



For Immediate Release

The Besen Group Announces MVNE Key Success Factors

Washington, D.C., October 2, 2013 (Marketwire) -- 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 MVNE key success factors. The Besen Group defines an MVNE as an organization that provides managed services solutions to mobile network operators, host network operators, MVNOs, MVNEs and MVNAs.

“MVNE’s value proposition towards MVNOs should be based on core values that help accelerate MVNO business to market in a cost efficient way with minimum risk exposure. MVNEs should extend their service portfolio by partnering with other solution providers in order to provide a total turnkey solution,” said Alex Besen, Founder and CEO of The Besen Group LLC.

According to The Besen Group, MVNE key success factors are:

- Financial Strength
- Service Portfolio & Roadmap
- Pricing Options
- Scalability & Time-to-Market
- Multi-Operator Integration
- Utilization of Partnerships
- Diversified Client Portfolio and Relationships with Key Players
- Management Team with Hands-on Telecom and IT Experience
- Solid Understanding of Next-Generation Mobile Data Technologies

The Besen Group’s MVNE service portfolio includes the following services: project management, product benchmarking, competitor SWOT analysis, mobile data MVNO seminar, marketing plan development, business strategy and planning, new sales lead identification, detailed market segmentation, MVNE business model evaluation, MVNE service portfolio evaluation, partnership and alliance development, custom business case development, mobile data application segmentation, MVNE workshops, seminars, webinars, market research and competitive analysis, product strategy development and roadmap.

For more information on our MVNE service portfolio, please send an email with contact details including name, title, company name, phone number to mvne@thebesengroup.com.

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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