

MVNO

Business & Partnering Strategies For Network Operators & Mobile Virtual Network Operators

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POST-CONFERENCE WORKSHOP

Thursday 1st December 2005

**Optimising The Success Of The
Partnerships Developed Between
Network Operators And MVNOs**

- **Ensure** the long-term success of your partnerships by developing effective and mutually beneficial contractual agreements between network operators and MVNOs
- **Understand** how MVNOs are developing effective business models and successful market entry strategies
- **Hear** how network operators are reaching new customers and markets by hosting MVNOs
- **Overcome** the regulatory challenges of developing partnerships between network operators and MVNOs

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13.50 **Understanding How TDC Mobil Are Optimising Their Retail And Wholesale Activities Both Internally And Through Their MVNO Partnerships**

- ◆ Assessing the strategic fit: why pursue wholesale SP/MVNO opportunities?
- ◆ Identifying the branding conflicts and opportunities
- ◆ Examining how to manage the retail wholesale product life cycle
 - Impact of introducing 3G
- ◆ Achieving joint distribution and logistics
- ◆ Establishing how to ensure cost-effective MVNO marketing

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