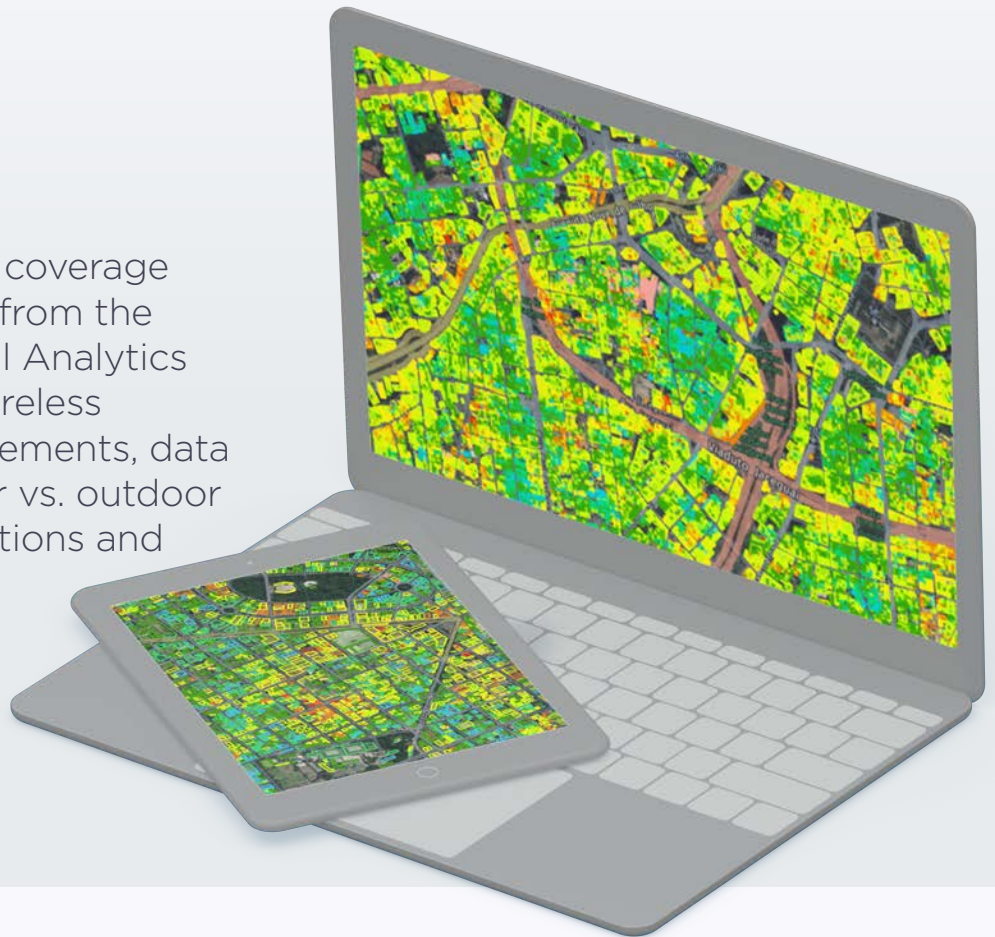




Cell Analytics™

Powered by performance, coverage and signal measurements from the Ookla® Speedtest® app, Cell Analytics provides insights about wireless service quality, RF measurements, data usage, user density, indoor vs. outdoor performance, cell site locations and much more.



With over 100 million users, the Speedtest app and methodology are the industry standard for measuring network performance, quality and availability. Coverage and signal measurements are collected in the foreground whenever a consumer initiates a test with Speedtest and at regular intervals in the background for Speedtest Android users who have opted in. This provides measurements from locations that are inaccessible by traditional data collection methods like drive testing. And unlike walk testing, which only measures set locations on a set schedule, these real-world measurements come from hundreds of millions of scans daily, when and where consumers are actually connecting to the network.

Make data-driven decisions

Cell Analytics rapidly assesses all networks and technologies down to the individual building level to help operators:

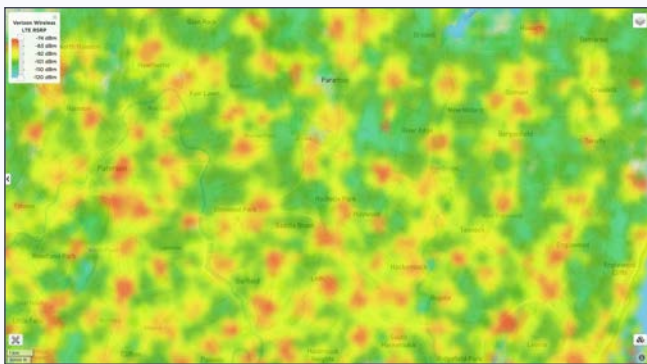
- Assess the performance, quality and availability of existing networks
- Focus engineering effort where most needed
- Identify and fix network issues faster
- Locate opportunities for capacity expansion to existing cell sites
- Prioritize both network optimization and marketing efforts based on coverage, demand and competitive benchmarking

A simple interface with a wide range of views

Cell Analytics makes it easy to understand and draw actionable conclusions about the state of your network. Platform features include:

- RF Measurement Maps on All Cellular Networks and Technologies
- Cell Footprint Maps
- Data Usage Maps
- User Density Maps
- Competitive Difference Maps
- Ranked Top Buildings for Engineering and Sales Teams
- Indoor, Outdoor and Combined Views
- Statistical Analysis
- Cell Site Finder
- User Adjustable Colors, Thresholds, and Filters
- Data Imports and Exports from other GIS software

Example views and use cases



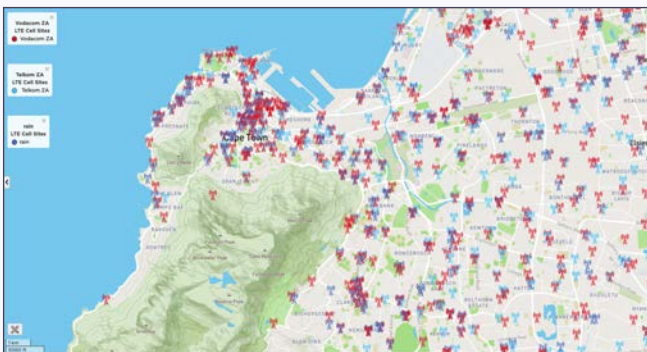
Network Performance Views

Filter by band, view only good or bad areas, or compare two networks



Check Coverage from Individual Sites

See most frequently used cells in each 10m bin, as well as other useful cell-level views



Find Cell Sites

Identify where competitors have built cell sites and discover areas with no cell sites that also have poor coverage or quality



See Indoor RF Measurements per Operator

Advanced processing is used to identify indoor users and signal measurements so you can see indoor coverage and quality per operator, as well as user density



Request a Demo at Ookla.com/speedtest-intelligence