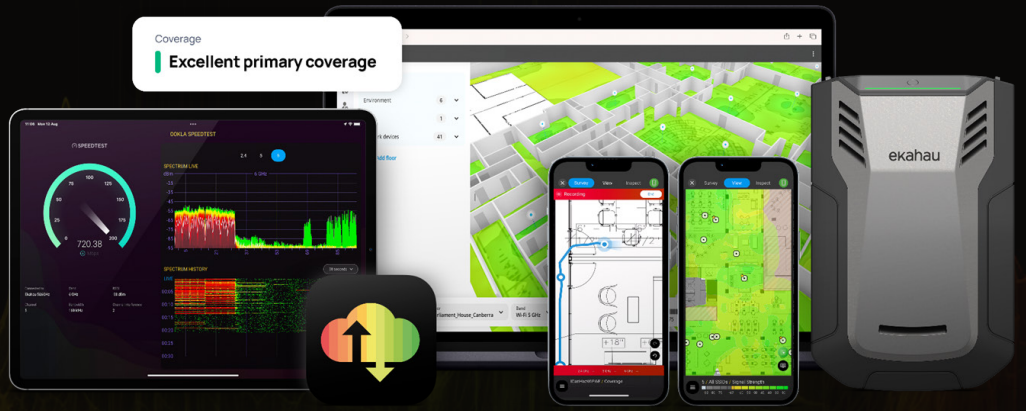
Only with Ekahau

- Ekahau is **powerful on its own**
- But Ekahau and our other solutions are even **better together**
- **Better Data → Better Insights → Better Outcomes**
- Stay tuned… We're only getting started with building product convergences that you'll find **only with Ekahau**



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THANK YOU

Do you have any questions?

ookla.com

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