



# MVNO Service Portfolio

Our Mobile Virtual Network Operator (MVNO) service portfolio is organized into four bundled groups of services based on developmental needs. This ensures that before and after the launch of its services, an MVNO's needs are met and surpassed.

We have extensive hands-on experience from start-up operators, mobile vendors, and a mobile data laboratory to help our clients in their day-to-day business operations. We have worked on multiple MVNO projects globally and we understand what it takes to launch a successful mobile and a mobile data service in this competitive mobile market. Our objective is to make sure our MVNO clients avoid the common failures in the complex mobile data industry.

Our flexible work arrangement allows any MVNO to engage us on a project basis or retainer basis.

## MVNO Bundled Services

### Start-Up

- Market Entry Evaluation
- MVNE Evaluation & Analysis
- Business Strategy & Planning
- Custom Business Case Development
- Mobile Data MVNO & MVNO Seminar
- Handset Vendor Evaluation & Analysis

### Launch

- Market Entry Evaluation
- MVNE Evaluation & Analysis
- Business Strategy & Planning
- Market & Customer Segmentation
- Custom Business Case Development
- HNO Contract Negotiation Assistance
- Mobile Data MVNO & MVNO Seminar
- Handset Vendor Evaluation & Analysis
- Market Research & Competitive Analysis

### A La Carte

With our extensive portfolio of over 20 services, we can create a customized package for any MVNOs.

### All Inclusive

- Service Benchmarking
- Market Entry Evaluation
- Competitor SWOT Analysis
- MVNE Evaluation & Analysis
- Marketing Plan Development
- Business Strategy & Planning
- Market & Customer Segmentation
- Mobile Data Revenue Identification
- Partnership & Alliance Development
- Service & New Product Development
- Custom Business Case Development
- HNO Contract Negotiation Assistance
- Mobile Data Application Segmentation
- Mobile Data MVNO & MVNO Seminar
- Handset Vendor Evaluation & Analysis
- MVNO Network Architecture Evaluation
- Project Management & RFP Preparation
- Market Research & Competitive Analysis
- Churn Management & Revenue Assurance
- Measurement of Key Performance Indicators



### **About The Besen Group**

The Besen Group, LLC is an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo.

Its mission is to provide mobile data players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group's competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

The Besen Group works with mobile operators, MVNOs, MVNEs, mobile vendors, law firms, investment banks, venture capital and private equity firms from all around the world.

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