



# 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 can also provide existing cable MVNOs an in-depth look at 5G networks. The goal of the seminar is to help cable operators retain their video subscribers while reducing their churn by offering quad play 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

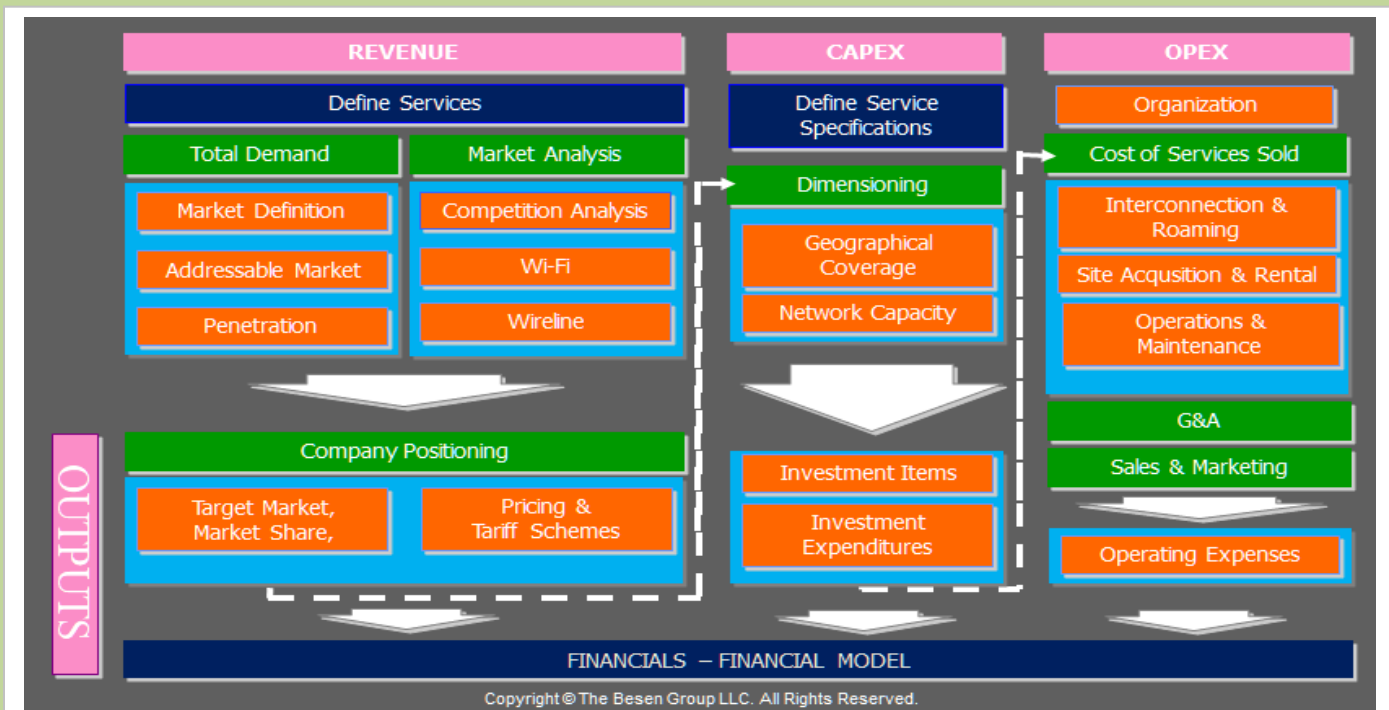
- **Cable Operator Mobile Strategy Overview**
  - Understanding the mobile network architecture and spectrum band requirements
  - Identifying the key challenges for adding network capacity and network densification
  - Evaluating multiple deployment business models and use cases suitable for cable operators
- **Cable Operator Mobile Strategy Phase I: Wi-Fi + LTE 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 LTE MVNO business models
- **Cable Operator Mobile Strategy Phase II: Wi-Fi + CBRS + LTE 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 LTE 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 27 years of hands-on experience in the mobile industry working for 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 delivered a 4G LTE wholesale seminar to International Telecommunications Union (ITU) in March 2012, Cellular Telecommunications Industry Association (CTIA) in January 2011, Competitive Carriers Association (CCA) in December 2010 and Federal Communications Commission (FCC) in October 2010.

He has spoken at 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 AGL Media, Bloomberg, Boston Business Journal, Business News Americas, Business Week, CableFax, Chicago Tribune, CNN Business, Computer World, Connected Real Estate Magazine, FierceWireless, Forbes, Hurriyet, Information Week, Light Reading, Los Angeles Times, MIT Technology Review, New York Times, RCR Wireless, Red Herring, S&P Global, Telephony Online, The Kansas City Star, The Prepaid Press, The Seattle Times, The Washington Post, Triangle Business Journal, USA Today and Wireless Week.

## 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, Cosmote, Dell Technologies, Deloitte, Ericsson, Fenerbahce, Frontier Communications, Giesecke+Devrient, Globalstar, Kajeet, Ligado Networks, Limitless Mobile, Nokia, 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.

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