



# Overview

Our MVNO seminar is the most comprehensive seminar of its kind for new and established MVNOs in the mobile industry. It will help our clients stay ahead of their competition and become one of the most successful MVNOs in the mobile market. Our seminar is offered at our client locations with 3 weeks advance notice.

With our seminar, our clients will learn different strategies from current and potential MVNO case studies spanning over different categories and also learn how to build a compelling voice and data centric MVNO business case. Our ultimate goal is to maximize our client's knowledge and answer all of their MVNO questions.

Depending on our client needs, we can also customize the seminar to fit their particular situation.

## 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 : MVNO Business Guide

- **MVNO Market Entry Evaluation & Strategy Planning**
  - Understanding the potential of becoming an MVNO and identifying the key success factors
  - Evaluating multiple MVNO business models and determining the next steps to move forward
- **Market & Customer Segmentation**
  - Identifying new and untapped consumer groups for specific mobile data services and applications
  - Segmenting the market for mobile data services and devising a product portfolio for each segment
  - Determining how much consumers are willing to pay for mobile data services and its impact for ARPU
- **HNO Evaluation & Analysis & Contract Negotiation**
  - Selecting a Host Network Operator (HNO) and evaluating pros and cons
  - Determining the criteria HNOs look for hosting MVNOs and selecting MVNEs
  - Negotiating a win-win deal with HNO(s) and examining the types of wholesale pricing
- **MVNE Identification & Evaluation & Analysis**
  - Evaluating the costs and benefits of working with an MVNE and understanding the selection process
  - Negotiating a win-win deal with an MVNE and examining the pricing models and current market prices
  - Determining the business operations an MVNO should outsource to an MVNE and telecom vendor
- **Partnerships & Alliance Development**
  - Determining the criteria an MVNO should use to select its partners
  - Examining how to structure revenue sharing arrangements with partners
  - Understanding the MVNO partnership process and development of Service Level Agreements (SLAs)
- **Customer Relationship Management**
  - Developing state-of-the art mobile CRM system
  - Creating a consistent customer experience by integrating all business processes
  - Defining the key subscriber metrics to being able to compete successfully in the market

## Session II: MVNO Case Studies

- **OTT:** Amazon, Apple, Metaverse, Google
- **Blockchain:** Dent Wireless, Oxio
- **Device Centric:** Dell, HP, Lenovo, Panasonic
- **Ethnic & Immigrant:** China Telecom, Lebara, Lycamobile, Ultra Mobile
- **European Football Club:** Fenerbahce
- **Bank & Credit Card:** American Express, Rabo Bank
- **Unlicensed Spectrum:** Boingo, Fon
- **Lessons Learned:** Best Buy, Blyk, Cox, Disney, ESPN, Helio, Movida, Ovivo, Samba, Solavei
- **Machine-To-Machine:** Aeris, Kore Wireless
- **Game Console & Smartwatch:** Nintendo, Sony, Samsung
- **Transportation:** Amtrak, GM, Lufthansa, United Airlines
- **Post Office & Coffee Shop:** Poste Italiane, Starbucks
- **Hypermarket:** Carrefour, Tesco Mobile, Walmart
- **Content:** Disney Mobile Japan, NRJ Mobile
- **Senior Citizen & Health:** Jitterbug, GE, Medtronic, Philips
- **Cable:** Liberty Global, Optimum Mobile, Spectrum Mobile, Xfinity Mobile
- **Internet Domain Registrar:** Go Daddy
- **Network Sharing:** Free, FirstNet

## 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
- **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

### MVNO Seminar includes:

- Session I: MVNO Business Guide
- 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.

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