

P3 introduces a new era of excellence in global benchmarking and AI services

The P3 Benchmark Framework sets new industry standards, while the P3 AI Engine supports reinventing industries through applied AI.



Stuttgart, Baden-Wurttemberg Feb 25, 2026 (IssueWire.com) - At this year's Mobile World Congress in Barcelona, P3 launches and presents its P3 Benchmark Framework as well as its AI powered solutions. In benchmarking, the company focuses on the dedicated impact dimensions AI Readiness, Consumer Experience, and Industry Experience. Its framework establishes new standards in testing and evaluating networks and services resulting in the P3 Score. In the AI domain, the company addresses all industries with its own P3 AI Engine – telecommunications, automotive, aviation, energy and others. The purpose is to transform technological ambition into tangible operational impact.

“While consumer experience is still relevant, the relevance of industry connectivity, AI readiness, and real-time data services continue to grow, the need for a benchmark that truly reflects these developments is greater than ever. That is why we will introduce exactly such a network benchmark. Our AI services complement this in a unique way supporting enterprises to transform how they work by leveraging AI”, states Hakan Ekmen, CEO P3 communications and P3 re:invent.

The brand new P3 Benchmark is designed to become the new standard in the global telco market. It adds a new perspective to global benchmarking by offering a holistic AI-ready framework beyond traditional consumer focused metrics. It will be available for both mobile and fixed-line networks and is set to become a new global reference point for objectively measuring and improving telco network performance. Network operators who receive the best P3 Score will be awarded “Test Champion”.

P3's AI services and AI engine help to improve network and process automation, increase efficiency and quality, reduce costs, simplify and streamline network complexity, extend AI to all network workflows as well as optimize end-to-end network performance. All of this serves an overarching goal: improving the customer experience, strengthening customer loyalty, and enabling a genuine service transformation.

Under the leadership of Hakan Ekmen, P3 further sharpens its positioning as a trusted partner for CTOs and technology leaders – combining strategic advisory with decades of telco expertise and AI-driven execution to redefine innovation and performance for the next generation of connectivity.

P3 is back in Telco! Meet P3 at Mobile World Congress in Barcelona (Hall 6 | Booth 6F38).



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