

**JABRA/CISCO COLLABORATION
PARTNER ENGAGEMENT PLAYBOOK
2015**

Introduction

Cisco Partners have a tremendous opportunity to grow their business and develop incremental revenue opportunities by including Jabra devices in their Cisco Collaboration Solution. Jabra devices enhance the user experience and customer satisfaction by empowering people to collaborate, engage, innovate and become more productive in the workplace

The Cisco Solution Playbook is designed to help Cisco Partners engage with Jabra in the most efficient way possible. This Cisco Playbook contains important information about Jabra's position in the Cisco ecosystem and how we add value to Partners. The Playbook is a global document designed to provide a high-level guide to engaging with Jabra. Partners working with Jabra teams in the field may find that there are slight or subtle differences on the engagement models that are specific to your local market and regional business practices.

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Jabra is Cisco's Preferred Solution Partner and under NDA Jabra is closely aligned with Cisco Collaboration roadmap. Not only Jabra devices integrates with Cisco Collaboration, but Jabra helps elevate Cisco UC experience by doing joint development work, early integrations, joint field trials, etc. to deliver deliver the ultimate Cisco collaboration Experience



[Click Here](#) to watch Jabra/Cisco video by Cisco Executives

Jabra's compatible audio devices enable users to derive the full business potential of their Cisco Collaboration solution by offering:

Improve Customer Satisfaction

Create more interactive and collaborative relationships with customers, with Jabra devices.

Increase Productivity

Accelerate decision making, build trust within and beyond the organization, and promote innovation.

Employee Engagement

More connected your employees feel, the easier it is for them to support organization's objectives.

Innovation and Growth

Empowers people to engage and create relationships that drive innovation.

Enhanced Mobility

Answer call from anywhere, any place and on any device using single Jabra multi-connected wireless device.

Reduce Cost of Ownership

Jabra devices compatible with new Cisco Collaboration help adapting changes more quickly, without additional cost.

On-devices call controls allow users to answer/end calls, adjust volume and mute calls directly from the device. The smooth user experience ensures fast user adoption and best audio experience. Reseller benefits from fast deployment and easy device management.

JABRA LEADERSHIP WITH CISCO UC

- Jabra solution for entire Cisco UC portfolio – IP phones, Soft clients, Contact Center, Video Terminals, WebEx Conferencing
- First to ship wired and wireless Jabra device fully integrated with Cisco Jabber
- Joint development work with Cisco UC team to enhance Cisco UC user experience, adoption and easy deployment
- Not only integration, but early engagement under NDA
- Cisco's preferred device - Jabra 450 devices sold on Cisco's Global Price List
- Bundling with Cisco UC (Handset 450 with Cisco DX series)

WHAT'S IN IT FOR YOU

- Increase the Cisco UC voice deal size and overall solution margins
- Headsets are a renewable business, long term opportunities
- Sell the complete (end-to-end solution) and hedge out the competition
- Accelerate user adoption, experience and license proliferation
- Create strong paths for you to differentiate in a competitive market
- Respond to growing customer needs, build new capabilities/new offerings
- Project cutover effectiveness/optimization and improved customer expectation

LATEST JABRA AND CISCO ENGAGEMENT

- Cisco DX70/80 with Jabra Handset 450 (Bundle), support entire Jabra UC Portfolio
- Cisco 8800 Series Phones – Call Control from Jabra UC Portfolio
- Cisco Jabber 10.5 – Plug N Play. Jabra Drivers are part of Cisco Jabber since Jabber 9.2 release (Jabra drivers are part of Cisco CIPC, Cisco WebEx Connect)
- Cisco Finesse / Jabber Client – Plug N Play, best agent experience
- WebEx Calls – Hands Free for best user experience and adoption
- Cisco Collaboration Portfolio, All IP Phone Series - Jabra devices supports call control/integration with entire Cisco Collaboration portfolio

JABRA INDUSTRY FIRSTS

Jabra leverages the extensive knowledge of hearing protection, amplification, transmission and sound reproduction technologies it shares with its sister companies. Throughout the years Jabra has proven its legacy of innovation with a series of industry firsts, including the first noise-cancelling microphone, first headset amplifier for PC based IP telephony and the first all-digital multi-purpose amplifier incorporating Digital Signal Processing. Some of these have been inspired by or directly build upon input and knowledge from the Jabra sister companies, GN Resound and GN Otometrics. The cooperation of GN family members has also resulted in the development of Peak-Stop™ technology that eliminates sudden, damaging sound spikes and provides protection from sustained high noise levels

“The expertise of our sister companies in the GN Group is very inspiring and has proven to be a benefit to our customers,” says Thomas Evers Christensen, Senior Vice President, Global Operations and R&D at Jabra. “We see the influences from especially GN Resound in some of our new, successful products – and I am sure we will see more mutual benefits from our increasing collaboration in the future”.



Why Should Cisco Collaboration Partners Work with Jabra



WHY SHOULD CISCO PARTNER WORK WITH JABRA

Jabra, preferred solution partner with Cisco have strong relations across different UC platform for many years. Jabra was first company to offer complete range of wired and wireless audio devices, fully integrated with Cisco Jabber 9.2 and above. Through a 2-tiered distribution model our success depends upon a successful engagement with Cisco Collaboration integration channel

Over the years Jabra have developed a keen understanding of what's required in terms of sales tools, support and training. Jabra mission is to equip you with everything you need to succeed. Jabra identifies those needs in 7 Pillar listed as follows:

1



JABRA DEVICES COMPATIBLE WITH CISCO ENDPOINTS AND CISCO CERTIFICATION

Jabra devices are fully compatible with Cisco Collaboration solution and have Cisco certifications. Jabra effort is to certify audio devices from day one with any newly released Cisco Collaboration solution. This provides unique revenue opportunity where you can attach Jabra devices. Any newly launched Jabra devices are certified with Cisco Collaboration, again this offers an opportunity to sell new Jabra devices to Cisco Collaboration customers.

2 JABRA PRE-SALES SUPPORT

Jabra employs over 300 sales professionals globally and does business in NA, LATAM, EMEA and APAC. The Jabra field sales teams are engaged with Cisco sales, Cisco customers and Cisco reseller in their local markets. The ability to provide local support means that the Cisco reseller will get timely support and pricing necessary to present and deploy a full Cisco UC Solution with Jabra devices.

3 REVENUE OPPORTUNITY

Jabra audio devices offer on-device Call Control and integrate seamlessly with Cisco Collaboration platform. Jabra devices are preferred choice for many Cisco Collaboration customer and Cisco Collaboration sales Team. Click on Video from Cisco Collaboration Leadership. Your local Jabra team can help you bring in Jabra/Cisco UC deal.

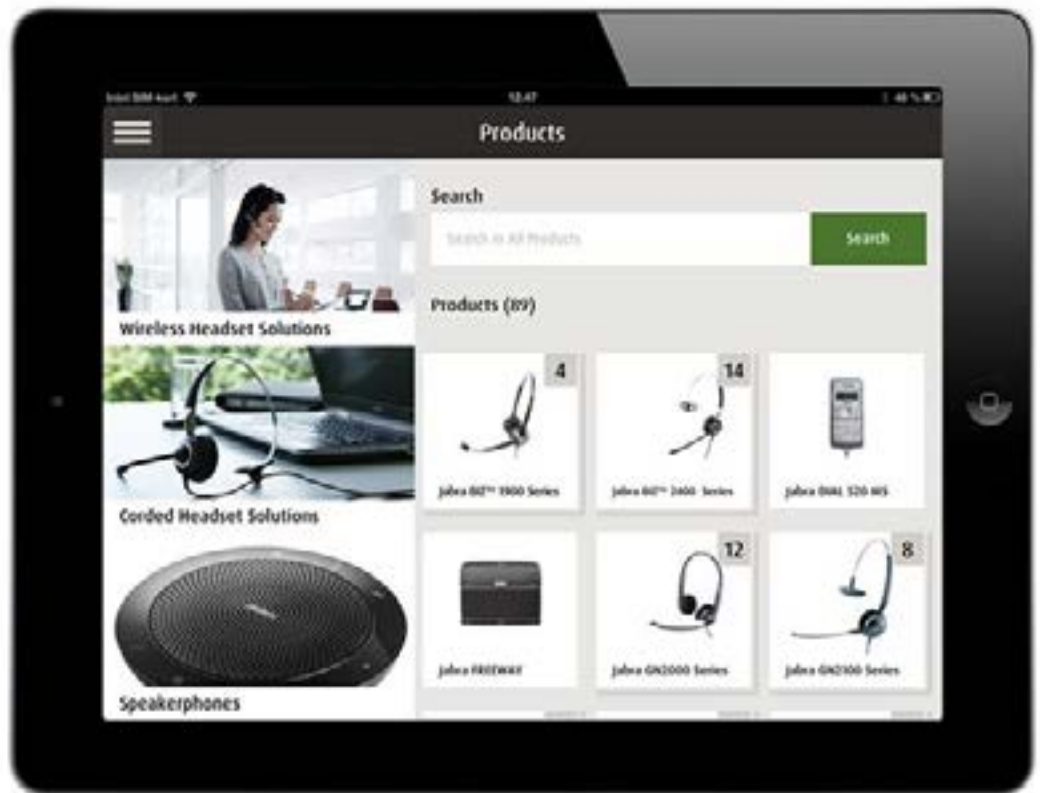
Demand Generation

Jabra is top Platinum sponsor for major Cisco Collaboration event. Top Cisco Collaboration partners, Customers and Cisco Collaboration Executives attend this event. Jabra is part of Cisco communities where majority of Cisco end users have access. Jabra promotions can be used by Cisco Partners to accelerate Cisco Collaboration deployments and to generate leads. Jabra is involved in Cisco collaboration events including roadshows across globe. As a result Jabra generates thousands of Cisco leads every year. Working with our partners and Cisco, we qualify the opportunity and engage customer on the best path for devices.



[Click Here](#) to watch the exclusive interview with Jedd Williams

[Click Here](#) for Jabra App



4 SALES TOOL FOR CISCO PARTNERS AND SALES

Get comprehensive and updated information on Jabra's audio device solutions in a convenient, easy-to-use format. The Jabra Business Tools App helps demonstrate Jabra's Cisco compatible products to customers and determine the best Jabra product fit based on the customer's needs and requirements.

This convenient app provides a significant advantage over print catalogs or web-based apps by embedding content, images and rich media within the app itself. Jabra Business Tools takes full advantage of Modern framework, ensuring that the app will run quickly and efficiently, and that product information and marketing collateral is available anytime, anywhere, and easy to share.

Jabra's Opportunity Calculator App allows partners to build "what if" scenarios based on attach rates to Cisco phones or soft clients. The app then calculates the incremental revenue and margin opportunity that can be realized when adding specific Jabra headset and speakerphones to each deal. To download the opportunity calculator app which runs on IOS, Windows 8, Android or and browser go to www.jabraoppcalc.com

- **Product recommendations based upon user type scenarios**
- **Easy report generation with recommended solutions**
- **Interactive and engaging presentation of products and product benefits**
- **Easy presentation and sharing of marketing collateral**

5 TRAINING

Jabra PartnerNet

Jabra PartnerNet is Jabra's one stop portal available to Cisco Partners that sign up for the Jabra WIN Partner program. PartnerNet provides you with access to training, collateral, ROI calculators, marketing templates, and Jabra service and support information.

Jabra Academy

Jabra Academy delivers training on the areas of the headset market most important to you, including: Jabra headset solutions for Cisco compatible products and different end user work profiles. The Jabra Academy is tied to the Jabra WIN Partner Program and delivers knowledge along with the tools, programs and promotions available to you.



6 SUPPORT

Post-Sales Support

Jabra offers one on the most comprehensive post sales warranty support programs in the industry. We strive to solve problems in a fast and professional manner. Most product issues can be solved via our online support site or by contacting your local Jabra Support.

Warranty

GN Netcom, Inc. warrants to the first end-user purchasing the product from a distributor or reseller that the product is free from defects in materials and workmanship. To see the warranty terms and process for a specific country please go to: www.jabra.com/Support/warranty-and-service.

Or go to support page to see the tutorial videos about how to setup and use the products

[Click Here](#) to visit the Service and Support page on Jabra.com.



7 DISTRIBUTION

Jabra operates a 2-tier distribution model. We have built and maintain a network of Global distributors focused on supporting the Cisco Reseller. Jabra's vast distribution network offers the Cisco reseller the ability to engage with a distributor and select a distribution partner based on the price and availability of Jabra end points and on the services and support they provide.

When you have undergone Jabra device training outlined in our Jabra WIN program you are better able to recommend and build solutions for your customers that meet their needs. You can then work together with your Jabra distributor knowing that you are recommending the best Jabra audio device to your UC customer.

Jabra channel sales teams are ready to help facilitate introductions with key distributors in your region. We help you build relationships with the best distributor for you based on your business model and requirements. Streamlining the fulfillment process up front will result in a better sales and deployment experience for the Cisco Collaboration customer which benefits us all.



Jabra WIN Partner Program

When you win, we win – that is the driving principle behind our WIN Partner Program.

Since we have a shared interest in serving our Cisco partners in the best possible way, we do everything we can to equip you with the skills, tools and knowledge you need to offer Jabra audio devices to Cisco customers. Our partner program provides product and sales training, promotional materials and technical support. We work with you to help you gain traction in your market and deliver a positive customer experience. You'll learn our products inside out and become experts in all things Jabra. WIN offers an extensive portfolio of benefits:

- Demo products
- Sales leads
- Co-branded campaigns
- Jabra Ecademy e-learning portal
- Marketing funds
- Technical support
- Deal registration*
- Win Awards program*

**North America Only. Deal Registration programs may be available in other countries, check with Local Jabra team.*

The Jabra Partner program gives you the flexibility to partner with Jabra in a model that fits your business. With Jabra, you get award-winning products, a commitment to innovation and a professional business partner dedicated to supporting you and our joint Cisco customers.

Note that Partner program and engagement model may be different in local markets.



JABRA GOLD PARTNER

The highest level of dedication gives you the most rewards. The Jabra Gold Partner status offers you support to bring leads and secure sales from the beginning to the end of the sales cycle. Not only will you gain visibility on Jabra.com, you will also benefit from a dedicated account manager, joint sales & marketing plans, partner seminars and events, demo products and be eligible for business development funding.



JABRA SILVER PARTNER

On top of the benefits as an Authorized Partner, the Jabra Silver Partner status offers you a number of benefits and a firm focus on sales and growth. You will have the opportunity to get access to sales leads from Jabra, cobranded marketing campaigns, Jabra academy and a number of useful sales tools.



JABRA AUTHORIZED RESELLER

As a Jabra Authorized Reseller, you are part of a select group, providing Jabra solutions and services to business customers. You will have access to PartnerNet, the door to the Jabra universe which includes exclusive use of the Jabra Partner logo. Also you can build upon your Jabra sales- and product knowledge using Jabra academy and stay up to date with our partner e-newsletter via the news section of PartnerNet

Jabra Devices Make Experiences (DME)

What is Devices Make Experiences?

From Jabra's perspective, this means that the best UC experiences happens when UC handsets and softphones are matched with the right hands-free devices for each individual use case and environment- only then does collaboration really happen.

The hands-free workstyle means you can share your desktop, find other colleagues to bring into the conversation quickly, and effectively multi-task. The right Cisco-certified headsets mean you can effectively use audio and video, no matter where you are, with privacy and in-the-room sound quality. These leads to rapid adoption of the UC platform and accelerated ROI.

Jabra reviewed the pace of Cisco Collaboration deployments, we found that Collaboration deployments were being slowed down for 3 key reasons:

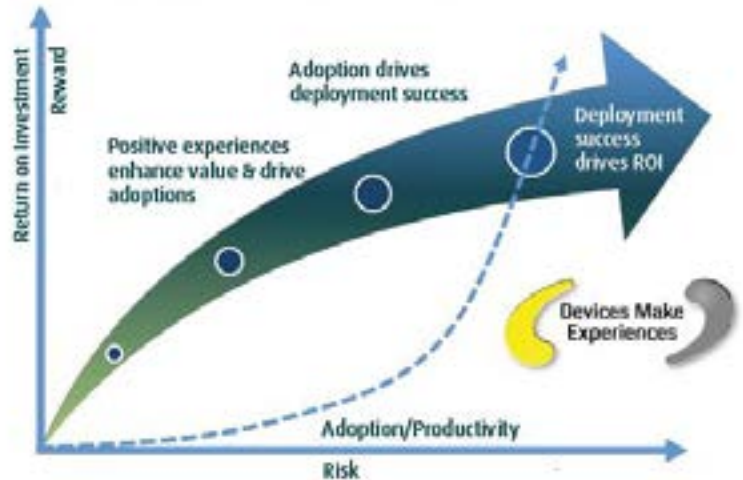
- 1 End points were unbudgeted afterthoughts – and not included in UC SOW
- 2 Customers are not selecting the proper device for their specific use case
- 3 Inexpensive headsets with poor ergonomic design and audio quality were creating poor user experience

Jabra has created an e-learning curriculum backed up with sales tools, collateral and battle cards that can be leveraged by the Cisco ecosystem. Since the launch of DME back in 2011 over 50+ Cisco Partners have taken the program with over 200+ partner sales representatives

How can DME benefit you?

You will be given an opportunity to explore Devices Make Experiences and leverage the resources that DME provides to accelerate your Cisco Collaboration deployments. In addition, any member of your Cisco practice who completes the Jabra DME Online training module (approximately 45 minutes) has an opportunity to earn a Jabra Cisco optimized device for their personal use.

It's the device— the part that touches the user— that creates the experience.



HOW TO ENROLL

For more information about signing up for Devices Make Experiences Contact:

Bill Orlansky, Director Alliance Marketing North America
borlansky@jabra.com

Carsten Hetling, Alliance Marketing Manager, Global
chetling@jabra.com

Cisco Collaboration Solution

Cisco Collaboration Portfolio



Unified Communications

Is the umbrella collaboration platform for enterprise and mid-market customers. Unified means that we pull together voice, video, mobility, and presence services for you. Unified also means you can use IP phones and video endpoints, mobile and desktop devices. And unified means you can pull in business applications and web-based applications. In addition, unified means that we deliver all of these flavors of in the cloud, on premises, and via hybrid approaches.

Customer Collaboration

Products help you deliver the kind of customer service you want to provide. They help you engage more immediately and personally with your customers, and they allow you to connect your customers with the information, expertise, and support they need when and where they need it most.

Collaboration Endpoints

Are where you engage with our conferencing solutions. We want you to have the same user experience, no matter what device you're using, all the way from a mobile phone to a video conferencing room and all the IP phones, desktop clients, and other devices in-between.

Conferencing

Is one of the four pillars in the Cisco collaboration portfolio. With these other three pillars for support, Cisco Conferencing sets the stage for you to collaborate.

The Importance of Jabra - Cisco Compatible Devices



Jabra's belief is that Jabra Cisco compatible devices makes Cisco Collaboration audio experience. A fantastic user experience drives adoption which leads to successful deployment and enables an organization to unleash the extraordinary ROI possible with technology such as Cisco Collaboration.


















We understand that regardless of the type of call or conference you are in, not having the appropriate end-point device can negatively impact the user experience. We also understand that the 'last three feet' between Cisco Collaboration devices and users, bridged by headsets or speakerphones, is the single most important factor for successful deployment and adoption of Cisco UC implementations and completes the Cisco Collaboration experience.

Jabra and Cisco are passionate about enabling people and businesses to achieve their potential via technology, we see extremely strong parallels between our desire to enable effortless communication through the provision of exceptional devices and the technological framework provided by Cisco. We innovate alongside Cisco to ensure that Jabra devices are plug n play with Cisco Collaboration deployment, whether they are on-premise, in the Cloud or a hybrid model.

Jabra MOTION UC+
with Travel Kit



Jabra Product Selector - Cisco Wireless

		Cisco product																			
	Jabra product	Unified IP Phone 8945	Unified IP Phone 8941	Unified IP Phone 6945	Unified IP Phone 7821/7841/7861	Unified IP Phone 7942G 7945G/7962G/7965G/7975G	Unified IP Phone 8811/8841	Unified IP Phone 8851/8861	Unified IP Phone 6921/6941/6961	Unified IP Phone 7931/7940/7960/7961/7971	Unified IP Phone 7935/7941	Unified IP Phone 8961/9951/9971	Unified IP Phone WiFi 7925/7926	CUPC/VXME/CUCILync	DX650	DX 70/DX 80	IP Communicator CIPC Webex Connect	Jabber for iPad/iPhone/Android	Jabber for Windows PC/MAC	Jabra part number	
	Jabra PRO™ 920	●	●	●	●	●	●	●	●	●	●	●			●	●					
	Jabra PRO™ 925	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
	Jabra PRO™ 9470	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
	Jabra PRO™ 9465	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
	Jabra PRO™ 9450 MONO	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●				
	Jabra PRO™ 9450 DUO	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●				
	Jabra PRO™ 9460	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●				
	Jabra PRO™ 9460 DUO	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●				
	Jabra MOTION™ OFFICE	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
	Jabra EVOLVE™ 65 UC	●						●				●	●	●	●	●	●	●	●		
	Jabra SPEAK™ 450	●						●				●		●	●	●	●				
	Jabra HANDSET™ 450	●						●				●		●	●	●	●				
	Jabra PRO™ 930							●				●		●	●	●	●				
	Jabra PRO™ 935	●						●				●	●	●	●	●	●	●	●		
	Jabra SPEAK™ 510	●						●				●	●	●	●	●	●	●	●		
	Jabra MOTION™ UC	●						●				●	●	●	●	●	●	●	●		
	Jabra STEALTH™ UC	●						●				●	●	●	●	●	●	●	●		
<p>The information contained in this guide is based on the best efforts of Jabra to include all necessary, available and appropriate information at the time of its creation. Some product may be undergoing certification at the time of writing. Call control functionality may require latest softphone software. Not all Jabra products support older softphone versions. Any advice contained in this guide is of a general nature only and should be independently verified before purchase or other action. Jabra is not responsible for any claims arising from errors or out-of-date information contained within this guide. The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Jabra is under license. Product design and specifications are subject to change without notice.</p>																					
AVAILABLE IN Q1 - 2015																					

The information contained in this guide is based on the best efforts of Jabra to include all necessary, available and appropriate information at the time of its creation. Some products may be undergoing certification at the time of writing. Call control functionality may require latest softphone software. Not all Jabra products support older softphone versions. Any advice contained in this guide is of a general nature only and should be independently verified before purchase or other action. Jabra is not responsible for any claims arising from errors or out-of-date information contained within this guide. The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Jabra is under license. Product design and specifications are subject to change without notice.

CONNECTIVITY OPTIONS



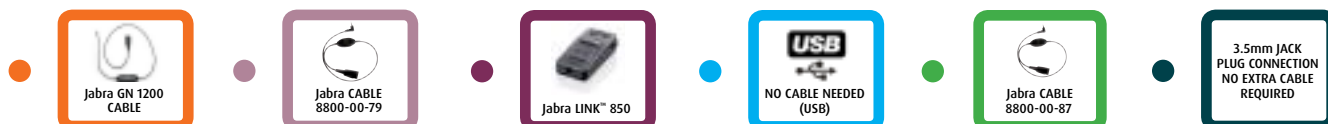
Jabra Product Selector - Cisco Coded



Preferred
Solution
Partner

		Cisco product																
	Jabra product	Unified IP Phone 8941/8945	Unified IP Phone 6945	Unified IP Phone 7821/7841/ 7861	Unified IP Phone 79XX series	Unified IP Phone 8811/8841	Unified IP Phone 8851/8861	Unified IP Phone 8961/9951/9971	Unified IP Phone WIFI 7925/7926	CUCP/VXME/CCLync	DX650	DX 70/DX 80	IP Communicator CIPC Webex Connect	Jabber for Windows PC	Jabber for MAC	Jabber for iPhone/iPad	Jabber for Android	Jabra part number
	Jabra BIZ™ 2400 IP NC MONO	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Jabra BIZ™ 2400 IP NC DUO	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Jabra BIZ™ 2400 NC MONO	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Jabra BIZ™ 2400 NC DUO	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Jabra BIZ™ 2300 MONO	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Jabra BIZ™ 2300 DUO	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Jabra EVOLVE™ 80						●	●		●	●	●	●	●	●	●	●	
	Jabra EVOLVE™ 40						●	●		●	●	●	●	●	●	●	●	
	Jabra EVOLVE™ 30						●	●		●	●	●	●	●	●			
	Jabra EVOLVE™ 20						●	●		●	●	●	●	●	●			
	Jabra BIZ™ 2400 USB MONO						●	●		●	●	●	●	●	●			
	Jabra BIZ™ 2400 USB DUO						●	●		●	●	●	●	●	●			
	Jabra BIZ™ 2300 USB MONO						●	●		●	●	●	●	●	●			
	Jabra BIZ™ 2300 USB DUO						●	●		●	●	●	●	●	●			
	Jabra UC™ VOICE 750 MONO						●	●		●	●	●	●	●	●			
	Jabra UC™ VOICE 750 DUO						●	●		●	●	●	●	●	●			
	Jabra UC VOICE™ 250						●	●		●	●	●	●	●	●			
	Jabra SPEAK™ 410						●	●		●	●	●	●	●	●			
	Jabra SPEAK™ 510 & 510+						●	●		●	●	●	●	●	●			

CONNECTIVITY OPTIONS





AT OFFICE DESK

Jabra corded headsets enable deskbound employees to talk in comfort with both hands-free. Featuring wideband audio, "Plug & Play" installation and intuitive call control.

PRODUCT	JABRA EVOLVE™ 80 UC	JABRA EVOLVE™ 40 UC	JABRA EVOLVE™ 20/30 UC	ABRA BIZ™ 2400	JABRA BIZ™ 2300
DESCRIPTION	Premium active noise cancellation technology and large ear cushions gives you peace to work in a noisy, open office; effectively creating a concentration zone around you so you can stay focused.	Premium noise cancellation. Suitable for voice and music it gives the option to hide the microphone in to the headband and a busy light indicator to signal user availability to colleagues.	Professional entry level headsets with a stylish design for the office. Delivering premium noise cancellation technology they enable users to stay focused on the conversation.	Industry leading sound quality, acoustic shock protection, and durability. Available in a variety of wearing styles.	Best-in-class sound performance, built-to-last durability and exceptional comfort. Your contact center agents are your brand ambassadors, so give them the right headset.
KEY BENEFITS	<ul style="list-style-type: none"> • Made for voice and music • Active noise cancellation • Passive noise cancellation • Smartphone & tablet ready 	<ul style="list-style-type: none"> • Made for voice and music • Passive noise cancellation • Discrete boom arm • Smartphone & tablet ready 	<ul style="list-style-type: none"> • Built for comfort with foam ear cushions (Evolve 20) and Leatherette ear stereo cushions (Evolve 30) 	<ul style="list-style-type: none"> • 360 rotatable boom arm and kevlar cord • Exceptional comfort for intensive use 	<ul style="list-style-type: none"> • Premium sound quality with advanced microphone technology • Durable design with 360 rotatable boom arm
CONNECTIVITY					



AROUND THE OFFICE

Jabra wireless headsets give employees freedom of movement, making it possible for them to answer calls remotely and multi-task while on conference calls.

PRODUCT	JABRA PRO™ 9450	JABRA PRO™ 9470	JABRA MOTION™ OFFICE	JABRA PRO™ 925/935	JABRA EVOLVE™ 65 UC
DESCRIPTION	Delivers up to 450 feet of range and connects to your desk or softphone. This versatile headset also features a noise canceling microphone, acoustic protection, and wideband audio quality.	Provides triple connectivity letting users answer calls from their mobile, desk or softphone up to 450 feet away. Touch screen display provides a user friendly interface for managing calls and settings.	Intuitive features that adapt to your environment and movement. Connect to all your phones with one headset, and transfer calls as you head out of the door.	DECT and Bluetooth wireless headset designed for maximum performance. Simple, intuitive and high quality, all in one wireless solution with 12 hours talk time.	Bluetooth headset easily connects to a mobile, softphone or tablet. Designed for voice and music with premium noise cancellation.
KEY BENEFITS	<ul style="list-style-type: none"> • Wireless DECT headset with easy setup & touch screen control • Mono & Duo versions available • Dual connectivity 	<ul style="list-style-type: none"> • Wireless DECT headset with touch screen control • Noise Blackout™ noise cancelling microphones 	<ul style="list-style-type: none"> • Bluetooth connectivity for tablet, mobile, desk and softphones • Up to 300 feet range • Touch screen base 	<ul style="list-style-type: none"> • Simple to use • Great value DECT and Bluetooth wireless headset • Noise cancelling microphone 	<ul style="list-style-type: none"> • Passive noise cancellation • Smartphone & Tablet Ready • Up to 100 feet
CONNECTIVITY					



ON THE GO

Jabra Bluetooth® headsets and speakerphones enable mobile workers to stay in touch- anywhere and at any time.

PRODUCT	JABRA MOTION™ UC	JABRA STEALTH™ UC*	JABRA SPEAK™ 510+	JABRA EVOLVE™ 80 UC	JABRA EVOLVE™ 65 UC
DESCRIPTION	Intelligent technology, superior comfort and sound help you stay focused whether connecting to your mobile or softphone on the go. Includes a Nano sized USB dongle for crisp and clear audio quality.	Superior noise cancellation and sound enhancement technologies Jabra Stealth UC deliver high quality sound for your hands free conversations. Up to 300 feet range.	A compact USB and Bluetooth personal speakerphone for wireless conference calls anytime, anywhere on your mobile, softphone or tablet.	Premium active noise cancellation technology and large ear cushions gives you peace to work in a noisy, open office; effectively creating a concentration zone around you so you can stay focused.	A Bluetooth headset connects easily to a mobile, softphone or tablet. Designed for voice and music with premium noise cancellation.
KEY BENEFITS	<ul style="list-style-type: none"> • Bluetooth headset with easy setup • Compact behind the ear design • Up to 300 feet of wireless range 	<ul style="list-style-type: none"> • Bluetooth audio transfer to and from the headset • Nano sized USB BT adapter provides crisp and clear audio 	<ul style="list-style-type: none"> • Conference calling on the move • 360 degree in-the-room sound quality 	<ul style="list-style-type: none"> • Made for voice and music • Active noise cancellation • Passive noise cancellation • Smartphone & tablet ready 	<ul style="list-style-type: none"> • Passive noise cancellation • Smartphone & Tablet Ready • Up to 100 feet
CONNECTIVITY					

The information contained in this guide is based on the best efforts of Jabra to include all necessary, available and appropriate information at the time of its creation. Some products may be undergoing certification at the time of writing. Call control functionality may require latest softphone software. Not all Jabra products support older softphone versions. Any advice contained in this guide is of a general nature only and should be independently verified before purchase or other action. Jabra is not responsible for any claims arising from errors or out-of-date information contained within this guide. The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Jabra is under license. Product design and specifications are subject to change without notice.

*Available in Q1-2015.



What is Jabra Xpress?

Jabra Xpress is an industry-first, web-based solution. It lets you deploy software, firmware and settings for USB audio devices 100% remotely. Manual deployment of headsets as part of Cisco Collaboration roll-outs can be time-consuming. Jabra Xpress offers a fast and cost-effective alternative, reducing the time needed for configuration of, say, 250 headsets from two working days to one hour. Jabra Xpress also provides IT management with powerful features to ensure software consistency and keep audio devices up-to-date.

What can Jabra Xpress do for Cisco Collaboration Customers?

Jabra Xpress can be used to accelerate the deployment and management of Jabra audio devices by automating many tasks that would previously be very time consuming.

Faster deployment of Jabra Cisco Collaboration compatible devices at a lower cost

Remote deployment and updates of firmware and settings is a fast and cost-effective alternative to traditional deployment

Enhanced productivity and user/customer satisfaction

Deployment of “the right settings for the right people” increases productivity and enhances the user-experience with Jabra audio endpoints (enhances DME) technologies to block out unwanted noise

Improved ROI and service

Easy deployment of new features helps IT management keep headsets up-to-date and future-proof their investment. Enables remote trouble-shooting and adjustments without involving users

Ensure compliance with corporate policies and legislation

Jabra Xpress includes features to manage headset portfolios and enforce corporate images on noise protection and environmental settings without involving users.

Jabra Cisco Collaboration Offers for FY 2015

Jabra has a keen understanding of the importance of providing the Cisco user with the best possible audio experience. We want to “get the right device in the hands of the right Cisco user.” A Cisco Collaboration solution is only as good as the audio end-point.

Jabra 5 for FREE promotion is available for:

- Cisco Jabber
- Cisco WebEx
- Cisco Contact Center

5 FREE Jabra devices for every Pilot (250+ min customer size) with Jabra headsets 10% FREE Jabra devices if customer decides to deploy Jabra with above Cisco Collaboration solution.

Offer is valid for existing and new Cisco Collaboration customers. Contact your local Jabra sales representative to understand how your company can take advantage of these offers.

Contact your local Jabra sales representative or [Click Here](#) to learn more about how your company can take advantage of these offers.



The banner features a background image of two men wearing Jabra headsets. On the left is the Jabra logo with the tagline 'YOU'RE ON'. To the right of the men, there are two stacked yellow boxes: 'JABRA PROMOTIONS FOR CISCO' and 'FREE DEVICES & VOLUME DEALS'. Further right is an image of a Jabra headset. At the bottom, there are two overlapping horizontal bars: a green one on the left and a purple one on the right. The green bar contains the text 'DISCOVERY OFFER - GET UP TO 5-FOR-FREE' and the purple bar contains 'DEPLOYMENT OFFER - VOLUME DEALS'.

Jabra®
YOU'RE ON

**JABRA PROMOTIONS
FOR CISCO**

**FREE DEVICES &
VOLUME DEALS**

**DISCOVERY OFFER
- GET UP TO 5-FOR-FREE**

**DEPLOYMENT OFFER
- VOLUME DEALS**

Get started

Start earning more business with Jabra. Call your local Jabra representative today. Our team will make sure your request is dealt with directly.

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Summary

Teaming with Jabra gives you the benefit of Jabra's long-standing relationship with Cisco in sales, marketing and engineering. We help Cisco Partners accelerate their Cisco UC business through our 3 Ps:

- 1 People** – Jabra's experienced sales and support team are ready to help you close Cisco UC business. You don't need to become a headset expert, just call us and let us do all the heavy headset work for you.
- 2 Products** – Numerous awards and industry firsts prove that the Jabra Cisco product portfolio is best. Add Jabra Xpress and you save time and money when you configure Cisco UC headsets for your customers.
- 3 Programs** – Jabra offers the most comprehensive Cisco Collaboration Program, backed up by outstanding pre and post-sales support programs. The Jabra WIN Partner Program ties everything together in easy to join and easy to use programs perfectly suited to all business models.

Jabra Resources for Cisco Partners

Web Links:

Jabra Cisco Landing Page [CLICK HERE](#)

Jabra Cisco Offers [CLICK HERE](#)

Jabra Tablet Application [CLICK HERE](#)

Jabra PC Suite [CLICK HERE](#)

Jabra Xpress [CLICK HERE](#)

Jabra Unified Communications Business Solutions [CLICK HERE](#)

Cisco Optimized Devices [CLICK HERE](#)

Jabra WIN Partner Program [CLICK HERE](#)

Jabra Devices Make Experiences Portal [CLICK HERE](#)
(You must contact your local Jabra contact for access).

Service and support [CLICK HERE](#)

Cisco's Solution plus Page: [CLICK HERE](#)

Jabra Cisco Page: [CLICK HERE](#)

Cisco Market Place Page for Jabra: [CLICK HERE](#)

Cisco Accessories Page: [CLICK HERE](#)

Cisco Compatibility Guide: [CLICK HERE](#)

Cisco Brochure: [CLICK HERE](#)

Win Awards: [CLICK HERE](#)

Deal Registration: [CLICK HERE](#)





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YOU'RE ON

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