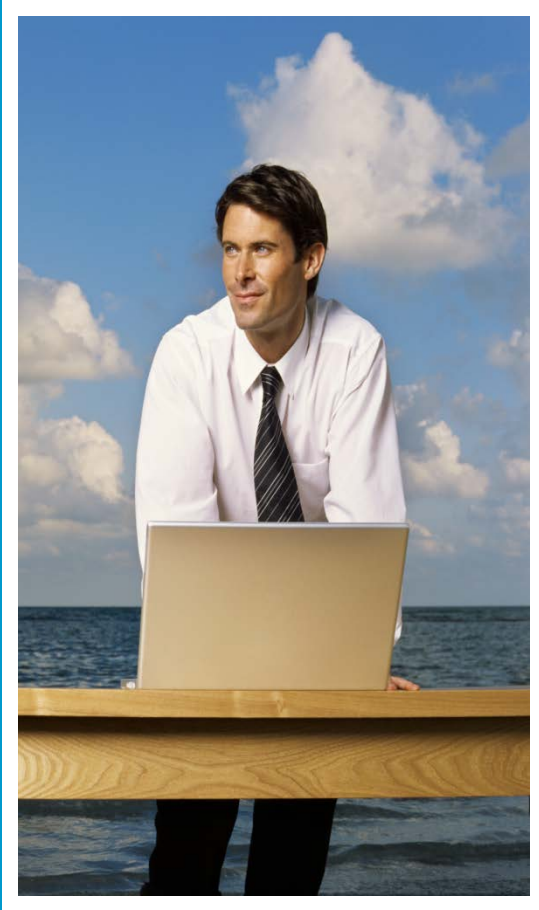


Company Presentation



Mobile Data Consultancy with Hands-On Experience



- **About Us**
- **Strategic Advisory Services**
- **Market Research Services**
- **Training Services**
- **Contacts**

Profile

- Founded in 2004, we are specialists in mobile wholesale market and private networks market.
- 27 years of cumulative hands-on experience in the telecom industry in the US, Europe and Asia.
- Mission is to provide mobile data players with knowledge, services and tools enabling them to perform optimally in their mobile environment.
- We offer strategic advisory, business development, market research and training services with a network of independent consultants.
- Strategic advisory services include: Mobile Data, MVNO, MVNE, HNO.
- Market research services include: Private Networks, Case Studies, Tools.
- Training services include: Private 5G, Private LTE, CBRS, Mobile Wholesale, MVNO, Cable MVNO, US MVNO and MVNE seminars.
- Clients include CSPs, MVNOs, MVNEs, enterprises, system integrators, mobile vendors, hyperscalers and financial institutions.



References



International Experience

Representing mobile and mobile data experience around the world.

France



USA



S. Africa



Turkey



Czech R.



Germany



Greece



Italy



Spain



Holland



Japan



Sweden

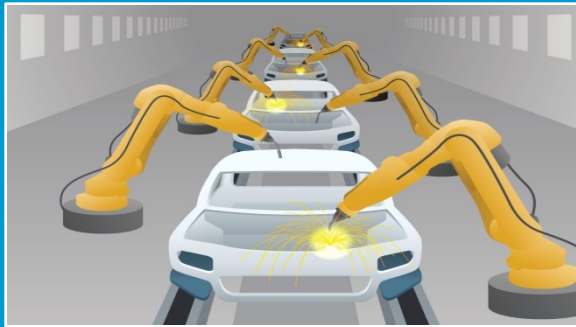


Private Networks Experience

Agriculture



Manufacturing



Smart Cities



Oil Platform



Military Base



TBD



Mobile Wholesale Experience

Cable Operator



European Football Club



Ethnic Group



Satellite Operator



Hypermarket Chain



Broadcaster



Leadership



[Alex Besen](#) is the Founder & CEO of The Besen Group LLC. He has over 27 years of hands-on experience in the mobile industry working for mobile network 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.

Previous, he worked at Ericsson with mobile operators on MVNO and UMTS projects in the EMEA region. Prior to his position, he was employed at T-Mobile USA (formerly known as Omnipoint Communications) where he was responsible for partnerships and joint ventures and provided billing, customer care, marketing and vendor financing solutions to mobile operators. He 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.

Testimonials from Private Networks Market

"During my time at Cradlepoint, I was heavily involved in Private LTE and represented Cradlepoint within the CBRS Alliance. I found Alex to be great resource regarding Private LTE business models and use cases. His presentations and written work are excellent and our conversations were very engaging and useful. I am happy to recommend Alex to anyone in the industry who is looking for knowledgeable expertise to help them with education, strategy and/or execution in the Private Wireless space."

[Ken Hosac](#)

"At Altran, a global services company, I worked with Alex to help define use cases and implementation strategies around wireless private networks for both 4G and 5G systems. Alex has an extremely in depth understanding of the multi-faceted challenge of deploying private networks. Alex's portfolio of experiences and use cases in private networks created successful engagements and a blueprint for engaging the industry in the area of private networks. He was instrumental in helping to develop the business case, the technical roadmaps, and the necessary partnerships to realize solutions for a multinational farm equipment supplier and the world leader in 5G mobile networks. I would strongly recommend Alex and his wide scope of services and capabilities for any project with private networks as a key ingredient for success and completion for 5G private networks and services."

[Sidney Bryson](#)

"Over my past 30 years in the mobile industry I have found that the key to success boils down to having a small cadre of people you know you can count on, for their work, their expertise and their experience. For me, Alex has always been one of these people. Alex has been on top of almost every major trend in the industry, with his most recent work in private 4G and 5G networks, particularly as apply to agriculture, manufacturing, smart cities and oil field use cases being right on top of what people are thinking about today. Lastly, Alex is great at market research, go-to-market strategy, business development and assembling well thought out Business Plans. If I were looking to do something new in mobile, Alex is the first person I'd call."

[Scott Schelle](#)

"Private Networks (both LTE & 5G) are expected to play a critical role in bringing new opportunities to improve the business and operational processes for every enterprise and industry. The ecosystem for enabling Private Networks via robust LTE/5G connectivity continues to advance, and seminars like this are crucial to increase awareness to realize the potential of such networks. Alex's seminar at Mobile Carriers Show 2019 went into details on the various business models for deploying Private LTE utilizing the CBRS spectrum, this helps in understanding how the various players need to collaborate/partner to deliver an E2E solution. The business case tool overview gave a quantitative assessment of the ROI for CBRS deployment and the use cases presented by various speakers were very insightful. Overall, an excellent and informative seminar, I look forward to attending more of such sessions from Alex."

[Sudhir Kunnath](#)

Testimonials from Mobile Wholesale Market

"Alex's experience in the MVNO market combined with his understanding of the challenges and opportunities faced by new MVNO entrants allows him to take a unique perspective. One example of this is his recently published MVNO case studies that focus on the mobile opportunity available to cable operators. In these case studies he leverages his knowledge of host MNO charges to provide quantitative data to compare various scenarios that a cable operator may pursue. These scenarios clearly illustrate the importance of using Wi-Fi calling to minimize host MNO charges and thereby making a move to provide mobile services economically viable for cable companies that already have a broadband and Wi-Fi infrastructure." [Steve Nortridge](#)

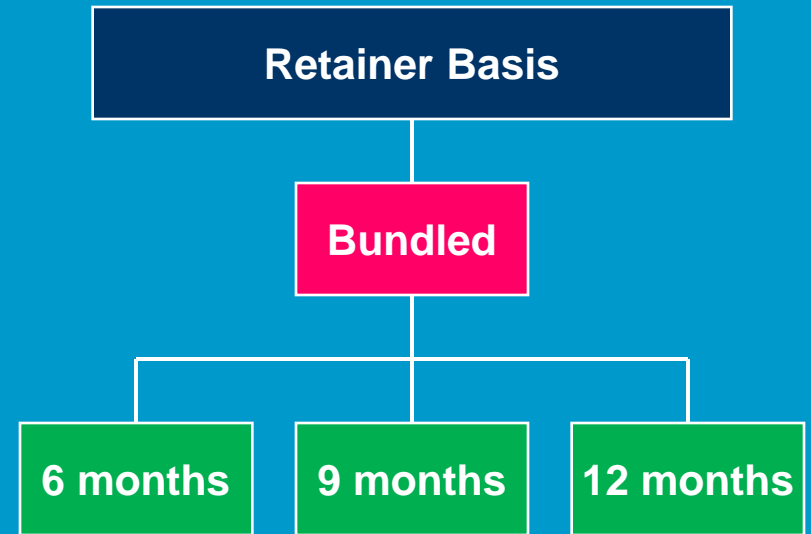
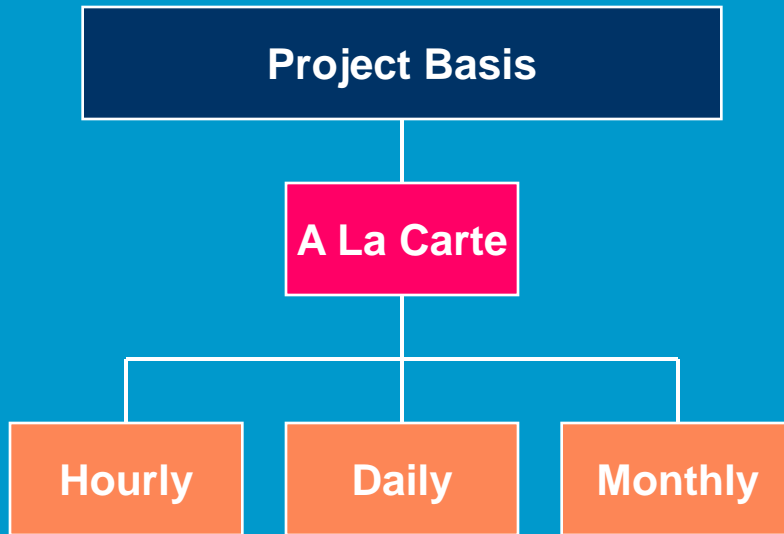
"I had the fortune to work with Alex during my wireless career. Alex has a solid knowledge of the mobile wholesale ecosystem including MVNEs, MVNAs, MVNOs and HNOs. He was able to identify a target list of MVNOs in the US mobile industry and has published multiple case studies. He not only provided go-to-market strategies to MVNOs in order to launch their services successfully, but also has developed strong partnerships and comprehensive MVNO business cases to demonstrate the ROI for each party. Alex is very experienced and knowledgeable in the MVNO ecosystem. What's great about Alex is that he has integrated this knowledge with a relationship-building strategy with his clients." [Peg Wright](#)

"Alex has an extensive hands-on experience in the mobile wholesale industry, working with MVNOs and MVNEs globally. He has a solid understanding of the US MVNO market, as he developed different MVNO market research initiatives, including business cases and innovative case studies. He was gracious to share such interesting results during his presentation at various industry trade shows." [Yael Shatzky](#)

"In addition to being a pleasant spirit, Alex's knowledge of and experiences with MVNOs, MVNAs, and MVNEs are of real value. Alex is super solid on the mobile wholesale industry in general. He understands 5G business models for MVNOs based on licensed spectrum, unlicensed spectrum and shared spectrum. A real contributor to advancing the world of wireless." [Gary Austin](#)

"Alex possesses a wealth of specialized knowledge about the MVNO space. His seminar at Mobile World Congress Americas 2017 was an excellent learning experience, and his insight provided credibility to my most recent story on the Altice USA-Sprint partnership. As major US cable operators become more involved in the wireless space, I will continue to look at Alex for analysis." [Alex Silverman](#)

Engagement Options





- About Us
- Strategic Advisory Services
- Market Research Services
- Training Services
- Contacts

Strategic Advisory Services Summary

Project Basis

- Business Strategy & Planning
- Business Case Development
- Market & Customer Segmentation
- Auction Strategy & License Application
- Partnership Development
- Marketing & Product Launch
- Market Research & Competitive Analysis
- Project Management & RFP Preparation

Retainer Basis

- Business Development

Note: The Besen Group can develop customized Statement of Work (SOW) based on the client requirements.

Service Portfolios



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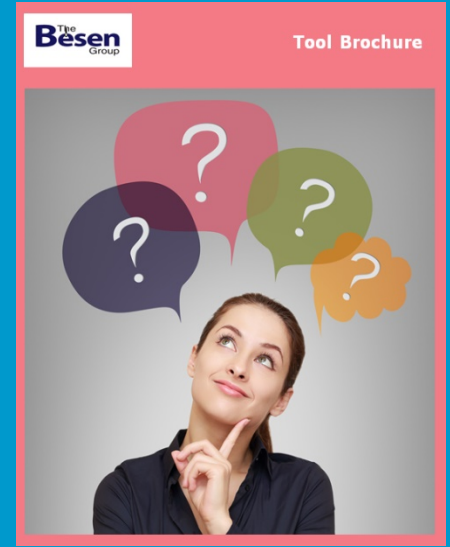
Market Research Services



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Private Networks Market Size & Forecast

Market Segments

- Warehouse/Storage
- Office Space
- Service
- Mercantile
- Public Assembly
- Religious Worship
- Education
- Food Service
- Hospitality
- Healthcare
- Food Sales
- Public Order/Safety
- Other

Methodology

Survey Data from EIA



The Besen Group
Mobile Market
Assumptions



Private Networks
Market Size & Forecast

Note: The Besen Group can develop customized market research based on the client requirements.

Private Networks Market Size and Forecast is available for purchase on a corporate license basis.

Case Studies Summary

Private Networks Case Studies

- 7 Cedars Casino
- American Dream
- Celona
- Dallas Love Field Airport
- Disney
- General Electric
- Geoverse
- ISM Raceway
- Nokia
- NFL
- PGA Tour
- Port of Los Angeles
- Tesla
- UPS

MVNO Case Studies

- Amazon
- Apple
- Blackboard
- Boingo Wireless
- Boost Mobile
- Consumer Cellular
- Google Fi
- Lycamobile
- Nokia
- Optimum Mobile
- Spectrum Mobile
- Starbucks
- Red Pocket Mobile
- Ultra Mobile
- Xfinity Mobile

Note: The Besen Group can develop customized case study based on the client requirements.

All our case studies are available for purchase on a corporate license basis.

Tools Summary

Business Case Tools

- CBRS Private 5G Networks
- CBRS Private LTE Networks
- CBRS Neutral Host Networks

TCO Tools

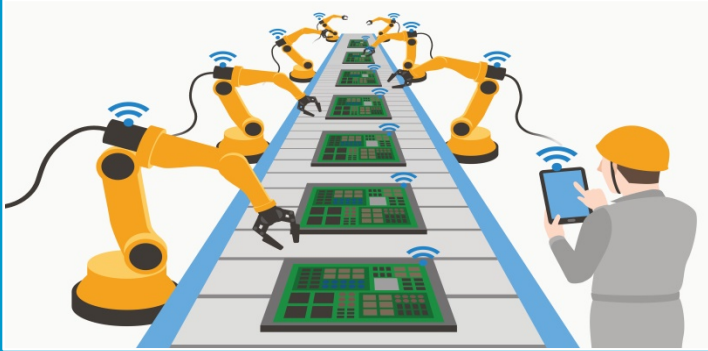
- Open RAN Private 5G Networks
- CBRS Private 5G Networks
- CBRS Private LTE Networks
- CBRS Neutral Host Networks
- CBRS Private 5G vs Wi-Fi 6
- CBRS Private LTE vs Wi-Fi 6
- Small Cells

Note: The Besen Group can develop customized business case tool or TCO tool based on the client requirements.

All our tools are available for purchase on a corporate license basis.

Business Case & TCO Tools

Business Case Tool: CBRS Private 5G



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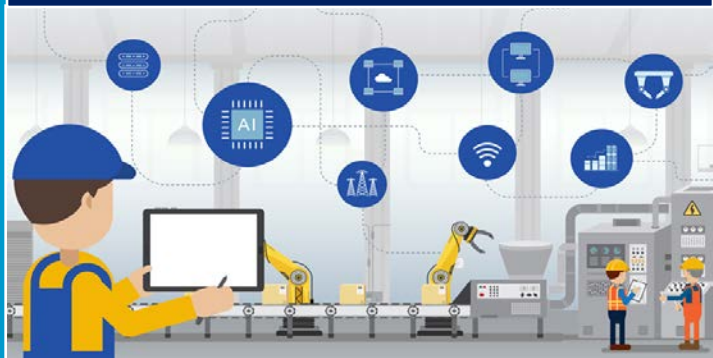
TCO Tool: CBRS Private 5G



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Business Case & TCO Tools Continued

TCO Tool: Wi-Fi 6 vs CBRS Private 5G



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TCO Tool: Wi-Fi 6 vs CBRS Private LTE



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Business Case Tool: CBRS Private LTE



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TCO Tool: CBRS Private LTE



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Business Case & TCO Tools Continued

Business Case Tool: CBRS Neutral Host



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TCO Tool: CBRS Neutral Host



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TCO Tool: Open RAN Private 5G



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TCO Tool: Small Cells



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- About Us
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Training Summary

Private Networks Seminars

- Private 5G Seminar
- Private LTE Seminar
- CBRS Seminar

Mobile Wholesale Seminars

- MVNO Seminar
- MVNE Seminar
- US MVNO Seminar
- Cable MVNO Seminar
- Mobile Wholesale Seminar

Note: The Besen Group can develop customized seminars based on the client requirements.

Training Seminars



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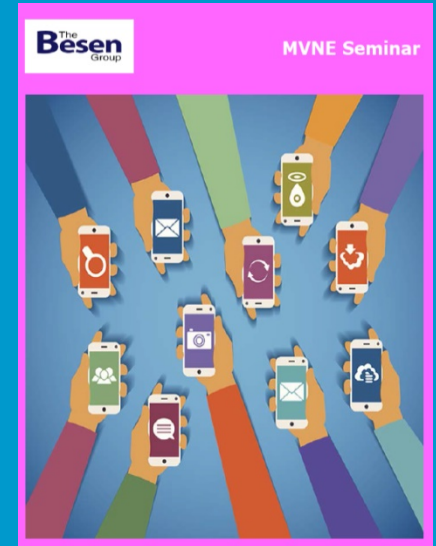


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Training Seminars Continued



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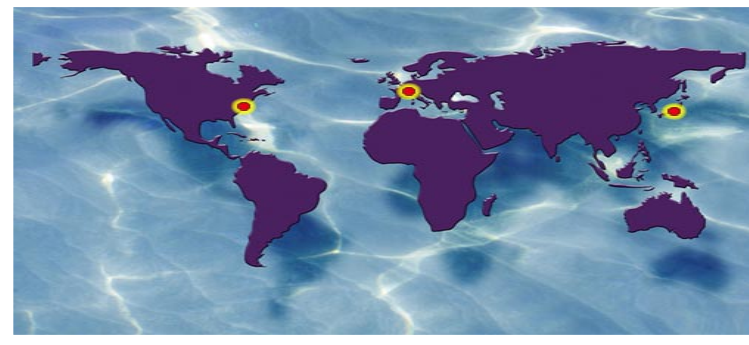
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Career

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