



For Immediate Release

## **The Besen Group Announces New Seminar For Mobile Virtual Network Operators (MVNOs)**

*In-Depth Look at “What does it take to launch a successful MVNO?”*

**Washington, D.C., June 5, 2006** (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice, today announced a new Mobile Virtual Network Operator (MVNO) seminar titled “What does it take to launch a successful MVNO?”.

The Besen Group, headquartered in the Washington DC area, with representatives in Paris and Tokyo, offers this targeted training as an on-site seminar to organizations looking to launch a successful MVNO or improve competitive advantage.

“While many MVNOs have entered the mobile market on a ‘pure voice play’ their offerings are not very different than traditional mobile network operators. As the voice ARPU declines, MVNOs need to execute effective mobile data strategies and innovative ways to differentiate their services to high-margin mobile entertainment, mobile positioning, mobile advertising and mobile commerce services,” said Alex Besen, founder of The Besen Group LLC.

“Our MVNO seminar is the most comprehensive seminar of its kind. It will help you stay ahead of your competition and become one of the successful MVNOs in the mobile market. Whether you want to brush up on MVNO fundamentals or get a thorough business overview, we cover both and more.”

With this seminar, attendees will learn how to position their company’s brand for the mobile market; differentiate their service offering from their competitors; develop a unique MVNO strategy to enter the mobile market; establish retention and loyalty programs for subscribers; and build strategic partnerships and structure revenue sharing arrangements.

The seminar also focuses on how to perform micro-segmentation to track the lifestyles of your target segment, offer a competitive mobile service and select a distinctive distribution channel; create a compelling voice and data centric MVNO business case for venture capitalists and private investors; and evaluate Host Network Operators (HNOs) and Mobile Virtual Network Enablers (MVNEs).

In addition, attendees will also learn different strategies from specific case studies for Host Network Operators (HNOs): Cingular, Sprint, and Verizon; Mobile Virtual Network Enablers (MVNEs): Mportal, Motricity, and Visage Mobile; and Mobile Virtual Network Operators (MVNOs): Ampd Mobile, ESPN Mobile, and Helio.

“Our ultimate goal is to maximize your knowledge and answer all of your MVNO questions. We can also customize the seminar on a needed-basis,” Besen said. “This training is convenient, cost-effective and confidential. We deliver it to your team, at your location and at your schedule. It eliminates travel related expenses and increases productivity. In an on-site environment, proprietary and relevant information to your company’s business plan can be securely discussed.” For more information, download the MVNO Seminar brochure: [www.thebesengroup.com/downloads/MVNO.Seminar.pdf](http://www.thebesengroup.com/downloads/MVNO.Seminar.pdf)

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

The Besen Group's 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. The Besen Group's mobile data service portfolio consist of the following services: 3G auction strategy & license application; business strategy & planning; business case modeling; market & customer segmentation; market research; competitive analysis; marketing; product launch; partnership & alliance development; project management; and RFP preparation. The Besen Group works on a project or retainer basis with mobile operators, MVNOs, MVNEs, mobile vendors, content providers, content aggregators, ASPs, ISPs, VCs and enterprises from all around the world.

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