



# Mobile Data Service Portfolio

Our Mobile Data Service Portfolio is organized into eight distinct services to help our mobile data clients with pragmatic solutions based on an in-depth knowledge of the converged mobile eco-system.

Our objective is to make sure our clients know how to exploit and benefit from mobile data technologies and applications to their greatest potential. We assure that our clients will be pro-active rather than re-active to survive and grow in software defined networks.

Our flexible work arrangement allows any mobile data player to engage us on a project basis or retainer basis.

## Mobile Data Services

**Auction Strategy & License Application:** We recognize all of the areas that are important in winning a license either through an auction process requiring the ultimate in business case planning, or the so-called "beauty contests" where the successful bidder fully adheres to the regulatory body's pre-determined criteria.

**Business Strategy & Planning:** We offer our clients the art and science of formulating, implementing and evaluating cross-functional decisions to help them achieve their objectives. The mobile data industry is changing rapidly and our clients must adapt to these changes or face extinction. We communicate internal and external events, as well as global trends, so that our clients can make timely changes as needed.

**Business Case Modeling:** We help our clients become more successful in their businesses by providing them with financial and business analysis. We work closely with our clients to understand the financial impact their decisions will have on their organization for the selection of a specific mobile service or a mobile technology. We then quantify our clients' strategies to assist in their decision making with the aid of customized and flexible business case models and tools.

**Market & Customer Segmentation:** To compete successfully in today's mobile market, mass marketing is no longer a viable option for most companies. Segmentation is the process of partitioning markets into groups of potential customers with similar needs or characteristics that are likely to exhibit a similar purchasing behavior. The more our clients know and understand what drives their customer's behavior, the easier it is to identify opportunities and challenges allowing our clients to target niche markets that exhibit unique needs and desires.

**Market Research & Competitive Analysis:** We offer a comprehensive view of the market place and its key competitors to better position our clients for profitable growth. The goal is to determine the market size and its growth, analyze key market trends, and assess the competitive landscape and emerging trends.

**Marketing & Product Launch:** We provide our clients with a successful launch strategy and the right marketing tools to target, acquire and retain customers in an effective and cost efficient way. The key is to have the ability to evaluate and develop new products, services and applications for all parties involved in the mobile ecosystem.

**Partnership & Alliance Development:** We support our clients in the evaluation and development of strategic affiliates that will foster efficient growth and return. All fast growing companies must carefully assess where, when, and with whom they might partner to most efficiently run and grow their businesses.

**Project Management:** We oversee the overall planning and co-ordination of a project from inception to completion aimed at meeting our clients' requirements and ensuring completion on time, within cost parameters and required quality standards.

**RFP Preparation:** We assist our clients in their Request For Proposal (RFP) process by identifying requirements to vendors, so that the initial responses will provide a full and clear picture of a vendor's ability to meet the needs of our clients. We also ensure that our clients understand the vendor's business.



### 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.

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.

The Besen Group works with mobile operators, MVNOs, MVNEs, mobile vendors, law firms, investment banks, venture capital and private equity firms from all around the world.

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