



For Immediate Release

The Besen Group's CEO Alex Besen to Lead 4G LTE Wholesale Breakfast Briefing Session at MVNO World Congress 2013 in Rome, Italy

Washington, D.C., April 1, 2013 (Marketwire) -- The Besen Group, an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today its CEO Alex Besen will lead a 4G LTE wholesale breakfast briefing session on April 24th at MVNO World Congress 2013 in Rome from 8am to 9am at the Radisson Blue Hotel. For more information, please visit <http://mvnosworldcongress.com/>.

Title: In-Depth Look at 4G LTE Wholesale Business Models & Partnerships

Abstract: Mobile network operators are evaluating roaming, network sharing, spectrum sharing and traditional MVNO business models to launch their mobile broadband services. 4G LTE wholesale business models are complex and provide unique opportunities to organizations who define their licensed and unlicensed spectrum as well as their managed services requirements to better serve their customers.

Agenda: About The Besen Group LLC

Assess the mobile broadband market, OTT applications and wholesale revenue opportunities

Examine the most disruptive 4G wholesale business models, trends, challenges and solutions

Identify and analyze licensed and unlicensed spectrum bands and their impact in the industry

Manage the explosive growth of connected devices and define their key drivers for LTE and LTE-Advanced

Determine the risks and benefits of becoming a mobile data MVNO with or without spectrum

Segment the mobile market for 4G and identify early adopters and untapped customer segments

Leader: Mr. Besen has over 18 years of hands-on experience from the mobile industry working with mobile network operators in developing their wholesale business models, advising MVNOs to launch their mobile and mobile data services as well as helping MVNEs with their service portfolios.

About The Besen Group (www.thebesengroup.com)

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

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