

“Dos & Don’ts” for MVNOs

Follow this checklist before you sign your final agreement with your local MNO. If you want to learn more about effective agreement negotiation strategies, watch [the full PortaOne MVNO Academy webinar](#).



Do this



#2: Team Up with Other MVNOs

Find strength in numbers. Collaborate with other MVNOs in your region to pool resources for an independent audit. This will help verify if your margins are truly fair based on market prices.



#4: Build a Strong Partnership

Foster a mutually beneficial relationship. Treat your MNO as a valued partner, not an adversary. Choose an MNO that reciprocates this attitude, recognizing you as a source of revenue and a key player in the market.



#1: Fight for Fair Pricing

Negotiate based on the best MNO offer. Aim for the carrier’s most favorable terms, whether that’s discounts or overall averages. If possible, try to secure a nationwide wholesale agreement for even better rates.



#3: Be an Advocate

Engage with your regulator. Educate local authorities on the positive role MVNOs play in the mobile ecosystem. Use examples from successful MVNOs in other markets to demonstrate how they complement MNOs, not compete with them.



#5: Invest in the Right Tools

Get a top-notch MVNO platform. A flexible, robust BSS platform like [PortaBilling](#) is essential for managing risks and maximizing profitability. This is your key tool for controlling your destiny, regardless of the specific terms in your MNO agreement.

Don't do this



#2: Don't Trust Blindly

Don't assume paper margins are reality. Real-world MNO rates and other costs can vary, so be prepared for unexpected fluctuations and build buffer zones in your financial planning.



#4: Don't Be Naive About Fraud

Assume fraud will happen. Decide upfront who's responsible for fraud prevention tools and infrastructure. Make sure your contract excludes fraudulent activity on the MNO's side from your invoice.



#1: Don't Be Tied Down

Don't lock into one MNO. Negotiate for non-exclusivity, so you have the flexibility to partner with other carriers if it benefits your business later.



#3: Don't Ignore the Rules

Understand local regulations. Research whether your country has fair pricing rules, and, if not, include safeguards in your contract. If there are regulations, understand how the MNO calculates pricing and ensure it's fair.



#5: Don't Let Them Undercut You

Protect against unfair competition. Include a clause preventing the MNO from selling plans directly at lower prices than they offer you. Monitor the market closely, as enforcing this can be difficult.

If you would like more tips and advice on launching a new MVNO in your local region, or if you'd like to learn how the [PortaBilling](#) real-time billing and charging platform can help set you up for success, [reach out to the PortaOne team today.](#)

We'd love to talk about how we can design our platform to suit your business ideas.



PortaOne

www.portaone.com

contact@portaone.com