



# Overview

Our mobile wholesale seminar is the most comprehensive and the only seminar of its kind in the world. It contains 3 sessions and 2 workshops. The first session provides an insight to mobile wholesale business fundamentals. The second session provides a complete overview of the key elements of the MVNO business plan. The third session contains 52 case studies from HNOs, MVNOs and MVNEs in the US.

The strategy workshop will review our client's mobile broadband strategy, partner's selection, competitors, and their service offering. The final workshop provides our clients how to build a compelling MVNO business case with market based assumptions. Our ultimate goal is to maximize our client's knowledge and answer all of their mobile wholesale questions. Depending on our client needs, we can also customize the seminar or the workshop 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 : Mobile Wholesale Fundamentals

- **Mobile Networks & Convergence & Spectrum**
  - Evaluating the mobile broadband market, OTT applications and wholesale revenue opportunities
  - Examining the challenges and opportunities for network and spectrum sharing with structured framework
  - Managing the explosive growth of connected devices and drivers for LTE, LTE-Advanced, LTE-LAA, LTE-U
  - Identifying and analyzing licensed, unlicensed, shared spectrum bands and their impact in the industry
  - Assessing shared spectrum business models, implications and requirements for the mobile broadband
  - Developing a cloud infrastructure by delivering new applications, services and business models

## Session II : MVNO Business Plan

- **MVNO Market Entry Evaluation & Go-to-Market Strategy**
  - Examining the risks and benefits of becoming a data centric MVNO with or without spectrum
  - Determining the MVNOs' mobile network & BSS-OSS architecture and developing its technology roadmap
  - Defining the MVNOs' licensed, unlicensed and shared spectrum requirements based on its services
  - Segmenting the mobile market for 5G and identifying early adopters and untapped customer segments
  - Establishing customer retention strategies and decreasing subscriber acquisition costs
  - Pricing 5G services to achieve competitive advantage and maximum return on investment
  - Quantifying the potential revenue streams from the mobile advertising and the mobile media

## Session II: MVNO Business Plan

### ■ HNO Evaluation & Contract Negotiation

- Analyzing the spectrum holdings and spectrum characteristics of the Host Network Operator (HNO)
- Defining the strengths and weaknesses of the HNO's mobile network and its technology roadmap
- Negotiating a win-win deal with a HNO and examining the different effects of wholesale pricing
- Integrating with HNO and/or its MVNE and MVNA partners as well as working with device vendors

### ■ MVNE Evaluation & Contract Negotiation

- Evaluating the costs and benefits of working with an MVNE/MVNA 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
- Enabling different cloud based deployment models and developing Service Level Agreements (SLAs)

### ■ Investment & Due Diligence

- Identifying and raising funds from private investors, venture capital and private equity firms
- Understanding the nuts and bolts of the MVNO due diligence process and next steps moving forward
- Assessing opportunities and exit strategies for investors based on discounted cash flow and EBITDA

### ■ The Besen Group Point of View

- Learning key success factors for MVNOs, HNOs, and MVNEs

## Session III: Mobile Wholesale Case Studies

### ■ MVNOs:

Amazon, AMC, Apple, American Express, Birch, Blackboard, Boingo, Boost, Consumer Cellular, Dell, Disney, EA, ESPN, GE, GM, Google, Go Daddy, Hilton, HP, Hulu, Intel, Lenovo, Marriott, Medtronic, Microsoft, Netflix, Nintendo, Nokia, Optimum Mobile, Panasonic, Philips, Republic Wireless, Samsung, Spectrum Mobile, Starbucks, United Airlines, Visa, Xfinity Mobile

### ■ MVNEs:

Amdocs, Cisco, Ericsson, Huawei, Nokia, Oracle, Optiva, Sonus, Wipro

### ■ HNOs:

AT&T, Dish Wireless, T-Mobile, Verizon

## 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

### Mobile Wholesale Seminar includes:

- Session I: Mobile Wholesale Fundamentals
- Session II: MVNO Business Plan
- Session III: Mobile Wholesale 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.

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Full payment is required prior to the scheduled seminar date.

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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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