



For Immediate Release

## **The Besen Group Announces Seminar For Mobile Virtual Network Enablers (MVNEs)**

*In-Depth Look at "Which MVNEs will be the most successful?"*

### **CTIA WIRELESS I.T. & Entertainment 2006**

**Washington, D.C., September 12, 2006** (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice, today announced a new Mobile Virtual Network Enabler (MVNE) seminar titled "Which MVNEs will be the most successful?"

The Besen Group, headquartered in the Washington DC area, with representatives in Paris and Tokyo, offers this targeted training as an on-site seminar to organizations looking to launch a successful MVNE business or improve their competitive advantage.

"Now more than ever, MVNEs need to develop and deliver attractive, innovative services fast and efficiently to Hosted Network Operators (HNOs), Mobile Virtual Network Operators (MVNOs) and other MVNEs in order to compete successfully in the mobile industry," said Alex Besen, founder of The Besen Group LLC. "Our MVNE seminar examines 10 specific case studies and how to build a compelling MVNE business case."

With this seminar, attendees will learn how to create, manage and implement Service Level Agreements (SLAs); identify key MVNE success factors and evaluate MVNE business models; develop an innovative service portfolio to deliver fast and efficient services; perform cost-benefit analysis for outsourcing and managed services options; build a consistent subscriber experience by implementing a CRM technology; and define Key Performance Indicators (KPIs) and pricing structures in the services contract.

In addition, the seminar focuses on how to examine MVNE structural relationships and develop revenue sharing arrangements; determine the MVNE partnership criteria and identify potential acquisition candidates; and create a compelling MVNE business case for venture capitalists and private investors.

Attendees will also learn different strategies from specific case studies that include European MVNEs (Abbla, End2End Mobile, and Vistream), U.S. MVNEs (Inphonic, Visage Mobile and Ztar Mobile), as well as outsourcing (managed services) case studies (Accenture, Ericsson, IBM and Nokia).

"Our ultimate goal is to maximize your knowledge and answer all of your MVNE questions. We can also customize the seminar on a needed-basis," Besen said. "This training is convenient, cost-effective and confidential. We deliver it to your team, at your location and at your schedule. It eliminates travel related expenses and increases productivity. In an on-site environment, proprietary and relevant information to your company's business plan and service portfolio can be securely discussed."

For more information, you can download our MVNE Seminar brochure: [www.thebesengroup.com/downloads/MVNE.Seminar.pdf](http://www.thebesengroup.com/downloads/MVNE.Seminar.pdf) and download our MVNE white paper: [www.thebesengroup.com/downloads/MVNE.White.Paper.pdf](http://www.thebesengroup.com/downloads/MVNE.White.Paper.pdf).

In June, The Besen Group announced its MVNO seminar. The MVNO Seminar brochure can be downloaded at: [www.thebesengroup.com/downloads/MVNO.Seminar.pdf](http://www.thebesengroup.com/downloads/MVNO.Seminar.pdf).

**About The Besen Group** ([www.thebesengroup.com](http://www.thebesengroup.com))

The Besen Group's 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. The Besen Group's mobile data service portfolio consist of the following services: 3G auction strategy & license application; business strategy & planning; business case modeling; market & customer segmentation; market research; competitive analysis; marketing; product launch; partnership & alliance development; project management; and RFP preparation. The Besen Group works on a project or retainer basis with mobile operators, MVNOs, MVNEs, mobile vendors, content providers, content aggregators, ASPs, ISPs, VCs and enterprises from all around the world.

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