



For Immediate Release

The Besen Group Announces New MVNE Business Development Service

Washington, D.C – (Marketwired - February 3, 2014) – Mobile World Congress 2014 - The Besen Group, an international mobile data industry management consulting practice headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today a new MVNE Business Development Service to MVNEs and MVNAs from the US, EMEA (Europe, Middle East, Africa), Asia and South America.

“With our global footprint and extensive contacts in the wholesale mobile industry, The Besen Group can work with each MVNE and MVNA to develop their new client acquisition strategy and build their pipeline,” said Alex Besen, Founder and CEO of The Besen Group LLC. “We recommend MVNEs and MVNAs to do necessary due diligence and have a solid understanding of their MVNOs go-to-market strategy.”

In addition to the MVNE business development service, The Besen Group’s MVNE service portfolio includes the following services: project management, product benchmarking, competitor SWOT analysis, MVNE seminar, 4G LTE wholesale seminar, marketing plan development, business strategy and planning, new sales lead identification, detailed market segmentation, MVNE business model evaluation, MVNE service portfolio evaluation, partnership and alliance development, custom business case development, mobile data application segmentation, MVNE workshops, seminars, webinars, market research and competitive analysis, product strategy development and roadmap.

The following documents can be downloaded for more information and review:

- MVNE Service Portfolio (www.thebesengroup.com/downloads/MVNE.Service.Portfolio.pdf)
- MVNE Seminar (www.thebesengroup.com/downloads/MVNE.Seminar.pdf)
- 4G LTE Wholesale Seminar (www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf)

To learn more about our MVNE business development service, please send an email with contact details including name, title, company name, phone number to mvne@thebesengroup.com.

About The Besen Group (www.thebesengroup.com)

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

Contact:

Alex Besen
Tel: +1.703.981.8168
Email: alex@thebesengroup.com

Press Contact:

Mike Houghton
Tel: +1.703.799.7383
Email: houghton@communicate.com

