

THE FULL STORY

ON GETTING THE MOST OUT OF UNIFIED COMMUNICATIONS WITH JABRA.



Go to Jabra.com/uc to learn more about how Jabra can support you throughout the UC process.

Jabra is a world leader in the development, manufacturing, and marketing of a broad range of hands-free communications solutions. With a reputation for innovation, reliability, and ease of use that goes back more than two decades, Jabra's consumer and business divisions produce corded and wireless headsets, plus mobile and in-office speakerphones that empower individuals and businesses through increased freedom of movement, comfort, and functionality.

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www.jabra.com

Jabra®
YOU'RE ON

WHEN IT REALLY COUNTS – USE YOUR VOICE.

Today, in the 21st century, we have so much technology at our fingertips. An abundance of communication methods – from email to text messages to instant messaging – all make communication faster, easier and cheaper. But when it really comes down to it, the voice is still the surest, most effective way to communicate. The nuances and intonations that naturally occur during a conversation help convey feeling and reduce the likelihood of miscommunication. When world leaders really want their point to come across, they don't send an email – they make a speech.

The importance of voice in UC

Headsets are a vital part of an enterprise's Unified Communications (UC) strategy. They complete the solution, letting your users hear the full story in every conversation and experience the full functionality of the UC solution. To get everything you need out of your UC solution, let Jabra hands-free audio solutions bring it to life.

Worth knowing:

79% of companies realize a return on investment within the first 12 months after implementing their UC Solution*.

*Unified Communications: Gaining a Competitive Advantage While on the Move, Aberdeen Group, 2009.

MATCH QUALITY WITH QUALITY AND WATCH YOUR INVESTMENT GROW.

If you're investing in UC for your company and want high-quality audio devices that complement the quality of the UC solution, choose Jabra. We help improve your return on investment by delivering products with high-quality materials and excellent sound – to seamlessly and intuitively bridge the gap between deskphone, mobile phone and computer.

Jabra also helps you reach a break even point faster by supporting your company throughout all phases of the UC process. Those involved in the UC planning and implementation process are supported with advice on choosing the right hands-free audio solutions for different kinds of users. They're also provided with tools, piloting equipment and technical help – all to ensure the process runs smoother and faster.

Devices make experiences

For users, choosing Jabra means using a true UC-optimized voice solution with which to access their new solution. Because the headset has been developed specifically with UC users in mind, the solution works seamlessly with UC. Users experience the device positively, via fast implementation time, comfortable fit, and excellent sound. All reasons to believe your users will quickly adopt the UC solution, resulting in immediate efficiency gains and a faster payback on the investment.



“A crucial part of our choice of headsets was that the price was reasonable, and didn't skew the budget. At the same time, it was also crucial that the selected headset was of a high quality, because the opposite would make the total solution seem a little cheap.

We found the high quality and reasonable price we desired with Jabra.”

Jan Zacho – Sector Chief of IT and Infrastructure, CPH Airport

SUPPORTING YOU AS YOU SUPPORT THEM.

We're here to make the voice aspect of your UC solution as strong as possible throughout the recognition, scoping, decision-making and implementation phases of the UC process.



For information on how we can help during the recognition phase, please refer to the previous page. Visit Jabra.com/uc for resources on all UC process phases.

SCOPING PHASE

During this phase, we talk with you about the different kinds of users you have and what their voice requirements may be.

Do they work from their desk or need to move around in the office? Perhaps they often work from home or travel a lot? After determining your user segments and their needs, we'll lead you through our wide product range and, together, choose voice solutions based on those needs.

Finding just the right voice solution for your users encourages fast UC familiarity and adoption.

DECISION PHASE

Here, we work together with you to build and test the UC solution that works most optimally for your users.

Making sure you get the right solution

We offer a simple piloting procedure in which selected users can try out specifically recommended products. By testing the devices before final purchase, your users will know they're getting just the right solution for their audio requirements.

Your partners are our partners

Who is your main UC solution provider? Most likely, they're one of our partners. By developing integrated solutions with our Strategic Alliance partners, compatibility with all UC solutions is guaranteed.

Enjoy it today well into the future

Jabra hands-free audio solutions come with the latest technology included. And because they're manufactured to the highest quality standards in the industry, your users will love working with them for a long time to come.

IMPLEMENTATION PHASE

We help make this phase go smoothly for both implementers and users.

Cut deployment days with Mass Deployment

Our Mass Deployment solution enables 100% mass deployment and configuration of software and/or individual settings from a central deployment solution to any number of Jabra USB devices in a network. This is possible because our new generation of Jabra USB headsets is completely based on software, i.e. no manual buttons or switches.

You'll save valuable IT resources by accelerating implementation time, while complying with legislation and corporate policies. Imagine this: if you have 1000 users and would typically implement 50 users per day, Mass Deployment would shave off 20 working days to get everyone up and running.

And lower their "threshold of change"

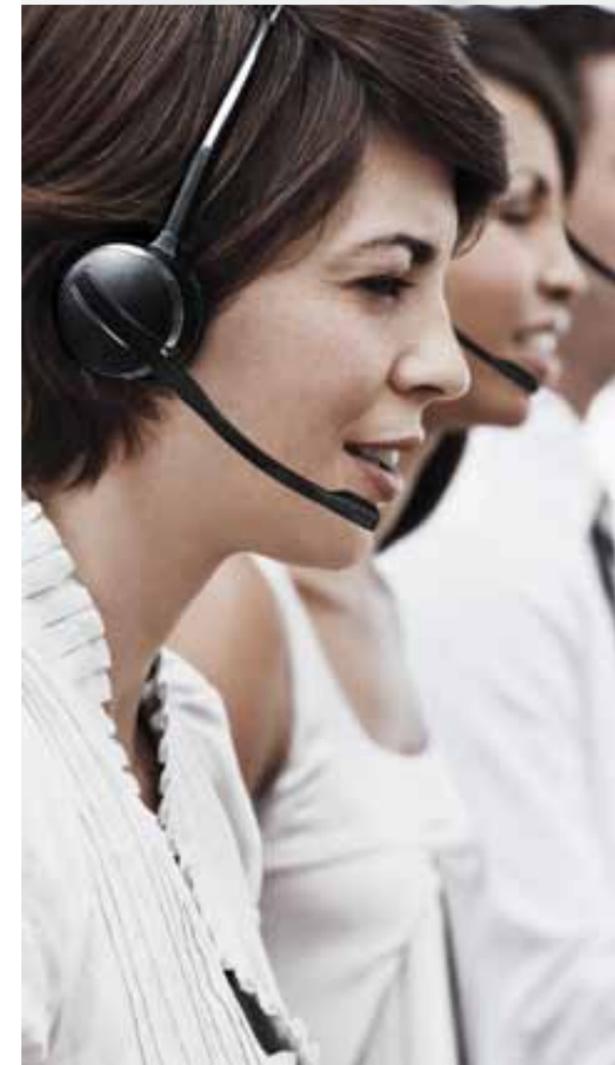
Your users will have an easier time getting familiar with the new UC solution because they'll more quickly adopt their new hands-free device.

- Integration is easy and seamless, without interruption to their workflow.
- Training material is provided to make users more comfortable and knowledgeable about the benefits.
- High audio quality helps convince them of the benefits of UC, thereby driving efficiency from positive audio experiences.

Worth knowing:

96% of our customers are satisfied or very satisfied with our support, according to a 2012 customer support survey*.

*EMEA & NA Technical Support Survey
January 2012



GIVE THEM THE FULL STORY AND YOU'LL GET THE FULL BENEFIT.

All of our hands-free devices have been designed with the user in mind. That means they'll get what they need, today and tomorrow, and you'll get impressive bottom line results.

PRODUCT BENEFITS

Ease of use

When using corded solutions, users can answer, end, mute and adjust the volume of the conversation directly from the cord. Wireless solutions give freedom of movement in the office or on the road – for unsurpassed multi-tasking ability.

Plug-and-play implementation

Lets users enjoy the benefits of UC immediately. They simply connect the headset to the computer and are ready to make their first call.

Reliability

The entire Jabra UC Voice™ series features an excellent 2-year warranty, so you'll know that if problems do occur, it only takes a phone call to have your solutions quickly replaced.

Future proofed

Select devices can be upgraded with the push of a button, so users always get the latest features quickly.

Superior sound experience based on the latest technology:

- Innovative noise-cancelling features that reduce unwanted background noise in your environment.
- Exceptional speaker quality with increased wideband frequencies that accommodate Internet calls and other PC applications.
- Improved incoming call quality on selected models using IntelliTone™ to reduce unwanted noise on incoming calls.

Robust design

Every Jabra hands-free audio solution is subject to extensive testing before launch – from cable flexing to boom arm rotations to acoustic tests. This proven high quality not only saves you in replacement costs but also in downtime and repair hassles.

Lasting comfort

Jabra headsets come in a selection of wearing styles that match different user needs, have light, ergonomically-designed frames, and give just the right acoustics for work conversations.



“We appreciate the fact that Jabra listened to us and responded as they did, and they understood how to incorporate all the functions we required into the headset software. The collaboration between our team and Jabra’s team was excellent and very efficient.”

Marco Scavongelli, Responsible Telecom, Deloitte France

PRESENTING OUR HEROES – FOR YOUR HEROES.

DESK CENTRIC

Jabra Biz™ 2400 USB

The ultimate IP/multimedia experience. Hi-Fi audio quality and *Bluetooth*®



Jabra UC Voice™ 750 Series

A lightweight corded UC headset series also portable for employees on the move.



Jabra UC Voice™ 550

Intuitive inline call-control functions give easy operation and fast user adoption.



JABRA UC Voice™ 150

Cost-effective headset with crystal clear sound for peer-to-peer and conference calls.



MOBILE PROFESSIONAL USER

Jabra Supreme™ UC

Meets the high demands of the mobile worker. Switches seamlessly between PC and mobile phone.



Jabra Go™ 6470

Optimized for specialists, managers and executives. Triple connectivity and touch screen.



Jabra UC Voice™ 250

Discreet, portable UC headset. Ideal for working in different locations.



Jabra Motion UC™

The ultimate headset for the mobile worker with superior sound, great comfort, and the very latest in intelligent technology.



MOBILITY CENTRIC

Jabra Pro™ 9470

Stay in touch with triple connectivity to desk, soft and mobile phones.



Jabra Speak™ 410 Series

Portable speakerphone for one-to-one and small-group conference calls.



Jabra Pro™ 930

Entry-level wireless headset designed for UC and PC-based telephony.



Jabra Speak™ 510 Series

Portable speakerphone enhanced with *Bluetooth*® that delivers outstanding sound quality and unlimited mobility.



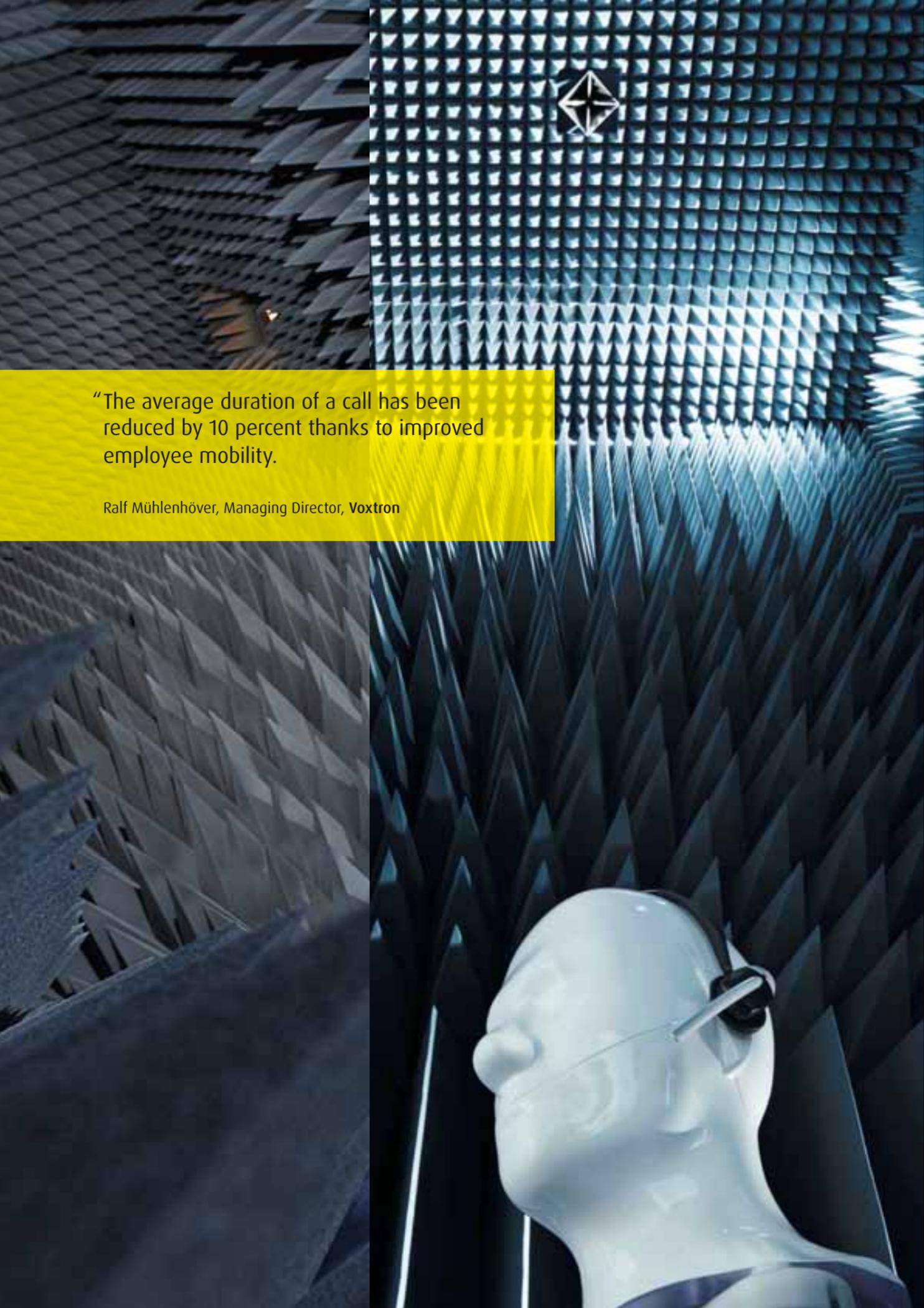
Jabra Pro™ 9450

Simple, user-friendly handling of calls from either desk or softphone.



“The Jabra headsets offer noise-cancelling, wideband technology as well as hearing protection, ensuring crystal clear, frustration free calls and comfort for our employees who are on the phone for long periods of time”

Darren Lloyd, Information Services Manager, Newport City Homes



“The average duration of a call has been reduced by 10 percent thanks to improved employee mobility.

Ralf Mühlenhöver, Managing Director, Voxtron

MORE REASONS TO MAKE JABRA PART OF YOUR UC STORY.

LARGE UC CUSTOMER BASE

GN Netcom, led by the Jabra brand, is one of the world's leading and fastest-growing suppliers of hands-free audiosolutions. Our satisfied customers span a range of industries, from the financial sector to airports to municipalities. You can read about them at www.jabra.com/customerreferences.

STRONG HERITAGE OF KNOWLEDGE

We have a long history of servicing the Contact Center industry, and have obtained deep knowledge of these employees' needs, like comfort, hearing protection, durability and microphone noise-cancelling features. We draw much of our innovative technology from our close work with sister company GN ReSound, a leading hearing aid manufacturer.

TAILORED SOLUTIONS

Every partnership with a new client starts with a thorough analysis of the working environment, including room size, ceiling height, number of employees, what each employee does, and what kinds of communication devices they may use. We do this so that we can create the ideal solution – and experience – for each of your users the first time: customized, personal and just right.

STRATEGIC ALLIANCE PARTNERS

We work with the world's leading providers of telephony and UC platforms, including:

- Aastra
- Alcatel-Lucent
- Avaya
- Cisco
- IBM
- Microsoft
- Polycom
- Siemens
- Toshiba
- Shoretel

FIRST IN INNOVATION

As a leading innovator for Unified Communications, we've introduced a long series of "industry firsts" that have proved invaluable in driving the UC category forward. From launching the first ultra noise-cancelling microphone back in 1991 to the first mobile *Bluetooth*® headset in 2000, to launching professional headsets with touchscreens in 2009, we're constantly pushing the UC envelope.

R&D AT HEART

We have our own research facilities near Copenhagen in Denmark; it's here we explore different technologies to accommodate our users' evolving needs and bring them great experiences. We also utilize a variety of different test facilities to test these new sound technologies.

AWARD-WINNING PRODUCTS

Over the years we've received a number of awards, both within product design and technological advancements. In 2012, we received the prestigious German IF Product Design award for our Jabra Speak™ speakerphone. It was the fifth Jabra product to win such an award.