

Course ID  
**MVNO**

Course Duration  
**1/2 day**

Course Title  
**Mobile Data MVNO**

**Related Courses**

- State-of-the-art of Wireless Communications for Non-engineering Professionals, Managers, and Executives (WIRELESS-EXEC, 2 days)
- Wireless Technologies: A Comparative Study (COMPARISON, 2-4 days)
- State-of-the-art of WiMAX for Non-engineering Professionals, Managers, and Executives (WIMAX, 1 day)
- Multimedia Applications: IMS, SIP, and VoIP (MULTIMEDIA, 2 days)

**Aimed At**

Marketing, business development, and finance executives and others responsible for mobile network strategy at organization such as mobile network operators, mobile virtual network operators (MVNOs) and enablers (MVNEs), cable and media companies, ASPs, content providers, mobile equipment vendors, and venture capitalists.

**Group Size**

2-20

**Prerequisites**

- None

**Course in a Nutshell**

The convergence of media, computers, and telecommunications offers a world of opportunities to those who are able to understand and act. It also creates some challenges for the established players. The Mobile Data Virtual Network Operator (MVNO), a good example of such opportunities and synergies, is the subject of this course.

An MVNO is a company that offers voice and value-added services, sometimes referred to as mobile data services, which involve a combination of voice, data, graphics, and video. Examples include mobile music, mobile TV, games, ringtones, multimedia messaging, mobile commerce, and location-based services. The traditional values of brand, functionality and quality will be more important for an MVNO than for any other mobile technology. This course will teach you the secrets of launching a successful Mobile Data Virtual Network Operator (MVNO).

**Customize It!**

Customization to your particular needs and interests is available upon request.

**Learn How To**

- Assess the mobile data MVNO business opportunity
- Negotiate a win-win deal with a Host Network Operator (HNO)

- Develop innovative mobile data MVNO strategies
- Build a bottom-up mobile data MVNO business case
- Attack niche markets that exhibit unique needs and characteristics
- Create, market, and communicate attractive mobile data services fast and efficiently
- Evaluate costs and benefits of working with an MVNE
- Deploy and dimension scalable mobile data Service Delivery Platform (SDP) and launch Multi-Access Portal (MAP)

## **Course Outline**

- MVNO Market
  - Definitions
  - Forecasts
  - Business models
  - Network architecture
- MVNE Market
  - Players
  - Relationships
  - Service portfolio
  - Service pricing
- Mobile Data Market
  - Eco-system/forecasts
  - Mobile data survey
  - Delivery platform/MAP
  - Pricing models
- MVNO Business Strategy
  - Positioning
  - Segmentation
  - Offering
  - Technology
  - Distribution
  - Partnerships
- Mobile Data MVNO Business Case
  - Revenue structure includes: Market sizing, take-up usage, service selection, service pricing
  - Capex structure includes: Network related and non-network related
  - Opex structure includes: Direct and indirect costs
  - Revenue sharing arrangements include: Content Providers, ASPs, MVNEs

**How You Will  
Learn**

- A seasoned instructor will present this course in an interactive "workshop" (lecture/practice) format
- The workshop will give you the opportunity to apply the strategies taught to your own company's situation.
- You will receive a soft copy of the presentation material at the end of the course.

Revised

Dec. 3, 2005