

BRIDGING UNIFIED COMMUNICATIONS & MOBILITY

Holger Reisinger
Sales Director EMEA Central Int.



AGENDA

A small yellow square icon is positioned to the left of the first agenda item.

More than 140 years in communication

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The Jabra UC&C value proposition

A small grey square icon is positioned to the left of the third agenda item.

Jabra Headsets Solutions for Cisco

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New Product Launch

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Jabra Partner Program & Marketing Support

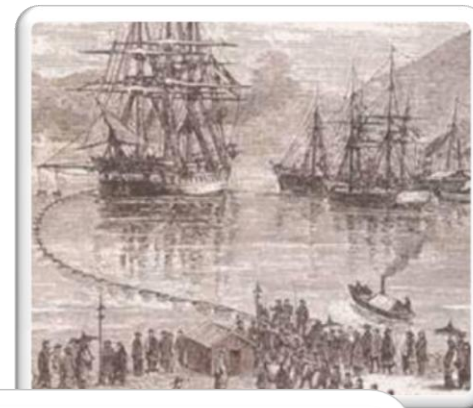
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Wrap-up – Why Jabra – Q&A

140 YEARS IN COMMUNICATION

- In 1869 GN Store Nord was established as a telegraph company
- Today GN unites people by creating best-in-class communication interfaces:
 - Hearing Instruments (GN Resound)
 - Headsets for professionals and consumers
 - Markets headsets under the Jabra brand
- Headquarters in Denmark
- Subsidiaries in more than 70 countries.
- 4,800 employees globally, thereof 900 in GN Netcom.
- R&D in Denmark & China, Production in China.
- Market share of approx. 50% in Contact Center & Office business and around 20% in Mobile headsets.
- Revenue 2009: € 637 Mil. total , € 234 Mil. w/headsets
- Company listed at Copenhagen Stock Exchange (OMX)

Jabra®

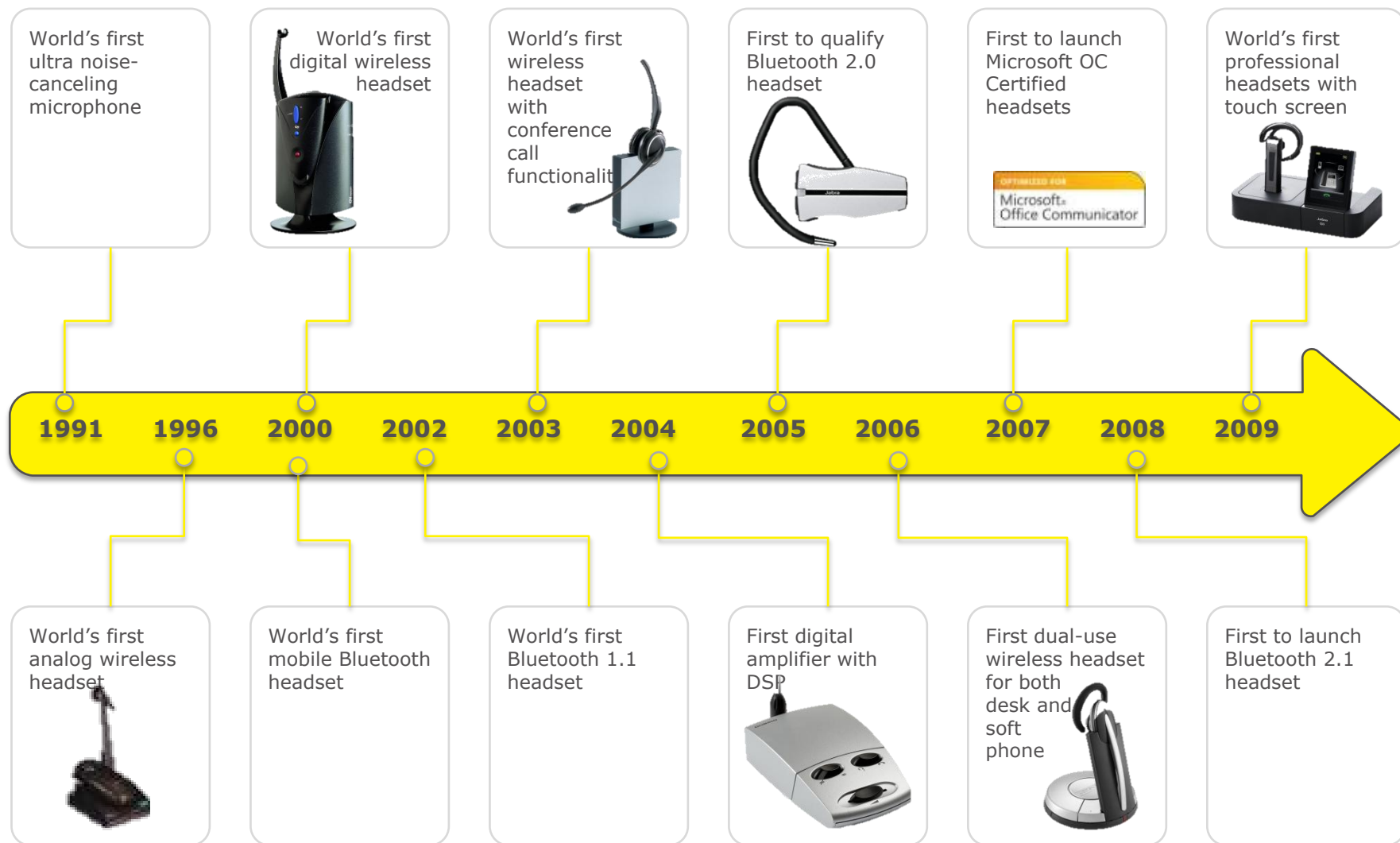


"The development of the world is dependent on communications"

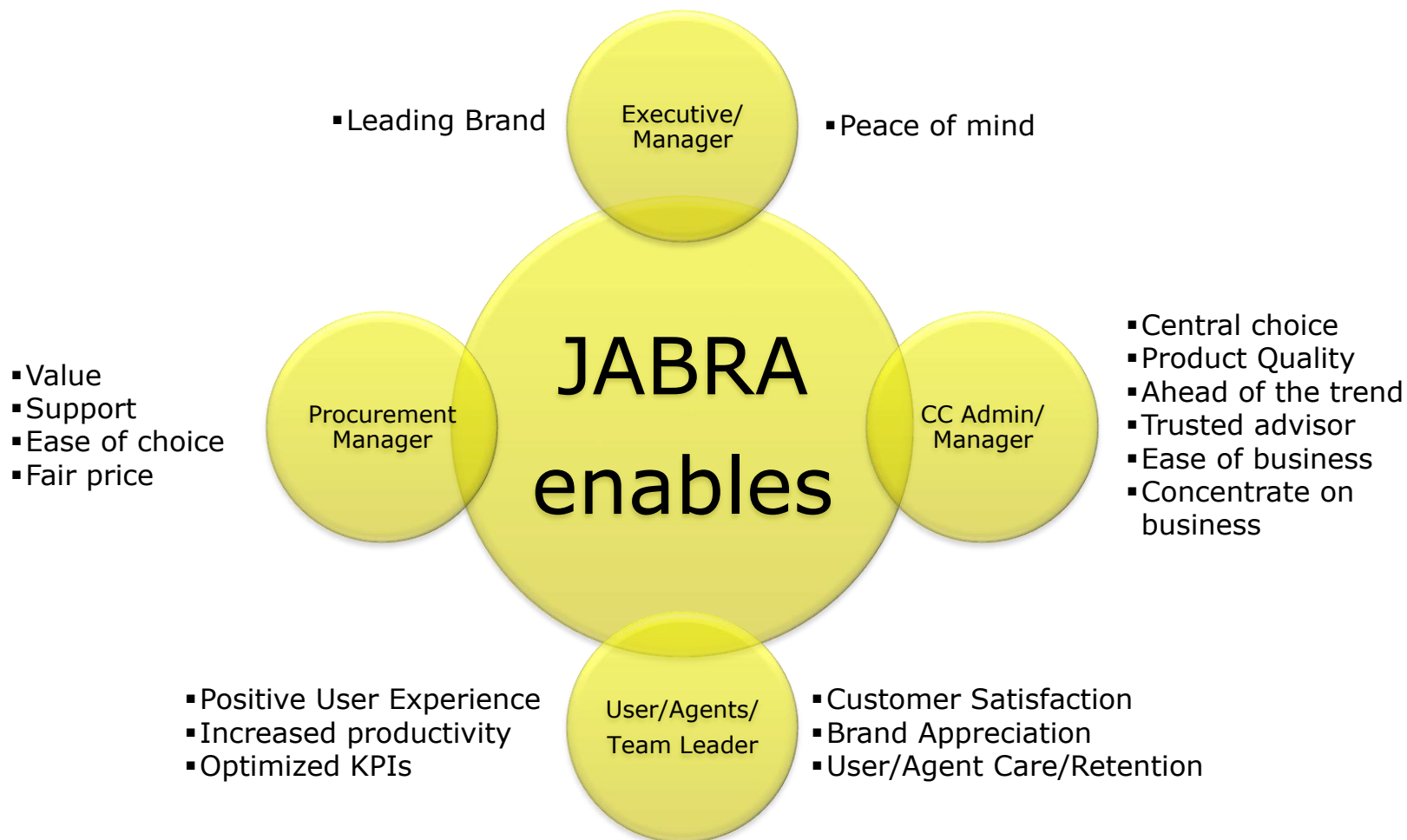
C. F. Tietgen, founder



WHY USING A JABRA HEADSET? JABRA IS THE INNOVATIVE LEADER!



ADDRESSING CUSTOMER NEEDS



HEADSETS INCREASE PRODUCTIVITY! 4 REASONS TO USE A JABRA HEADSET:



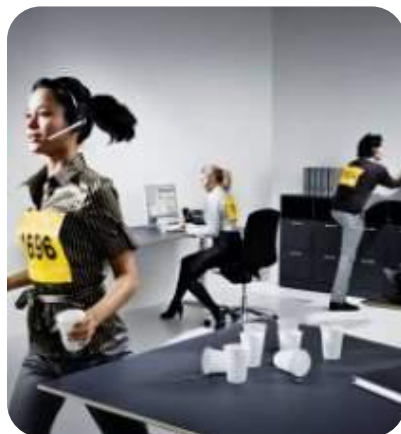
EFFICIENCY:

- Hands-free
- Multitasking office warrior
- Increase benefits of CTI, UC, VoIP
- Provable ROI



ACOUSTICS:

- Cost-effective solution to level noise down
- Helps to comply with legislation (e.g. Noise@Work)
- Professional communication



ERGONOMICS:

- Wearing styles
- Lightweight
- Mono / Duo design
- Feel better & relax
- Agility
- More gesticulation



MOTIVATION:

- Mobility and flexibility in longer conferences
- Enjoy freedom
- Appraise your employees
- Explore your office



HEAR THE DIFFERENCE: NOISE BLACKOUT™, WIDEBAND & SAFETONE

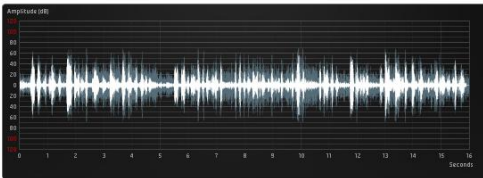
Digital Signal Processing and
2-microphone Noise Blackout™

Mic. 1:	Voice + Noise
Mic. 2:	- Noise
<hr/>	
Total	= Voice
<hr/>	

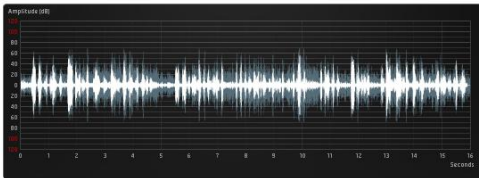
Recorded Sound Samples:

Noise Blackout™


Without Noise Blackout™  

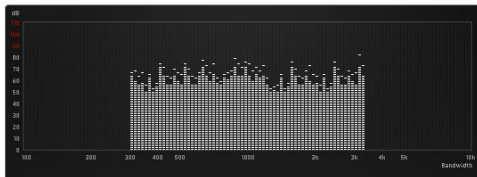



With Noise Blackout™  

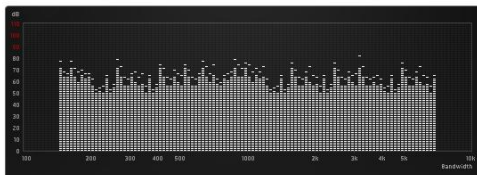


Wideband sound


 Traditional phone
(narrowband, 300-3,400Hz)

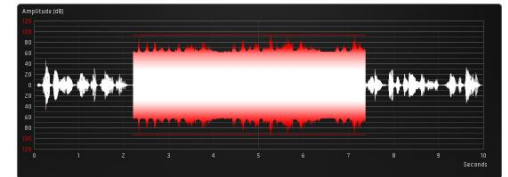


 Wideband sound
(wideband, 150-6,800Hz)

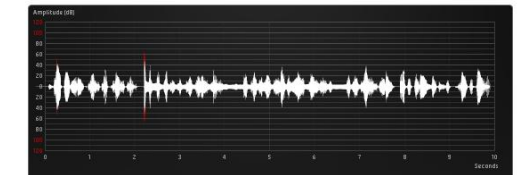


SafeTone™

 Without SafeTone™



 With SafeTone™



The two microphones determine the direction of noise based on the sound delay – and separate noise from voice

AGENDA



More than 140 years in communication



The Jabra UC&C value proposition



Jabra Headsets Solutions for Cisco



New Product Launch



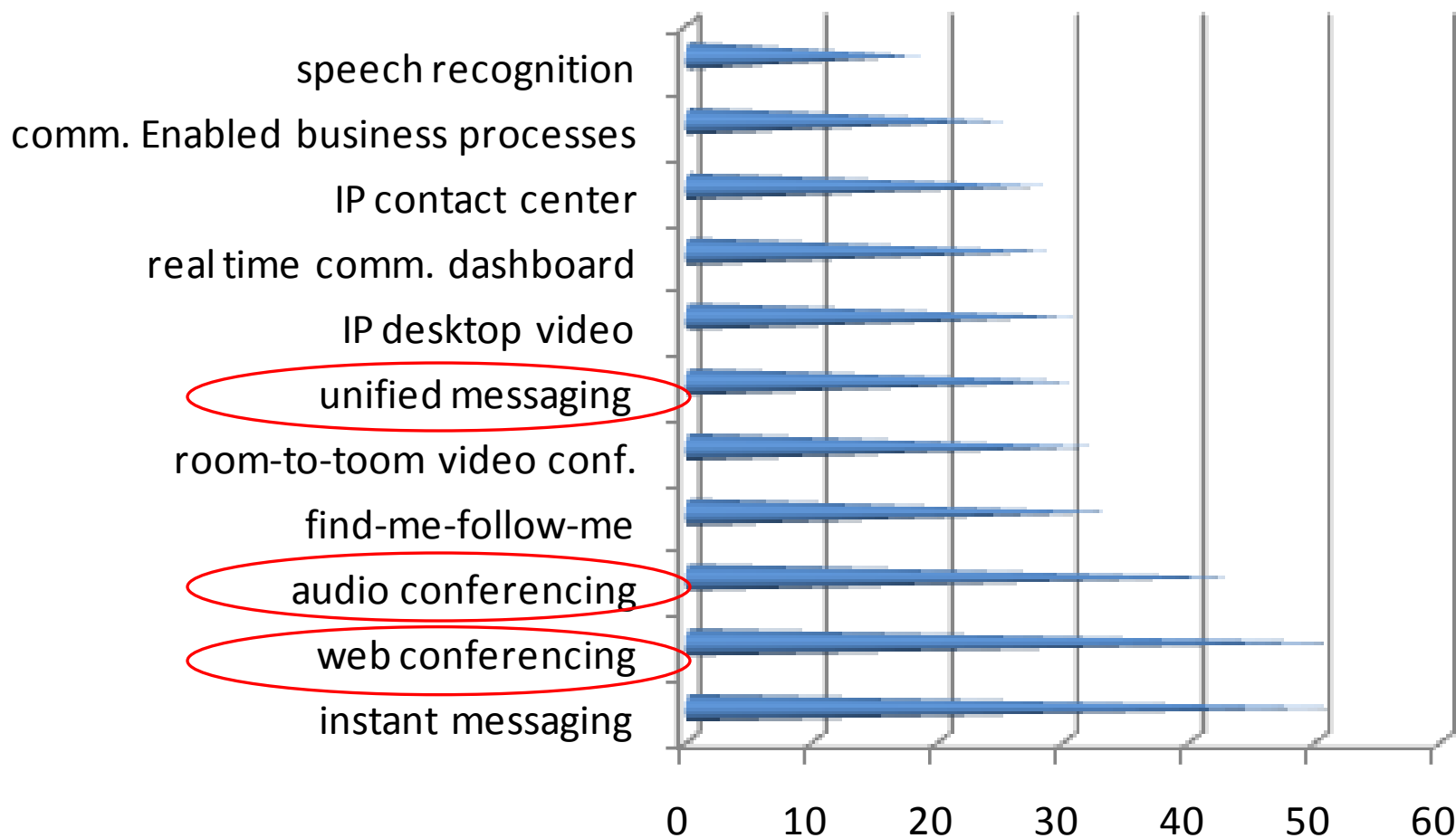
Jabra Partner Program & Marketing Support



Wrap-up – Why Jabra – Q&A

VOICE – THE KILLER UC APPLICATION

Unified communication application deployment in %



Source Nemertes Research 2008

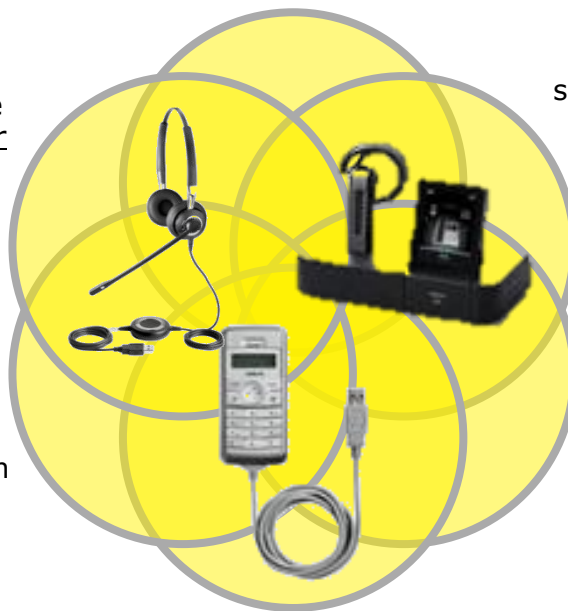
UNIFIED COMMUNICATION ENHANCES THE HEADSET VALUE PROPOSITION

Broader adoption of audio and web conferencing reduces travel expenses – ideal applications for headsets

Integrated call control and plug & play installation reduce dependence on IT department support and lower TCO

Green initiatives encourage flex schedules and working from home, another ideal environment for headsets

Wireless hands-free solutions, coupled with ergonomic comfort, can increase productivity and customer satisfaction through out the enterprise.



Enhanced mobility application to work from home, office or road with multiple devices (cell phone, PDA, laptop) lend itself to triple convergence end points like Jabra Multiuse headsets

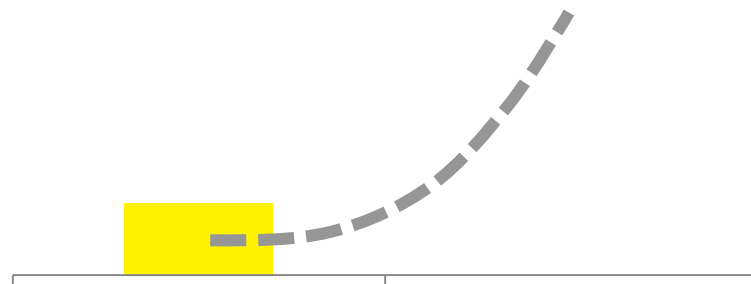
USB audio delivers excellent audio experience when coupled with a wideband audio end point

THE UC&C HEADSET OPPORTUNITY

Based on Jabra's current 30% share of the CC&O market globally, UC translates into a significant CC&O revenue opportunity.

- UC requires a headset to make audio communications work in a business environment.
- Headsets are becoming part of the core telephony infrastructure
- UC will drive significantly higher headset attachment rates
- Jabra revenue from UC enabled products increased by more than 50% in Q3 2010 compared to 2009

Jabra CC&O revenue opportunity



400 million office workers world wide

Of which 50 million are using UC

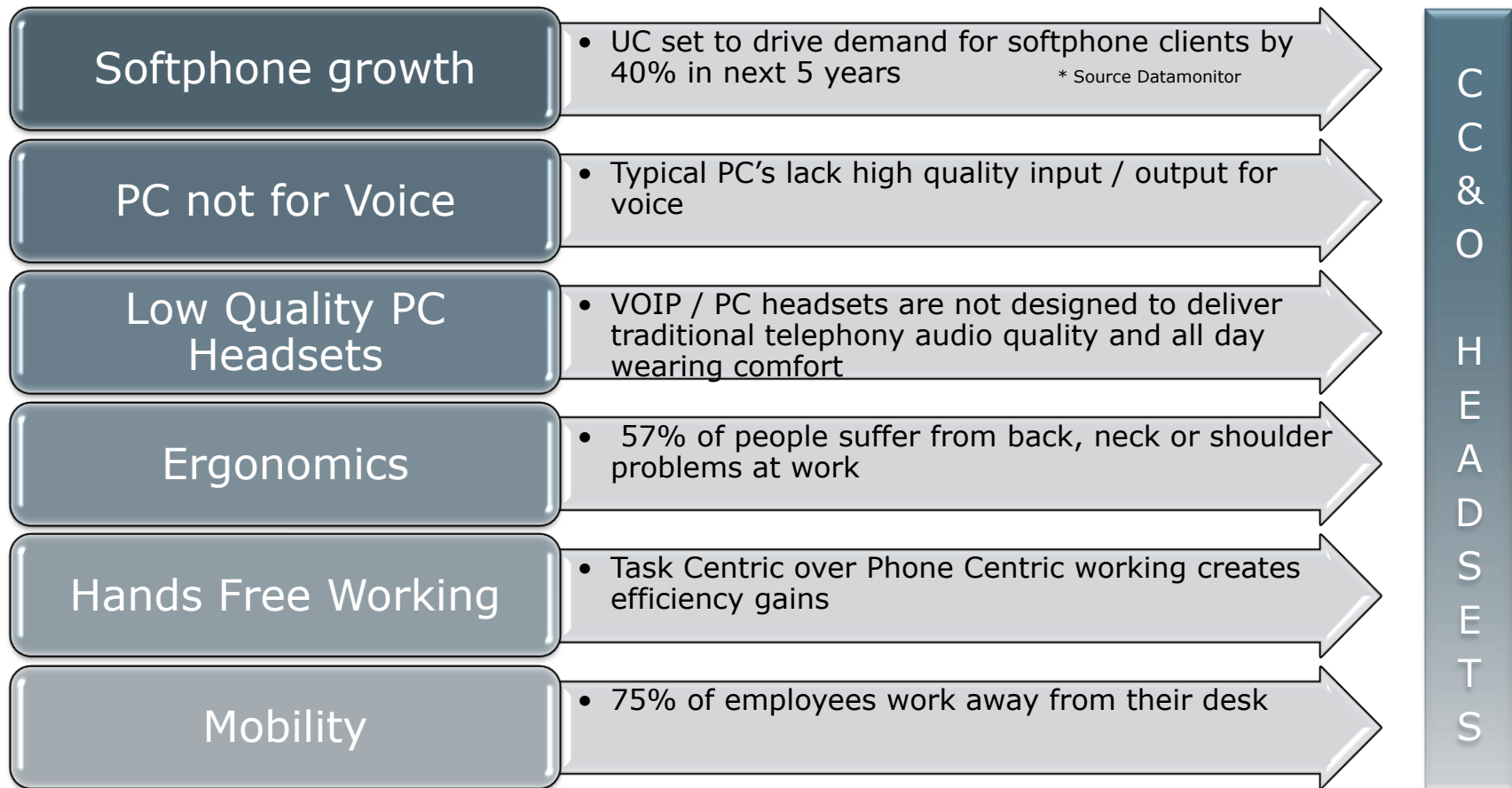
With a 50% headset attachment rate

EUR 1.35bn market in 2014*

* Source: Frost and Sullivan, GN estimates

HEADSETS EVOLVE FROM OPTIONAL TO ESSENTIAL WORK TOOL FOR USERS

NEEDS DRIVING DEMAND FOR PROFESSIONAL HEADSET



STRATEGIC PLANNING ASSUMPTIONS

Fixed-Mobile
Convergence Drives
Adoption of Unified
Communications

Through 2013, 40% of knowledge workers will have abandoned their desk phones*

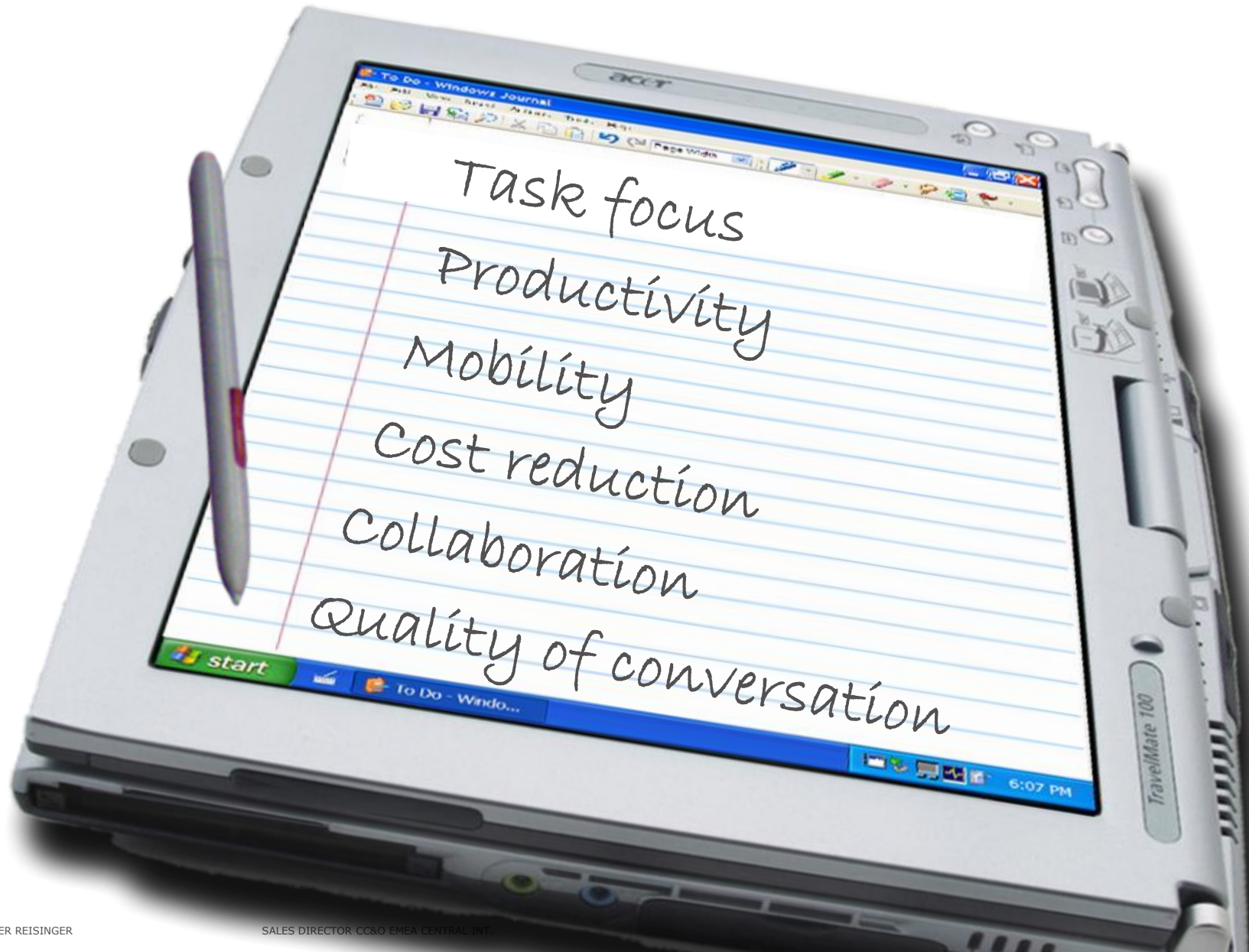
As UC and collaboration solutions become more popular for knowledge workers, they will need to have both hands free to use the mouse and the keyboard. We expect more knowledge workers to use headsets, by choice, if not as a direct mandate by management.

Headsets will become essential communication tools for collaborators and could become mandatory, because of health and safety policies.

Companies need to develop a procurement & deployment strategy for headsets.

*Source: Gartner, March 2010

JABRA ADDED VALUE TO UC&C



AGENDA



More than 140 years in communication



The Jabra UC&C value proposition



Jabra Headsets Solutions for Cisco



New Product Launch



Jabra Partner Program & Marketing Support



Wrap-up – Why Jabra – Q&A

OUR STRATEGIC FOCUS IN UC&C



- Maintain No. 1 position in UC
- Build on existing strong technical and commercial relations with the leading UC vendor: Cisco
- Co-develop advanced, integrated solutions which enhance the user experience
- Build high awareness with partners that drive UC deployments and customer decision makers

HEADSETS ARE PERSONAL DEVICES THAT BRIDGE WHAT WE DO & WHERE WE WORK

Persona	Customer Service	Executive Assistant	Specialist	Manager	Executive	Field Employee
Behavior	Desk Centric		Corridor Cruiser		Road Warrior	
	<p>I work in an open office environment or from a home office.</p> <p>I spend most of my time at my desk and need to be hands free to maximize my productivity</p>	<p>I support multiple people and tasks</p> <p>I work 100% of the time in an office and spend the majority of my day at my desk</p> <p>I need to manage my time effectively and respond quickly to requests</p>	<p>I work from a office and occasionally from home</p> <p>I travel infrequently, I spend most of the day at my desk, except when in meetings</p>	<p>My job is to get things done and be available to my team</p> <p>I travel occasionally, and when in the office, I spend 30-50% of time away from my desk</p>	<p>I lead a diverse, distributed team</p> <p>I travel often, and when in the office, I spend most of my day away from my desk.</p> <p>I travel between company offices and clients</p>	<p>I travel frequently to the customer premises</p> <p>I work from my home office, but occasional visit the field office.</p> <p>I need to be able to work effectively and efficiently from anywhere</p>
Devices						
Key Needs	Primary Communications Devices					
	<ul style="list-style-type: none">▪ All day comfort▪ Rugged design and durability▪ Noise Cancelling microphone for open office environment▪ Cost effective	<ul style="list-style-type: none">▪ Individual wearing styles▪ Dual connection to phone and PC▪ Noise Cancelling microphone for open office environment	<ul style="list-style-type: none">▪ Exceptional audio quality▪ Extended talk time▪ All day comfort	<ul style="list-style-type: none">▪ Hands free calling▪ Dual connection to phone and PC▪ Multiuse▪ Portable design, multiple wearing styles	<ul style="list-style-type: none">▪ Design esthetics and style▪ Wireless mobility▪ Dual connection to phone and PC	<ul style="list-style-type: none">▪ Portable design, multiuse▪ Noise cancelling microphone for noisy "road" environments▪ Design esthetics and style

HOLGER REISINGER

SALES DIRECTOR CC&O EMEA CENTRAL INT.

TUESDAY, DECEMBER 07, 2010

17

Customer
Service

Executive
Assistant

Specialist

Manager

Executive

Field
Employee

Desk Centric

Corridor Cruiser

Road Warrior



Jabra BIZ 620USB

*In-line call control
Ideal for large deployments*



Jabra BIZ 1900

*Strong performance.
Smart cost-effective investment*



Jabra GN2000

*Professional Series
Designed for all day comfort*



Jabra BIZ™ 2400

*The ultimate in audio
quality and comfort*



Jabra DIAL™ 520

*Intuitive usability,
Slim design with display*



**GN9330e &
GN 9350eUSB**

Wideband audio, 8 hours of talk time



Jabra PRO™ 9470

*Tri-mode connectivity,
Touch screen, Noise Blackout™*



Jabra GO™ 6470

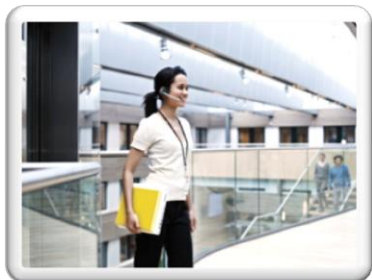
*Tri-mode connectivity,
Touch screen, Noise Blackout™*



**Jabra GO™ 6430 &
GO™ 660**

*Noise Blackout,
& small footprint*

HEADSET HOOKSWITCH CONTROL (HHC) - REMOTE CALL CONTROL FOR WIRELESS HEADSETS



- Never miss a call, even when you are up to 150m away from your desk phone
- Eliminates the mechanical handset lifter
 - Hear ring tones
 - Answer and end calls
 - Adjust the volume
 - Mute the microphone

SUPPORTED CISCO IP PHONES



Cisco Unified IP Phone 7975G



Cisco Unified IP Phone 7965G



Cisco Unified IP Phone 7962G



Cisco Unified IP Phone 7945G



Cisco Unified IP Phone 7942G

Note: Headset Hookswitch Control must be enabled on each phone.



Jabra LINK™ 14201-22 HHC Adapter for Cisco

Jabra LINK™ 14201-16 HHC Adapter for Cisco

HHC requires Cisco Unified Communications Manager 4.1 (3) service release 6 or above plus the 8.3 (3) phone firmware load



Jabra PRO™ 9400 series

OR



Jabra GO™ 6470



Jabra GN9350e/
Jabra GN9330e EHS

OR



Jabra GN9120/
jabra GN9125 EHS



JABRA BIZ™ 2400 SERIES



Family	Jabra BIZ 2400
Positioning	Best Series: The ultimate in comfort, style, sound & durability. Suitable for noisy environments.
USP	<ul style="list-style-type: none"> ▪ FreeSpin boom with 360-degree-plus rotation ▪ PureVoice noise-canceling microphone ▪ Industry-first corded headset with Jabra SafeTone technology
Sound reproduction	Mono or Duo
Wearing style	All: Headband, Neckband, Ear hook
Microphone type	Omni-directional, noise-cancelling, ultra noise-cancelling
Other features	Super-soft memory foam ear cushions, surgical steel, PeakStop, Kevlar-reinforced cord
USB variant	<ul style="list-style-type: none"> ▪ Toggle wheel for volume control with Call Control buttons and two programmable soft-buttons ▪ Industry-first corded headset with build in Bluetooth connection for mobile phone ▪ DSP, IntelliTone

MODERN PROFESSIONALS ARE MORE MOBILE



Frost and Sullivan (2008):
World Enterprise Headset Market

Gartner Group (2005):
Mobility: Trends, Challenges
and Solutions.

GN Netcom (2008):
Mobile productivity in
the office environment



- 95% of all office workers who use an office line (400 million) spend 20% of their time on the go
- 75% of employees work away from their desks for at least 1h/day
- Over half miss important calls every day because they are away from their phones
- 6 out of 10 think a wireless headset would make them more productive

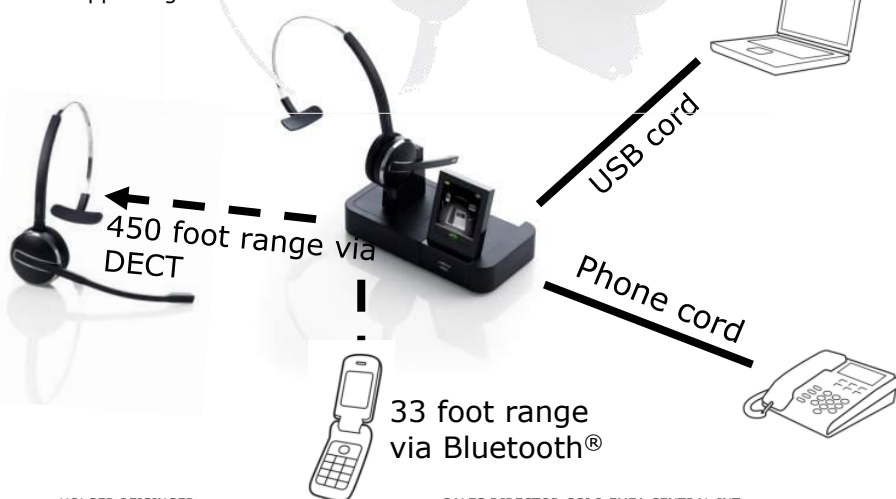
MODERN PROFESSIONALS WANT CHOICE



CALL CENTRE & OFFICE - WIRELESS DECT HEADSETS



Jabra PRO features the latest DECT technology supporting EU & NA DECT



Family	Jabra PRO™ 9400 Series
Positioning	Long-range wireless DECT headset with touch screen controls
USP	<ul style="list-style-type: none"> ▪ Tri-mode connectivity: desk, soft and mobile phone ▪ Touchscreen w/Smart Setup wizard & context sensitive device control
Range	Up to 150 m
Sound reproduction	Mono and Duo variants Narrow and wideband sound (150–6,800 Hz)
Wearing style	Head-, Neckband and Earhook
Microphone type	Dual microphone Noise Blackout™ system
Safety	Full hearing protection with Jabra SafeTone technology
Features	DECT CAT-iq technology, additional bluetooth class2 radio for mobile phone link, touch sensors on headset,, Electronic Hookswitch for IP Phones, RCC for UC Clients, Advanced call control

OFFICE & MOBILE HEADSET - WIRELESS BLUETOOTH



Family	Jabra GO™ 6400 series
Positioning	Long-range professional bluetooth headset with touch screen controls
USP	<ul style="list-style-type: none"> ▪ Tri-mode connectivity: desk, soft and mobile phone ▪ Touchscreen w/Smart Setup wizard & context sensitive device control
Range	Up to 100 m
Sound reproduction	Mono Narrow and wideband sound (150–6,800 Hz)
Wearing style	Headband, Earhook
Microphone type	Dual microphone Noise Blackout™ system
Safety	Full hearing protection with Jabra SafeTone technology
Features	Bluetooth class1 radio for long range BT connections, touch sensors on headset,, Electronic Hookswitch for IP Phones, RCC for UC Clients, Advanced call control, Up to 6 hours talk time, fast charging (80% in 20 min.)

AGENDA

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More than 140 years in communication

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The Jabra UC&C value proposition

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Jabra Headsets Solutions for Cisco

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New Product Launch

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Jabra Partner Program & Marketing Support

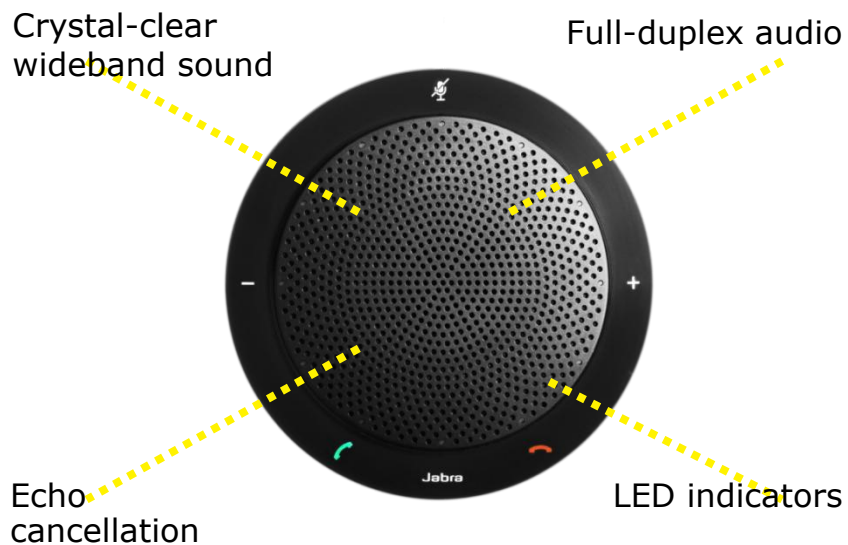
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Wrap-up – Why Jabra – Q&A



LAUNCH VIDEO: JABRA SPEAK410 UC - YOUR PORTABLE UC CONFERENCE ROOM

PRODUCT LAUNCH: JABRA SPEAK410 UC - YOUR PORTABLE UC CONFERENCE ROOM



Product	Jabra SPEAK™410 UC
Positioning	Compact designed speakerphone for flexible and convenient small group conferencing w/up to 4 people
USP	<ul style="list-style-type: none"> ▪ External ringer ▪ 3,5 mm headset port for TX/RX ▪ Intuitive touch sensors & LEDs ▪ Echo cancellation & zero distortion
Sound	<ul style="list-style-type: none"> ▪ Full-duplex ▪ Narrow and wideband sound (150–6,800 Hz)
Microphone type	Omni-directional microphone, 360°
Distance	1m suggested
Features	On-device touch sensors for call send/answer, mute, volume, LEDs for status/visual feedback, integrated cable management, travel case
Availability & Price	January 2011 MSRP: EUR 109,00

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New Product Launch

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Jabra Partner Program & Marketing Support

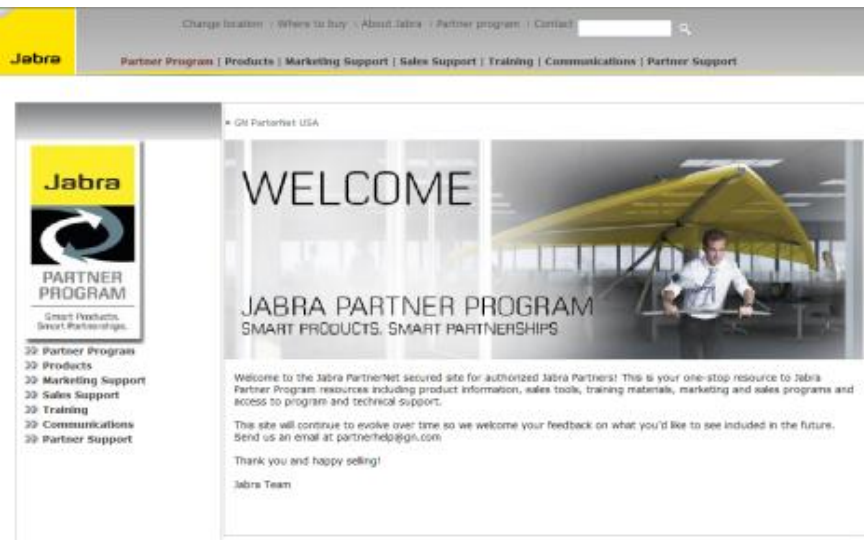
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Wrap-up – Why Jabra – Q&A

JOIN THE JABRA PARTNER PROGRAM!



www.jabra.com/partners



MARKETING KIT – RESELLER TOOLBOX



Reseller Acquisition & Retention Email's

QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.

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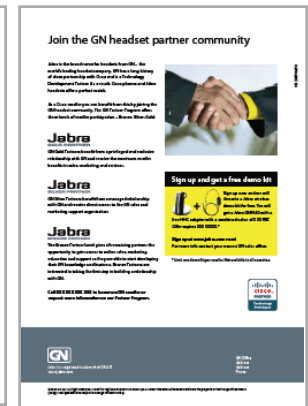
Web banners



End User Campaign's



Print Ad



4 Page Reseller Brochure

AGENDA

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Jabra Partner Program & Marketing Support

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Wrap-up – Why Jabra – Q&A

WHY JABRA HEADSETS FOR UNIFIED COMMUNICATIONS AND MOBILITY?



- Jabra is the most experienced UC headset supplier in the world, with the largest installed base of UC headsets.
- Jabra has delivered the world's largest UC installation in one single company – close to 100,000 headsets installed worldwide.
- Jabra has the most complete USB product portfolio ready to support your UC&C needs.
- All Jabra solutions are UC certified and ready "out of the box", via free software upgrades or via Jabra LINK connectors.

upgrades or via Jabra LINK connectors.
ready "out of the box" via free software



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Holger Reisinger



r-El-Din



Please visit our booth!



SIONNET

PASSION FOR NETWORKING – VISIONARY NETWORKS



Jabra®

Thank you.

