



Private LTE Seminar Overview

Our Private LTE seminar is the most comprehensive and the only seminar of its kind in the world. It contains two sessions and two customized workshops. The first session provides an insight to private LTE business fundamentals and the key elements of the private LTE network business plan. The second session contains 35 private LTE use cases from multiple vertical segments from domestic and international organizations.

The Besen Group defines private LTE as a dedicated network for consumers, businesses, and Internet of Things. Private LTE network can be based on licensed, unlicensed, and shared spectrum.

The Besen Group estimates that the US private LTE market will grow at a compound annual growth rate of 35% between 2019 and 2023 due to the availability of new licensed spectrum, shared spectrum and unlicensed spectrum bands. This growth accounts for more than \$3 Billion by the end of 2023.

Our seminar is offered at our clients' locations with 3 weeks advance notice. Depending on our client needs, we can also customize the seminar to fit their particular use case by executing a Non-Disclosure Agreement.

Session I : Private LTE Fundamentals

■ Private LTE Business Models

- Identifying private LTE business models and available spectrum options
- Determining key advantages of private LTE networks over Wi-Fi networks
- Evaluating EPC vendors, small cell vendors and managed service providers

■ Private LTE Network Technical Architecture

- Defining the role of Radio Access Network (RAN) and Evolved Packet Core (EPC)
- Establishing the integration of EPC with current enterprise management systems
- Configuring private LTE network as neutral host for public LTE networks

■ Mobile Edge Computing & Network Slicing

- Developing mobile edge computing architecture that enables low-latency and efficient use of servers
- Designing flexible and adaptable mobile edge computing applications at the network edge
- Creating step-by-step network slice to generate new revenue generating services
- Configuring business support systems to support network slicing and new services

■ Private LTE Business Plan

- Performing market and competitive analysis
- Determining optimal go-to-market strategy and a comprehensive business plan with financial indicators
- Developing RF1/RFP to selected partners and vendors based on the SWOT analysis and pricing proposals
- Determining in-house processes, designing implementation roadmap and system integration architecture

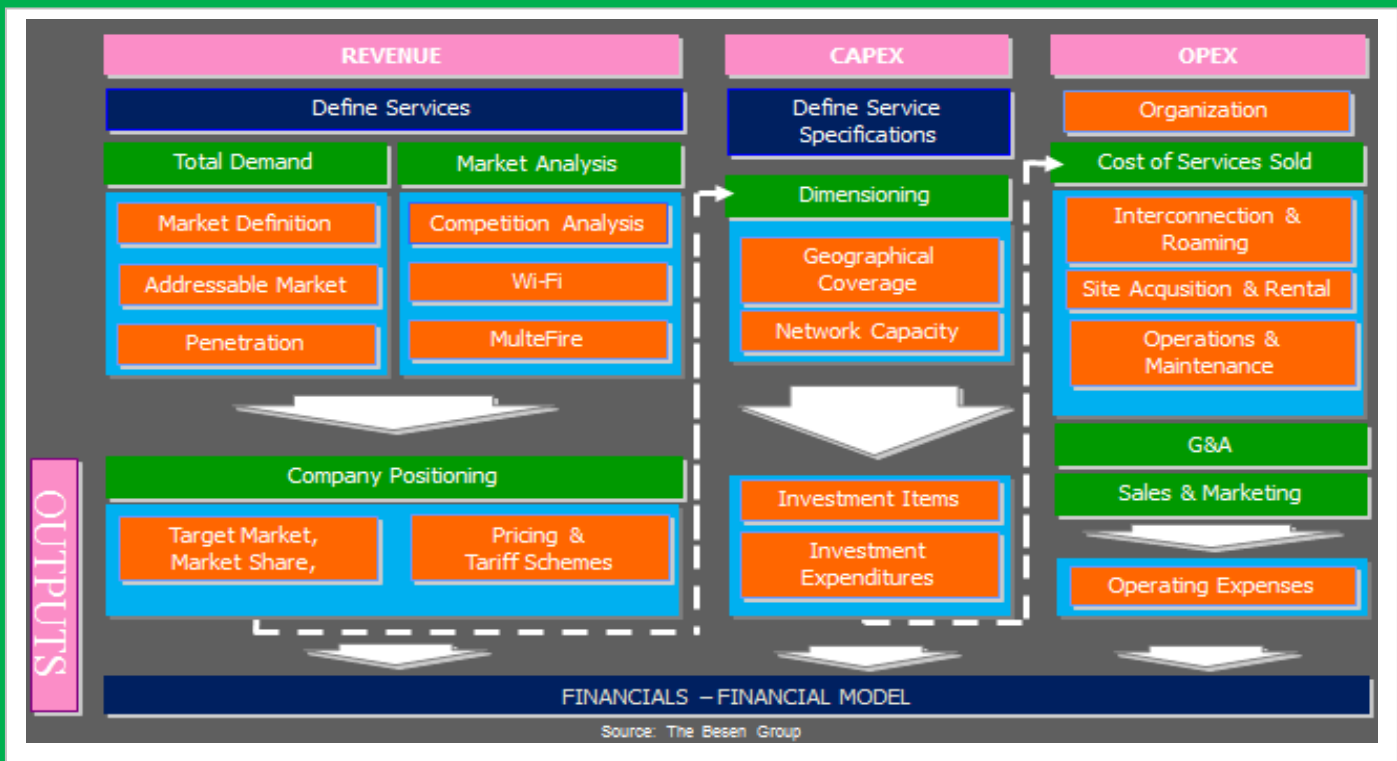
Session II : Private LTE Use Cases

- **Transportation & Racetrack:** Airbus, Fedex, ISM Raceway, UPS
- **Airport & Commercial Real Estate & Drone:** Dallas Love Field, CBRE, GE
- **Cable Operator:** Altice, Comcast, Charter
- **Public Safety:** BDBOS, ESPOS, FirstNet
- **Energy & Oil & Gas:** Beach Energy, Chevron, Enel, Duke Energy, RigNet
- **Hotel & Venues:** Hyatt, Marriott, NFL, DC United Stadium, University of Virginia
- **Theme Park & Sports Organizer:** Walt Disney World Resort, PGA Tour
- **Mining:** Agnico Eagles Mines, Rio Tinto
- **Manufacturing:** BMW, Daimler, Volkswagen
- **Smart Cities & Smart Ports:** San Jose, San Francisco, Port of Los Angeles, Port of Kokkola

Private LTE Business Plan Strategy Workshop



Private LTE Business Case Development Workshop



About The Presenter

[Alex Besen](#) is the Founder & CEO of The Besen Group LLC. He provides advisory and training services to corporate executives in the mobile data industry.

Alex has over 23 years of hands-on experience in the mobile industry working for operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance. He has been working with mobile network operators in developing their digital transformation strategies, advising MVNOs and enterprises to launch their mobile and mobile data services.

Previously, Alex worked at Ericsson with mobile operators on MVNO and UMTS projects in the EMEA (Europe, Middle East and Africa) region. He was also responsible for identifying potential partners and hosting workshops at Ericsson Mobility World (a mobile data laboratory) where developers create, optimize and commercialize mobile applications. Prior to Ericsson, Alex was employed at T-Mobile USA (Omnipoint Communications) where he was responsible for partnerships, joint ventures and provided billing, customer care, marketing and financing solutions to mobile operators. Alex began his mobile career with Pocket Communications based in Washington DC where he managed the company's auction activity for C-block spectrum licenses as well as other activities associated with market research, market segmentation, pricing plans and market distribution strategies.

He holds a BS degree in Management from the University of Tampa and an MBA degree in International Business from the American University. He is fluent in French, Turkish and proficient in Italian.

He has delivered a 4G LTE wholesale seminar to International Telecommunications Union (ITU) in March 2012, Cellular Telecommunications Industry Association (CTIA) in January 2011, Competitive Carriers Association (CCA) in December 2010 and Federal Communications Commission (FCC) in October 2010.

He has spoken at In-Building Wireless Congress 2019, CCA – Mobile Carriers Show 2019, CCA – Mobile Carriers Show 2018, Mobile World Congress Americas 2017, CES 2017, CTIA Super Mobility 2016, Wi-Fi Now USA 2016, CCA - Mobile Carriers Show 2016, CTIA Super Mobility 2015, Sprint Mobility in Action 2014, MVNO Industry Summit USA 2013, MVNO World Congress 2013, CCA Global Expo 2013, MVNO Industry Summit 2012, MVNO Industry Summit 2011, MVNO Industry Summit Latam 2011, LTE North America 2011, LTE North America 2010, MVNO Industry Summit 2010, Eurasia Com 2009, Mobile World Congress 2008, MVNO Summit 2008, MVNO Summit 2007, MVNO Congress 2007, Emerging Mobile Partnerships & MVNOs Conference 2007, CTIA Wireless 2006, and CTIA Wireless 2005.

He was quoted in AGL Media, Bloomberg, Boston Business Journal, Business News Americas, Business Week, CableFax, Chicago Tribune, Computer World, FierceWireless, Hurriyet, Information Week, Le Journal du Net, Light Reading, Los Angeles Times, MIT Technology Review, New York Times, RCR Wireless, Red Herring, SNL Kagan, Telephony Online, The Kansas City Star, The Prepaid Press, The Seattle Times, The Washington Post, Triangle Business Journal, USA Today and Wireless Week.

About The Besen Group

The Besen Group LLC is an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo.

The Besen Group brings global perspective and an open approach to client engagements, where the transfer of our mobile data knowledge, hands-on experience, and strategic thinking become part of our clients' ongoing competitive strength. 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.

Our references include Amdocs, Arterra Mobility, BeQuick, BICS, Cosmote, Ericsson, Fenerbahce, Globecomm, Globalstar, Ligado Networks, Limitless Mobile, MTS, Nokia, Orange, Panasonic, Plintron Americas, Reglo Mobile, Sprint, T-Mobile US and Turk Telekom.

The Besen Group offers the following service portfolios: [Mobile Data Service Portfolio](#), [MVNO Service Portfolio](#), [MVNE Service Portfolio](#) and [HNO Service Portfolio](#).

The Besen Group offers the following training programs: [Mobile Wholesale Seminar](#), [US IoT Seminar](#), [US MVNO Seminar](#), [MVNO Seminar](#), [MVNO Workshop](#), [MVNE Seminar](#), [Cable MVNO Seminar](#) and [CBRS Seminar](#).

All of our services are tailored to ensure that each of our clients' needs are met and surpassed. We work on a project basis or retainer basis with mobile operators, MVNOs, MVNEs, mobile vendors, law firms, investment banks, venture capital and private equity firms from all around the world.

Pricing

Private LTE Seminar includes:

- Session I: Private LTE Fundamentals
- Session II: Private LTE Use Cases
- Workshop I: Private LTE Business Plan Strategy
- Workshop II: Private LTE Business Case Development

For pricing information, please send an email to: seminar@thebesengroup.com.

The seminar price is for unlimited number of participants. The seminar price will vary for a customized seminar.

The duration of the seminar can be one day or half-day. Customers will be responsible for all travel related expenses including air, transportation, and lodging for the presenter.

In case, customers will need a training facility, all Regus business center expenses will be billed additionally.

Payment

Full payment is required prior to the scheduled seminar date.

All payments should be made by check, wire transfer or major credit card.

To arrange for a wire transfer, please contact us at +1.703.981.8168 or by email to: seminar@thebesengroup.com.

Scheduling

To schedule a seminar, please send your request to: seminar@thebesengroup.com with your contact details and availability.

For a customized seminar, please contact us at +1.703.981.8168 or by email to: seminar@thebesengroup.com.

Cancellation

All cancellations must be in writing. Cancellations received two weeks prior to the scheduled seminar date won't be responsible for any service charge.

A service charge of \$1,000 will apply to cancellations received less than two weeks prior to the scheduled seminar date within North America and a service charge of \$2,000 for all other international countries.

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