



For Immediate Release

## The Besen Group Announces New MVNO Business Accelerator Service

CES 2014

**Washington, D.C., January 7, 2014** (Marketwired) -- 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 MVNO business accelerator service to existing and new MVNOs from the US, EMEA (Europe, Middle East, Africa), Asia and South America.

“Based on MVNOs go-to-market strategy and their geography, The Besen Group can recommend the right wholesale network operator, MVNE and MVNA to make them successful in the competitive mobile market. Selecting the right strategic partner is one of the key success factors for MVNOs,” said Alex Besen, Founder and CEO of The Besen Group LLC. “With our extensive contacts in the investment community, we can also help MVNOs with their necessary funding.”

In addition to the MVNO business accelerator service, The Besen Group’s MVNO service portfolio includes the following services: service benchmarking, market entry evaluation, competitor SWOT analysis, 4G LTE wholesale seminar, MVNO seminar, MVNE seminar, MVNE evaluation and analysis, marketing plan development, business strategy and planning, market and customer segmentation, mobile data revenue identification, partnership and alliance development, service and new product development, custom business case development, host network operator contract negotiation assistance, mobile data application segmentation, handset vendor evaluation and analysis, MVNO network architecture evaluation, project management and RFP preparation, market research and competitive analysis, churn management and revenue assurance, and measurement of key performance indicators.

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

- MVNO Service Portfolio ([www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf))
- MVNO Seminar ([www.thebesengroup.com/downloads/MVNO.Seminar.pdf](http://www.thebesengroup.com/downloads/MVNO.Seminar.pdf))
- Mobile Wholesale Seminar ([www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf](http://www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf))
- MVNE Seminar ([www.thebesengroup.com/downloads/MVNE.Seminar.pdf](http://www.thebesengroup.com/downloads/MVNE.Seminar.pdf))

To learn more about our MVNO business accelerator service, please send an email with contact details including name, title, company name, phone number to [mvno@thebesengroup.com](mailto:mvno@thebesengroup.com).

### **About The Besen Group** ([www.thebesengroup.com](http://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.

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