

For Immediate Release

The Besen Group Releases CBRS Business Case Tool for Private LTE Networks

Washington, D.C., June 11, 2018 (PRWEB) – The Besen Group, an international mobile data industry management consulting practice headquartered in the Washington DC area, with representatives in Paris and Tokyo, released today Citizens Broadband Radio Service (CBRS) Business Case Tool for enterprises who are considering deploying private LTE networks.

The Besen Group's CBRS Business Case Tool is targeted to enterprises in the following vertical markets: education, government, military, health care, hospitality, office space, multi-family residential, manufacturing, public safety, transportation, energy & utilities, maritime, mining, oil, gas, public venues and other neutral hosts.

The Besen Group's CBRS Business Case Tool contains Total Cost of Ownership (TCO) model and revenue model with market based assumptions. Enterprises can either use market based assumptions that comes with each model or enter their own inputs into each model.

"We want to thank our wireless industry colleagues and CBRS Alliance members to provide their valuable feedback for our tool," said Alex Besen, Founder and CEO of The Besen Group LLC. "Our CBRS Business Case Tool will help enterprises to perform multiple sensitivity analysis for their decision-making in CBRS technology based on their go-to-market strategy. We also recommend enterprises to schedule a customized version of our CBRS seminar in order to have a solid understanding of CBRS business models and a wide variety of use cases."

"Private LTE networks operating in the CBRS 3.5 GHz band is an important development for advanced, high-speed wireless communications", said John Celentano, Sr. Consultant at Technology Marketing & Sales Consulting, a telecom infrastructure advisory firm. "Having a business modeling tool such as this helps enterprise network operators assess the viability of their projects before deploying any equipment."

The Besen Group CBRS Business Case Tool contains the following worksheets:

- Worksheet # 1: Cover
- Worksheet # 2: Disclaimer
- Worksheet # 3: The Besen Group
- Worksheet # 4: Instructions
- Worksheet # 5: Acronyms
- Worksheet # 6: CBRS Private LTE Network Architecture
- Worksheet # 7: Business Case Modeling
- Worksheet # 8: Market Size
- Worksheet # 9: Inputs: Capex, Opex, Other
- Worksheet # 10: Capex Calculation
- Worksheet # 11: Opex Calculation
- Worksheet # 12: Total Cost of Ownership (TCO) Summary
- Worksheet # 13: Service Pricing
- Worksheet # 14: Income Statement
- Worksheet # 15: Depreciation
- Worksheet # 16: Valuation
- Worksheet # 17: Key Performance Indicators (KPIs)
- Worksheet # 18: Graph Data
- Worksheet # 19: Graphs

The limited version of CBRS Business Case Tool can be downloaded at:
<http://www.thebesengroup.com/downloads/CBRS.Business.Case.Tool.Limited.xlsx>.

The CBRS seminar brochure can be downloaded at:
<http://www.thebesengroup.com/downloads/CBRS.Seminar.pdf>.

The Besen Group offers CBRS Business Case Tool on an individual or corporate license basis in Excel format. For pricing information or customization options, please send an email with contact details including name, title, company name, phone number to tool@thebesengroup.com.

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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