



Hear More, Do More  
& **Be** More in 2017

**2017 Marketing Program**

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**APAC Marketing Director**

# Agenda

- **Our New Brand**
- **One Partner Program**



# The GN Group proudly builds on 148 years of innovation



ESTABLISHED  
**1869**

*"The development of the world is dependent on communications"*

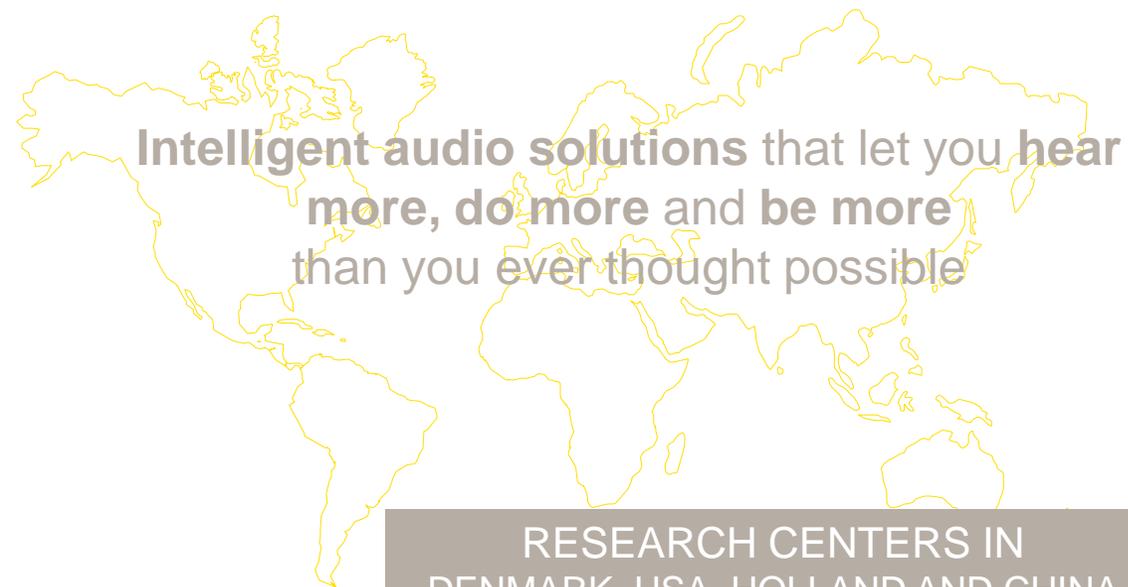
GN founder C.F. Tietgen, 1869

CREATED THE FIRST  
**TELEGRAPHIC CONNECTION**  
BETWEEN CHINA AND  
THE REST OF **THE WORLD**

HEADQUARTERS  
IN DENMARK

EMPLOYEES  
**5,500**

MARKETS  
HEARING AIDS &  
HEADSETS IN  
**90**  
COUNTRIES



RESEARCH CENTERS IN  
DENMARK, USA, HOLLAND AND CHINA

Some 10% of our revenue goes into research and development of new innovations

# We listened to our users

What do you think of an audio brand that also makes world leading hearing aids?

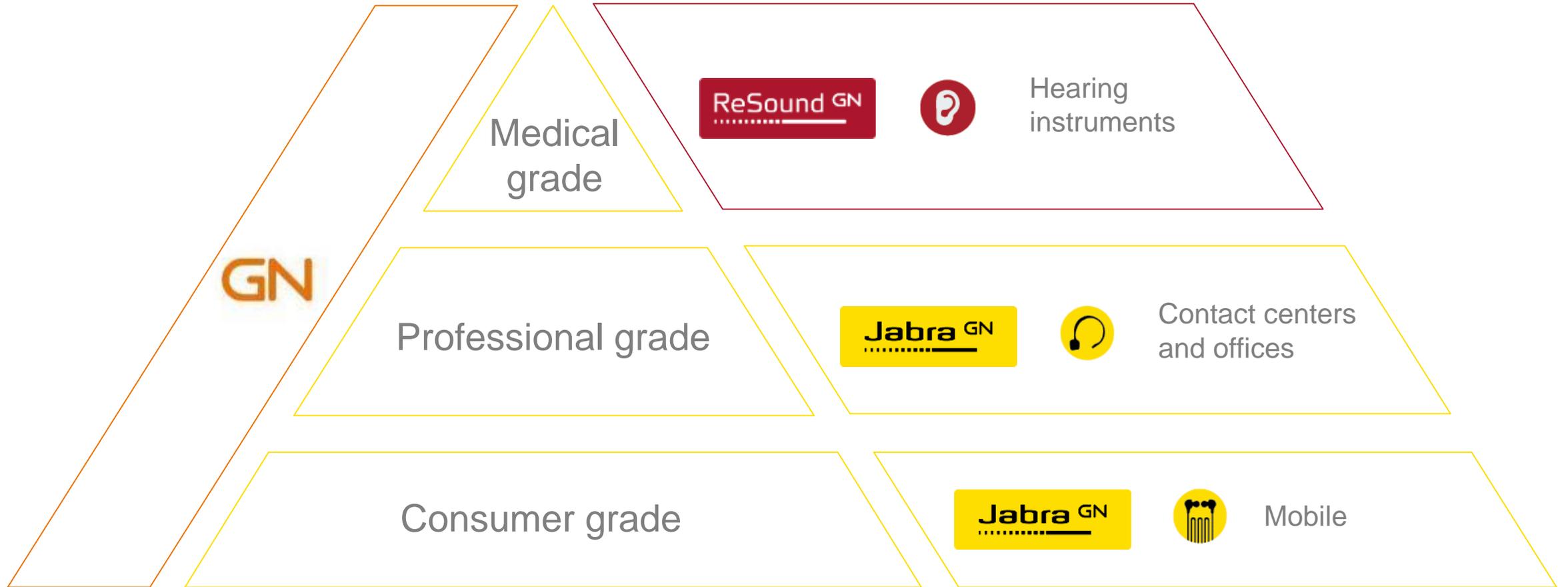
70% believe it's **more desirable**

82% believe it's **more credible**

77% told us it is **more appealing**

53% would be willing to **pay more**

# World Leading Sound Expertise



We have a shared purpose, vision and proposition



**Our purpose**

Making life **sound** better

**Our vision**

The leader in **intelligent audio solutions**, transforming lives through the power of sound

**Our proposition**

Intelligent audio solutions that let you **hear more, do more & be more** than you ever thought possible

Renowned for great sound

**B&W**  
Bowers & Wilkins

**BOSE**



Proposed positioning



**SENNHEISER**

**SHURE**

**SONY**

Intelligent Sound

Sound for entertainment

**AKG**  
by HARMAN

**plantronics**

**MONSTER**



**logitech**



**Skullcandy**

**PHILIPS**  
**JVC**

Not renowned for sound





# Jabra = Sound

# Sound = Jabra

## Ultimate goal

- To be renowned as a brand that does great sound. Think Jabra, think great sound.

## Sound differentiator

- Great sound isn't just its made. It's engineered.

## To who

- The communicators choice. We deliver great sound for calls and music, because of our technical and engineering capabilities and because we are part of the GN group.

**We have been listening...to your feedback  
and requests**

- ...How can I get trained on Jabra products ?*
- ...How can I explain the Jabra story to my customers ?*
- ...How can I get better prices ?*
- ...How can I get product samples to try ?*
- ...How can I grow my Jabra business ?*

**INTRODUCING**



A silhouette of a person jumping over a mountain peak at sunset. The sun is low on the horizon, casting a golden glow over the landscape. The person is in mid-air, with their arms and legs extended. The background shows a cityscape and a body of water in the distance.

# Jabra **One** Partner Program

A row of yellow vertical bars of varying heights, resembling a bar chart or a decorative element.

**Jabra** GN  
.....

## Introducing the new Jabra One Partner Program

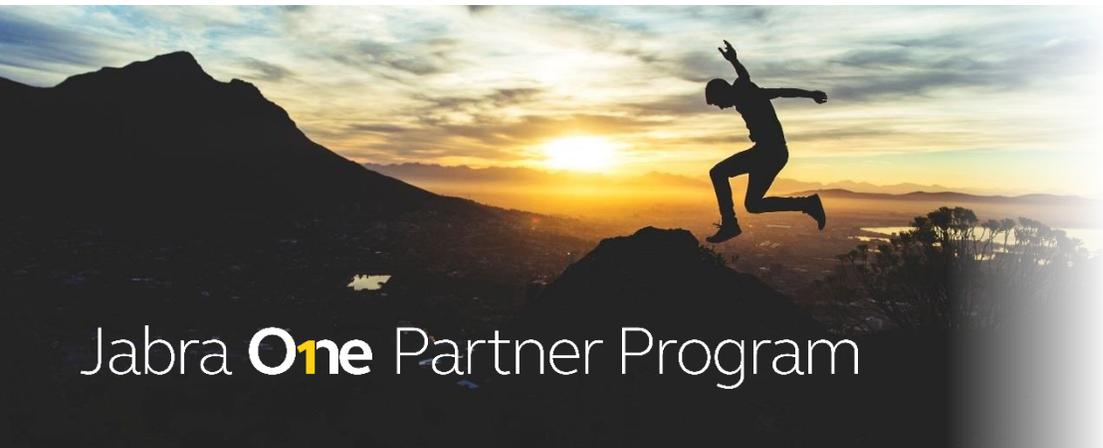
Encompassing all that is great about our business

# What's changed? One vs. WIN



## From:

- Only covered business products
- Only marketing programs included
- Multiple touchpoints to access support and resources



## To:

- Joint business and consumer focus
- Commercial framework = added value to partners
- New marketing programs and co-branded materials
- One global and consistent program, in one place

# What's new?

## One program, two levels



- ✓ Reduced from 3 to 2 reseller levels for simplicity; **Premium & Authorized**



- ✓ Partners pre-authorized for **Offline**

- ✓ **Online sales** authorization manually approved for B2B and B2C



- ✓ One distributor level: **Authorized Distributor**

# One program name – for a simplistic experience

**A simplified program to help you grow your revenue.  
One journey to success.**

✓ One Name. One Program. One Jabra → Jabra **O1ne** Partner Program

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✓ A new partner portal that makes it easy to partner with us → Jabra **O1ne** Zone

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✓ Consistent branding for all our marketing & sales programs → Jabra **O1ne** Deal  
Jabra **O1ne** Spotlight  
Jabra **O1ne** Academy  
Jabra **O1ne** Experience

# What's in it for **existing partners**?

**1**

We've made it easier to do business with us

- ✓ One simplified program with both marketing & commercial benefits targeted to both B2B
- ✓ Brand new, robust partner portal – Jabra One Zone

**2**

We've opened additional revenue streams

- ✓ New sales & marketing programs – Jabra One Deal
- ✓ A revamped Jabra One Academy education program with online and face-to-face training

**3**

We're enabling partners to grow profit margins

- ✓ A new investment and BDF structure
- ✓ Dedicated account & marketing support for Premium partners

# Partner levels: requirements and benefits



## Basic level of partnership

### Limited commitment

- Complete authorization process



## Top level of partnership

### Standard benefits

- Easy to use partner portal with self-service access to sales & marketing programs, campaigns, product information, education and tools
- Access to Telephone Account Managers for selected Authorized partners

# Partner levels: requirements and benefits

Jabra GN

One  
Authorized Partner

Jabra GN

One  
Premium Partner

Basic level of partnership

Top level of partnership

## High commitment

- Invest in selling Jabra solutions
- Work collaboratively and transparently
- Achieve revenue targets
- Invest in training
- Customer base technical service

## Premium benefits

- Dedicated Account & Marketing Manager
- Individual contract with enhanced pricing
- Detailed and focused account plan
- Joint sales and marketing activities



# Jabra **One** Programs

Additional value, more revenue

# Jabra **One** Academy : the road to knowledge

## Easy to follow and flexible learning journey

3. Programs

Jabra delivers a wide range of programs, promotions and campaigns designed to assist you in targeting opportunities and closing the business. Click on any of the subjects below to learn more about the individual programs, promotions and campaigns.

Start your journey

An introduction to Jabra

Why headsets matter

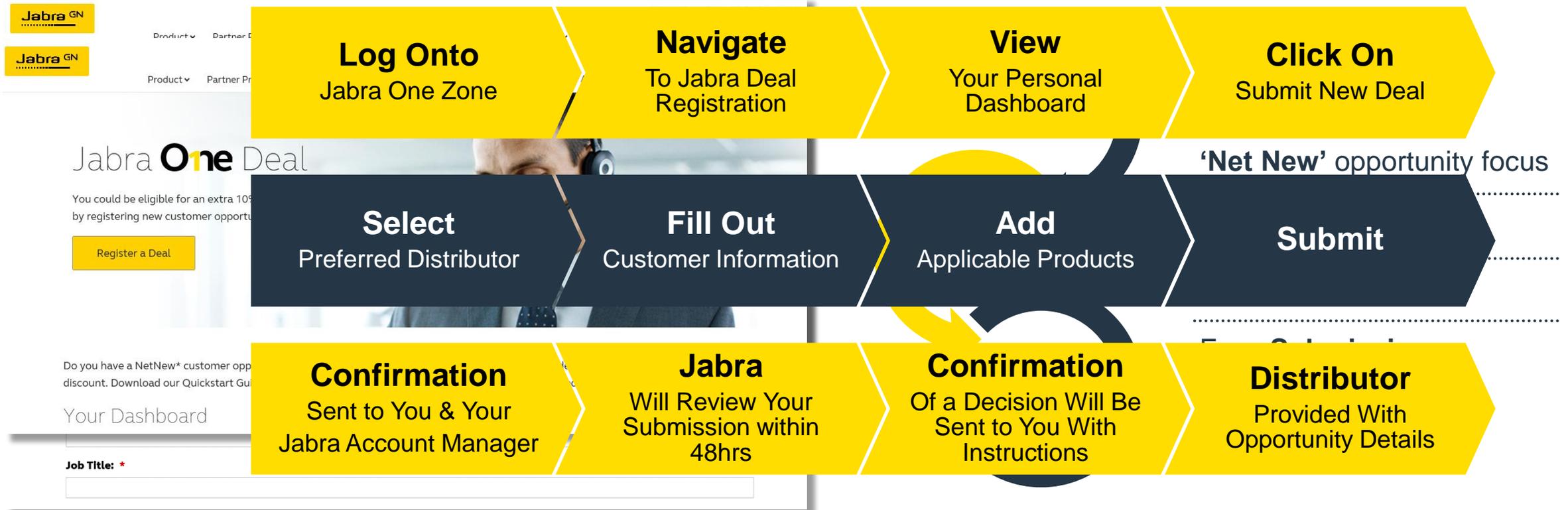
Solutions

Review your activity stream

Continue Course

# Jabra One Deal : upfront discounts for partners

## Helping partners earn additional margins



# Jabra One DME Devices Make Experiences: where it all begins

## Get the most out of your UC deployments

### What does DME include?

- ✓ A one-stop portal that explains how Jabra hands-free devices impact UC adoption
- ✓ Introduction to Jabra's worker types – including call centric, task based and calls on the move
- ✓ Importance of the 'last 3 feet' where/how technology touches users

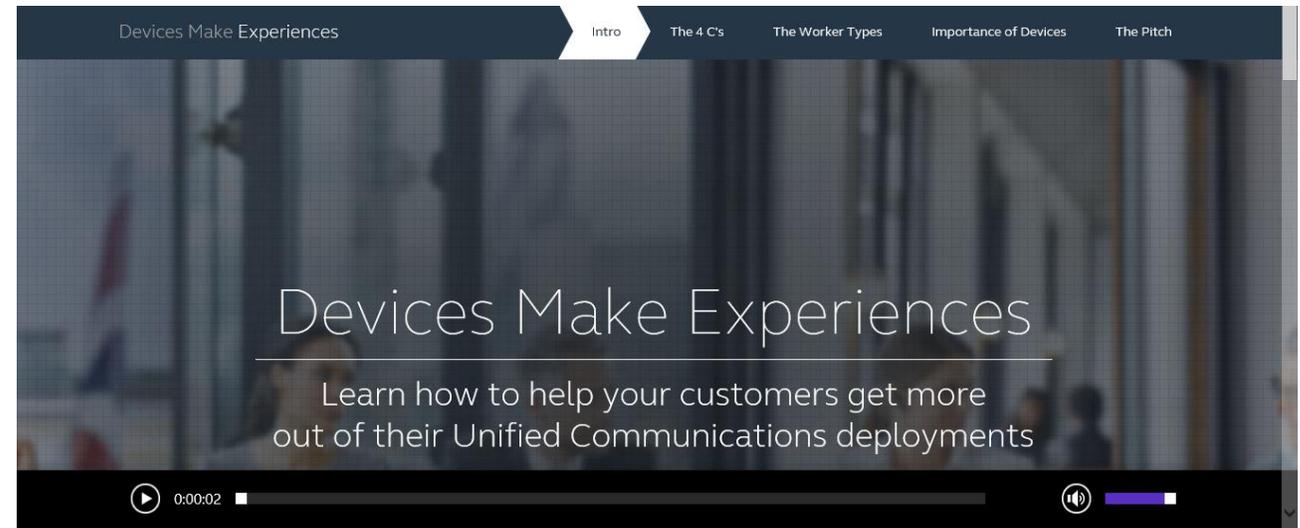


### Recommended for:

- Jabra strategic alliance & reseller partners
- Customer facing technical & sales associates

### Benefits:

- Provides framework for positioning UC and endpoints
- Connects users to technology in a more complete way
- Provides value-added resources and talking points
- Earn a free Jabra device upon completion





# Jabra **One** Zone

Underpinning the new Jabra One Partner program

# Jabra One Zone: home of the Jabra One Partner Program

## A clear, simplified journey to success

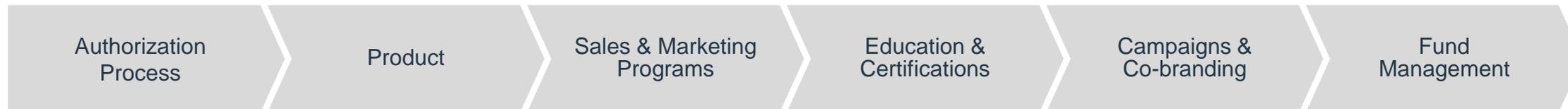
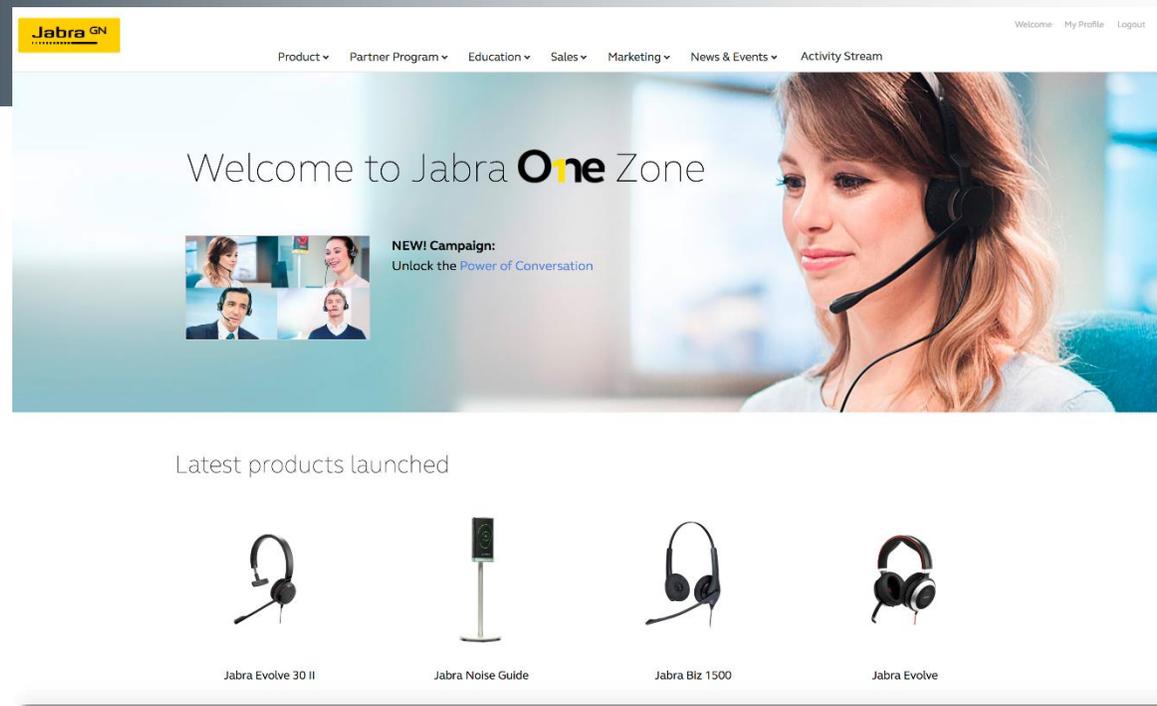
- ✓ Everything partners need to increase profitability. In one place. With one single log on.

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- ✓ We have listened to you and created an enhanced and simplified experience.

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- ✓ Gateway to sales and marketing programs.



# Co-branding and campaigns: serving yourself

## Leveraging the strength of our brand.

**Campaigns**

We've made it easier for you to market our products, see our current campaigns to help you promote Jabra products

**Latest Campaigns**

- Public Sector Campaign**  
Jabra maintains a dedicated Public Sector
- Jabra Headsets Enabled for Cortana**  
Jabra offers a range of wireless and wired
- Unlock the Power of Conversation**  
Headsets are becoming more popular as

### Easy to leverage Campaigns

- Ready-made partner campaigns: local and global
- Information to get you up-to-speed quickly
- Resources for both offline and online usage

**Co-branding**

The Jabra One zone isn't about us, it's about you. It's about providing the tools you need to succeed. And the co-branding area provides a series of marketing materials you can co-brand with your own logo and contact details.

Thumbnail	Label	Description	Action
	JABRA PRO 900 SERIES	The Jabra Pro 900 series is a professional entry-level wireless headset that offers all the essential Jabra headset features available in a MONO and DUO variant.	<a href="#">Customize Template</a>
	Jabra Noise Guide	The Jabra Noise Guide signals to people in open plan offices if the noise level is too high, so they can regulate their behaviour to support the overall group	<a href="#">Customize Template</a>

### Co-branding efforts

- A robust library of marketing assets including products, programs & solutions
- Create your own co-branded assets in just minutes

# Media library: bringing Jabra to life

**Go create. Easily.**

The screenshot displays the Jabra Media Library interface. At the top, there is a navigation menu with options: Product, Partner Program, Education, Sales, Marketing, News & Events, and Activity Stream. Below the navigation is a header section with the text "Media library" and a sub-header "Download Jabra product images, videos, datasheets and more." A search bar contains the text "Jabra Evolve".

On the left side, there are several filter sections:

- Image Type:** Lifestyle Image, Product Image
- Video Type:** Lifestyle Video, Product Video
- Product Category:** Business, Consumer
- Asset Types:** Ads, Brochures, Case studies, Cheat sheet, Content for Blogs & Newsletters, Content for Social, Datasheets, Email Signatures, Gatefold, Image, Infographics, Interactive PDFs, Lead copy, Logos, Migration sheet, Other, Presentations, Price list, Product Catalogue, Selling tips, Tech specs, Telesales Script, Tent Card, Video, Web banners, Whitepapers
- File Extension:** JPG, PNG, TIF

At the bottom left of the filter section are buttons for "Go", "Clear", and "Filters".

The main content area shows a grid of asset thumbnails in "Grid View" mode. The thumbnails include:

- "Evolve 80 SKYPE Concentration.jpg" (File type: jpg, Published date: 07-06-2016)
- "Jabra Evolve 20, 30, 40 Datasheet.pdf" (File type: pdf, Published date: 09-07-2016)
- "Jabra Evolve 30 35mm jack Web Banner..." (File type: zip, Published date: 09-07-2016)
- "Jabra Evolve 30 II Product Images (jpg).zip" (File type: zip, Published date: 10-04-2016)
- "Jabra Evolve 30 II Product Images (png)..." (File type: zip, Published date: 10-04-2016)
- "Jabra Evolve 40\_1.jpg" (File type: jpg, Published date: 07-06-2016)

**Downloadable assets in just a few clicks.**

- Product and lifestyle images and videos
- Product-specific materials
- Flexible search options

# How to join the new Jabra One Partner Program?

The transition has never been easier for **existing WIN partners**

- 1 Existing Jabra WIN partners will be pre-enrolled into the new Jabra One Partner Program at the **Authorized** partner level and sent their Jabra One Zone credentials
- 2 Once pre-enrolled, partners will have **12 months** to access and complete the authorization application
- 3 All partners will be assessed by their Jabra team and notified if they qualify for the **Premium** partner level based on the requirements

## Authorization Process

Jabra One Zone/partner program invite sent to primary partner contact

Access invitation to Jabra One Zone

Complete application for either offline or online sales (or both)

Offline sales will be immediately approved

Online sales will be reviewed by Jabra

All enrolment approvals sent to distributors



# Summary

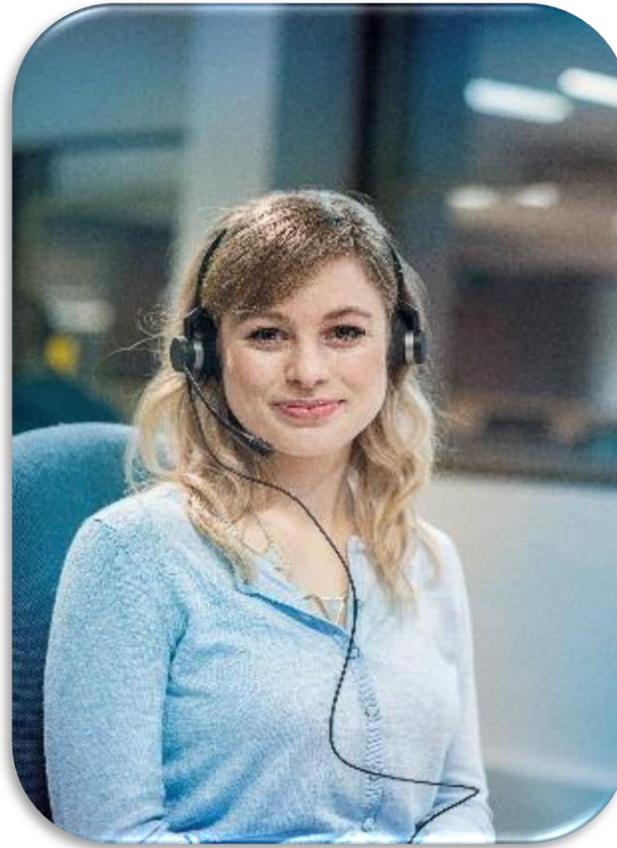
“ Headset Market to reach  
\$20 Billion by 2024 ”

# A Solution for Every Use Case

Task Based



Call Centric



Calls on the Move



JABRA XPRESS



JABRA DIRECT



JABRA SUITE  
FOR MAC

USER PROFILING > RIGHT SOLUTION > SATISFIED USERS > HIGHER ADOPTION > FASTER ROI

# Strategic Partnerships

AVAYA

CISCO

NUANCE

Microsoft

SWYX

SIEMENS

ShoreTel

Alcatel-Lucent

ASTRA

Polycom

Google

IBM

NEC

INTERACTIVE INTELLIGENCE

Mitel

SAP

TOSHIBA

COUNTERPATH

digium  
The Asterisk Company

Genesys

Panasonic



# Key Take-A-Ways

Jabra's  
Extensive Audio  
Expertise &  
Technology

Address  
Challenges:  
Adoption,  
Productivity, ROI

Increased  
Revenue & Profit

Programs,  
Promotions &  
Tools

Local, Regional,  
Global Support



Hear More, Do More  
& **Be** More in 2017

Thank you!