



For Immediate Release

The Besen Group Announces Key MVNO Success Factors

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Washington, D.C., October 5, 2009 (Business Wire) -- 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 key MVNO success factors.

“Given the multiple number of MVNO failures in the US and abroad, we continue to believe that the MVNO business model is disruptive and provides a great business opportunity to companies and investors who best understand the converged mobile ecosystem,” said Alex Besen, founder of The Besen Group LLC. “We expect many new players to enter the mobile market as MVNOs including cable companies, credit card companies, European football clubs, competitive local exchange carriers, computer and handset manufacturers, software companies, retail banks, big box retailers, electronic and entertainment device manufacturers, satellite and international mobile operators.”

Robert Dygas, an MVNE and MVNO advisor of The Besen Group LLC added, “A successful MVNO will be the one who understands the lifestyle of its target segment in terms of mobility and meets their needs by delivering branded mobile product and mobile data services.”

According to The Besen Group, the key MVNO success factors are:

- Funding
- Branding
- Selection of partners
- Go-To-Market-Strategy
- Existing & loyal customer base
- Access to open mobile Internet
- Management team with hands-on mobile experience
- Understanding the capabilities and limitations of current mobile networks, including 3G and 4G mobile broadband technologies and applications

For more information on our MVNO consulting services, please send an email with contact details including name, title, company name, phone number to mvno@thebesengroup.com or to download the MVNO Service Portfolio brochure, click here: www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf.

In addition, The Besen Group offers the following MVNO & Mobile Data MVNO seminars:

- MVNO Seminar: www.thebesengroup.com/downloads/MVNO.Seminar.pdf
- Mobile Data MVNO 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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