



For Immediate Release

The Besen Group Launches US MVNO Seminar

Washington, D.C – (Marketwired) October 6, 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 US MVNO Seminar and Globecom Network Services Corp. will be the official sponsor for the calendar years 2014 and 2015.

“Our US MVNO seminar is the only and the most comprehensive seminar of its kind in the US. We provide the latest market and the competitive intelligence for our MVNO clients in order to develop their business plans and to launch their services successfully,” said Alex Besen, Founder and CEO of The Besen Group LLC. “With our seminar, our clients will learn innovative and disruptive go-to-market strategies from 50 current and potential MVNO case studies spanning over 16 different categories. Our seminar can be customized based on the needs of our MVNO clients and we offer our seminar at our clients’ locations with 3 weeks advance notice.”

“Given the number of organizations and brands that are thinking about entering the MVNO market, we believe that MVNOs should have a solid understanding of the overall mobile wholesale ecosystem and selection of good strategic partners. Globecom can provide complete turnkey solutions and end to end systems to MVNOs with top quality standards of service delivery, differentiation & cost savings” said Gopinath Polavarapu, VP, Mobility Solutions at Globecom.

The US MVNO seminar includes the following sessions:

Session I - US MVNO Business Guide: including MVNO market entry evaluation, market & customer segmentation, HNO evaluation, analysis and contract negotiation, MVNE/MVNA identification, evaluation and analysis, partnerships and alliance development as well as customer relationship management.

Session II - US MVNO Case Studies: including Amazon, AMC, Amtrak, Apple, Best Buy, Comcast, Consumer Cellular, Cox, DataXoom, Dell, ESPN, ESPN Mobile, Facebook, FirstNet, FreedomPop, GM, Go Daddy, Google, Helio, HP, Hulu, Jasper Wireless, KDDI Mobile, Kore Telematics, Kroger Wireless, Lenovo, Lycamobile, Movida, Netflix, NTT DoCoMo, Panasonic, Playboy, PLDT, Raco Wireless, Red Pocket Mobile, Republic Wireless, ROK Mobile, Scratch Wireless, Solavei, Target Mobile, Time Warner, Tracfone, Tucows, Truphone, United Airlines, Univision, Vonage, Wyless, Yahoo, Zynga.

Session III - US MVNE & MVNA Case Studies: including Amdocs, Arterra Mobility, Aspider Solutions, Be Quick, CD Rator, Elephant Talk, Ericsson, Globecom, Intec, Locus Telecommunications, MTS, Qualution, Plintron, Ready Wireless, Redknee, Unified Signal, Simfonics, UpSource.

Session IV - US HNO Case Studies: including AT&T Wireless, Sprint, T-Mobile, Verizon Wireless.

Workshops: including strategy & business case development.

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