



For Immediate Release

The Besen Group Launches MVNO Workshop

Washington, D.C – (Marketwired) May 5, 2014 - The Besen Group, an international mobile data industry management consulting practice headquartered in the Washington DC area, with representatives in Paris and Tokyo, launched today a MVNO workshop.

“Our MVNO workshop is targeted to companies with established brands that have existing and loyal customer base. The MVNO business model is an attractive business model for these companies who want to generate additional revenues from the mobile market,” said Alex Besen, Founder and CEO of The Besen Group LLC. “Our customized workshop provides a comprehensive go-to-market strategy with a detailed business case to launch a successful MVNO.”

“Our product and sales leadership teams have participated in The Besen Group seminars and found them to be targeted and useful in the focused growth of our own MVNE and MVNO services portfolio business. The Besen Group clearly understands the drivers that will enable existing or new MVNE/MVNA/MVNO businesses to succeed – They have been instrumental in helping us with our own MVNE and MVNO success,” said Gopinath Polavarapu, Director of MVNO & M2M Services for Globecom Network Services Corporation.

To learn more about our MVNO workshop, please download the workshop brochure at www.thebesengroup.com/downloads/MVNO.Workshop.pdf or send an email with contact details including name, title, company name, phone number to workshop@thebesengroup.com.

For more information on Globecom's MVNE and MVNO services, please visit: <http://www.globecommsystems.com/mvno-mvne.shtml>.

In addition to offering a MVNO Workshop, The Besen Group's MVNO service portfolio includes the following: service benchmarking, market entry evaluation, competitor SWOT analysis, 4G LTE wholesale 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)
- MVNO Seminar (www.thebesengroup.com/downloads/MVNO.Seminar.pdf)
- 4G LTE Wholesale Seminar (www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf)

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.

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