



# Overview

The Besen Group's Cable MVNO seminar is the most comprehensive seminar in the US.

It is offered to cable operators who are considering launching mobile and mobile data services.

The seminar includes an intensive strategy and business case workshops on how to build a compelling voice and data centric MVNO business case.

Seminars are conducted at the client's location with a 3 weeks advance notice. Our ultimate goal is to maximize our client's knowledge and answer all key questions regarding cable operators' mobile strategy.

We can also customize the seminar based on the client's needs.

## Mobile Wholesale Definitions

- **MNO:** It is a mobile network operator that owns its mobile network infrastructure and allocation of spectrum. It does not open its network to MVNOs, MVNAs and may work with multiple MVNEs.
- **HNO:** It is as a mobile network operator that owns its network infrastructure and allocation of spectrum. It opens its network to MVNOs, MVNAs, and may work with multiple MVNEs.
- **MVNO:** It is an organization that offers mobile and mobile data services with or without spectrum. The spectrum can be licensed, unlicensed or shared. It may work with multiple HNOs, MVNAs, MVNEs.
- **MVNA:** It is an organization that combines multiple MVNOs and may work with multiple HNOs, and MVNEs.
- **MVNE:** It is an intermediary organization that offers managed services and may work with multiple MNOs, HNOs, MVNEs, and MVNAs.

## Session I: Cable Operator Mobile Strategy

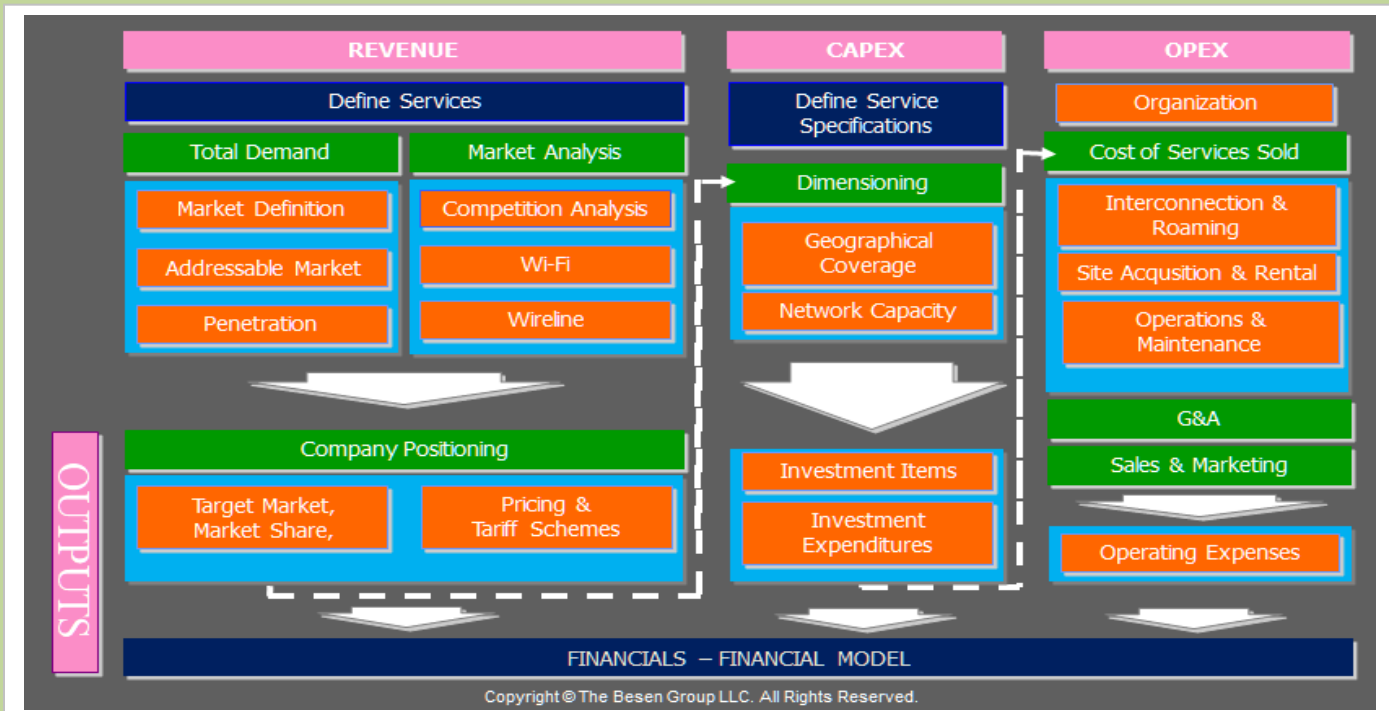
- **Cable Operator Mobile Strategy Overview**
  - Understanding the mobile network architecture and spectrum band requirements
  - Identifying the key challenges for adding network capacity and network densification
  - Evaluating multiple deployment business models and use cases suitable for cable operators
- **Cable Operator Mobile Strategy Phase I: Wi-Fi + MVNO**
  - Examining the risk and benefits of becoming an MVNO on the HNO's network
  - Negotiating the wholesale contract pricing for voice, SMS and data based on subscriber volume
  - Determining key operations cable operators should outsource to an MVNE or an MVNA
  - Understanding the mobile economics for Wi-Fi and MVNO business models
- **Cable Operator Mobile Strategy Phase II: Wi-Fi + CBRS + MVNO**
  - Assessing shared spectrum and high band spectrum business models to develop small cells network
  - Integrating small cells network into a mobile core network – Evolved Packet Core (EPC)
  - Dimensioning small cells network deployment models and calculating total costs of ownership
  - Understanding the mobile economics for Wi-Fi and CBRS and MVNO business models
- **Cable Operator Mobile Go-To-Market Strategy**
  - Understanding the unique needs and behaviors of each household member for mobile services
  - Determining the strategic distribution channels for mobile services based on target subscribers
  - Defining the appropriate pricing strategy based on different usage patterns for mobile services
  - Generating new revenue opportunities from mobile network operators and business owners

# Session II: MVNO Case Studies

- **Optimum Mobile**
  - SWOT Analysis
- **Spectrum Mobile**
  - SWOT Analysis
- **Xfinity Mobile**
  - SWOT Analysis

## Workshops: Strategy & Business Case Development

- **Revenue Structure:** Market Sizing, Take-Up Usage, Service Selection and Pricing
- **Capex (Capital Expenditures) Structure:** Network Related and Non-Network Related Expenses
- **Opex (Operating Expenditures) Structure:** Direct and Indirect Expenses
- **Host Network Operator Wholesale Pricing Analysis and Evaluation**
- **Financial Indicators:** Internal Rate of Return (IRR), Net Present Value (NPV), Payback



## About The Presenter

[Alex Besen](#) is the Founder & CEO of The Besen Group LLC. He provides strategic advisory, business development, market research and training services in the mobile data industry. Alex has over 30 years of hands-on experience in the mobile industry working for mobile network operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance. He has been working with mobile network operators and enterprises in developing their digital transformation strategies and advising MVNOs to launch their mobile and mobile data services.

Previously, Alex worked at Ericsson with mobile operators on MVNO and UMTS projects in the EMEA (Europe, Middle East and Africa) region. He was also responsible for identifying potential partners and hosting workshops at Ericsson Mobility World (a mobile data laboratory) where developers create, optimize and commercialize mobile applications. Prior to Ericsson, Alex was employed at T-Mobile USA (Omnipoint Communications) where he was responsible for partnerships, joint ventures and provided billing, customer care, marketing and financing solutions to mobile operators. Alex began his mobile career with Pocket Communications based in Washington DC where he managed the company's auction activity for C-block spectrum licenses as well as other activities associated with market research, market segmentation, pricing plans and market distribution strategies.

He holds a BS degree in Management from the University of Tampa and an MBA degree in International Business from the American University. He is fluent in French, Turkish and proficient in Italian.

He has spoken at 5G Core Summit 2023, MWC Las Vegas 2023, Connect (X) 2023, Connected America 2023, Total Telecom Congress 2022, MWC Las Vegas 2022, MWC Los Angeles 2019, In-Building Wireless Congress 2019, CCA – Mobile Carriers Show 2019, CCA – Mobile Carriers Show 2018, Mobile World Congress Americas 2017, CES 2017, CTIA Super Mobility 2016, Wi-Fi Now USA 2016, CCA - Mobile Carriers Show 2016, CTIA Super Mobility 2015, Sprint Mobility in Action 2014, MVNO Industry Summit USA 2013, MVNO World Congress 2013, CCA Global Expo 2013, MVNO Industry Summit 2012, MVNO Industry Summit 2011, MVNO Industry Summit Latam 2011, LTE North America 2011, LTE North America 2010, MVNO Industry Summit 2010, Eurasia Com 2009, Mobile World Congress 2008, MVNO Summit 2008, MVNO Summit 2007, MVNO Congress 2007, Emerging Mobile Partnerships & MVNOs Conference 2007, CTIA Wireless 2006 and CTIA Wireless 2005.

He was quoted in Bloomberg, Boston Business Journal, Business News Americas, CableFax, Chicago Tribune, CNN Business, Computer World, FierceWireless, Forbes, Hurriyet, Information Week, Light Reading, Los Angeles Times, MIT Technology Review, New York Times, RCR Wireless, Red Herring, S&P Global, The Kansas City Star, The Seattle Times, The Washington Post, The Wall Street Journal, Triangle Business Journal, USA Today and Yahoo Finance.

## 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.

The Besen Group brings global perspective and an open approach to client engagements, where the transfer of our mobile data knowledge, hands-on experience, and strategic thinking become part of our clients' ongoing competitive strength. 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.

Our references include Altran-Capgemini, Amdocs, BICS, Celona, Cosmote, Dell Technologies, Deloitte, Ericsson, Fenerbahce, Frontier Communications, Giesecke+Devrient, Globalstar, Nokia, NTT DATA, Oceus, Orange, Panasonic, Speedcast, Sony and Turk Telekom.

Our consulting service portfolios include: [Mobile Data Service Portfolio](#), [MVNO Service Portfolio](#), [MVNE Service Portfolio](#) and [HNO Service Portfolio](#).

Our market research services include: [Private Networks Brochure](#), [Case Study Brochure](#) and [Tool Brochure](#).

Our training seminars include: [Private 5G Seminar](#), [Private LTE Seminar](#), [CBRS Seminar](#), [Mobile Wholesale Seminar](#), [MVNO Seminar](#), [Cable MVNO Seminar](#), [US MVNO Seminar](#), and [MVNE Seminar](#).

## Pricing

### Cable MVNO Seminar includes:

- Session I: Cable Operator Mobile Strategy
- Session II: MVNO Case Studies
- Workshops: Strategy & Business Case Development

For pricing information, please send an email to: [seminar@thebesengroup.com](mailto:seminar@thebesengroup.com).

The seminar price is for unlimited number of participants. The seminar price will vary for a customized seminar.

The duration of the seminar can be one day or half-day. Customers will be responsible for all travel related expenses including air, transportation, and lodging for the presenter.

In case, customers will need a training facility, all Regus business center expenses will be billed additionally.

## Payment

Full payment is required prior to the scheduled seminar date.

All payments should be made by check, wire transfer or major credit card.

To arrange for a wire transfer, please contact us at +1.703.981.8168 or by email to: [seminar@thebesengroup.com](mailto:seminar@thebesengroup.com).

## Scheduling

To schedule a seminar, please send your request to: [seminar@thebesengroup.com](mailto:seminar@thebesengroup.com) with your contact details and availability.

For a customized seminar, please contact us at +1.703.981.8168 or by email to: [seminar@thebesengroup.com](mailto:seminar@thebesengroup.com).

## Cancellation

All cancellations must be in writing. Cancellations received two weeks prior to the scheduled seminar date won't be responsible for any service charge.

A service charge of \$1,000 will apply to cancellations received less than two weeks prior to the scheduled seminar date within North America and a service charge of \$2,000 for all other international countries.

## Legal Notice

No part of this publication may be reproduced by any means in whole or in part without the express written consent of The Besen Group LLC and may not be changed or modified in any way. The Besen Group LLC does not accept any legal responsibility for any actions taken on the basis of the information provided in the seminar.

All opinions, assumptions, estimates and recommendations cannot be guaranteed and participants to the seminar use this information at their own risk. This seminar is provided as is without warranty of any kind, express or implied, including, but not limited to, the implied warranties or merchantability, fitness for a particular purpose, or non-infringement.

The Besen Group LLC reserves the right to cancel the seminar, modify, alter or otherwise edit the content of the seminar and change the price for the seminar at its discretion at any time. Furthermore, The Besen Group LLC accepts no liability for any loss or damage or unforeseen consequential loss or damage arising from the use of the information contained in the seminar. The seminar presentation is the exclusive property of The Besen Group LLC.

Certain images and/or photos on the cover page are the copyrighted property of Getty Images and are used with permission under license. These images and/or photos may not be copied or downloaded without permission from Getty Images.

No part of the seminar may be reproduced, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the written permission of The Besen Group LLC. A limited version of the seminar presentation will be provided to seminar participants.

All trademarks are the property of their respective owners. This seminar is for informational purposes only.

THE BESEN GROUP LLC MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SEMINAR.

© Copyright 2024. The Besen Group, LLC. All Rights Reserved. Updated: January, 2024.