

Jabra

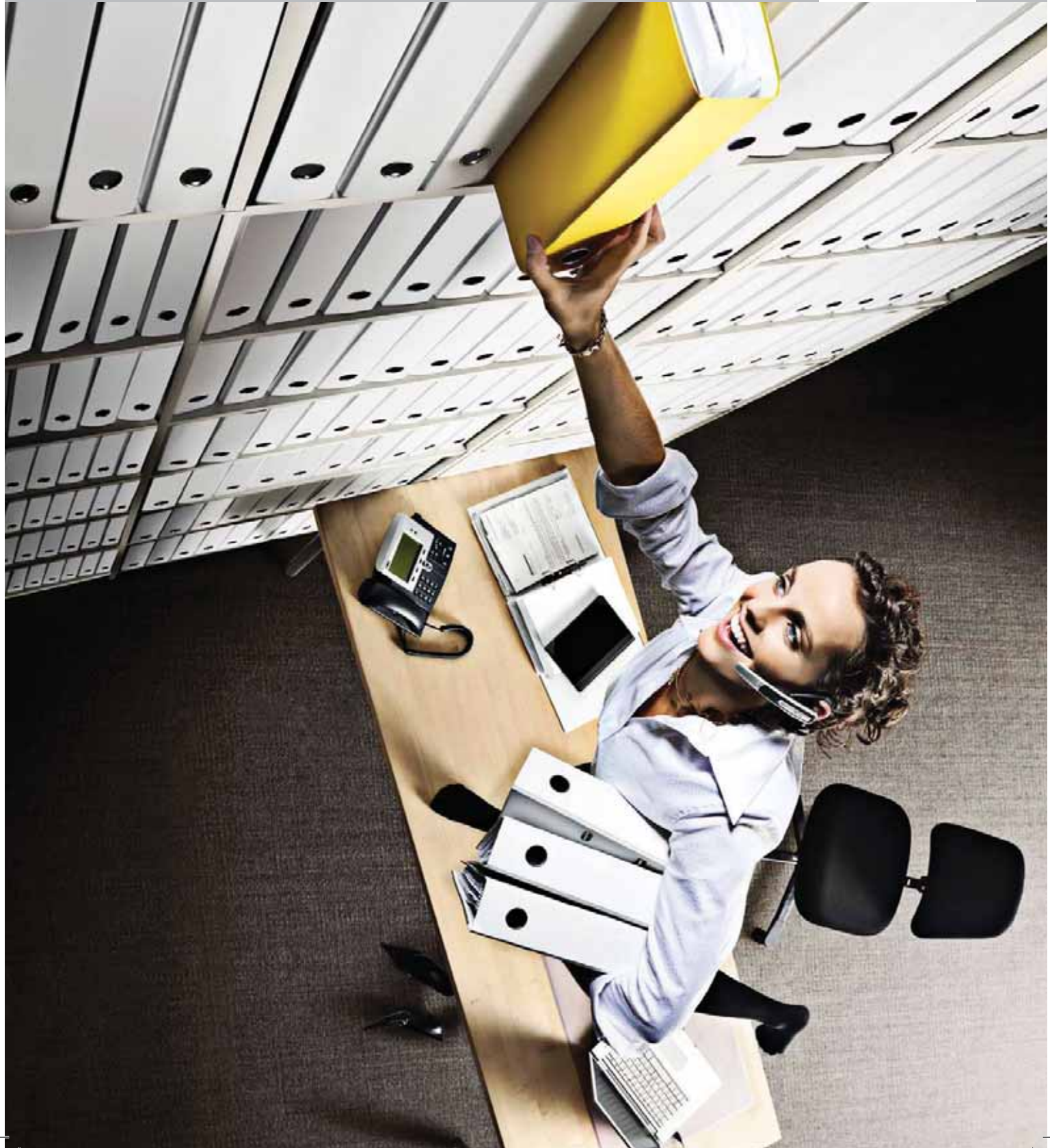


**PARTNER  
PROGRAM**

Smart Products.  
Smart Partnerships.

# GUIDE TO EVERYTHING

JABRA AUTHORISED PARTNER PROGRAM GUIDELINES  
SMART PRODUCTS. SMART PARTNERSHIPS.





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# WELCOME TO THE JABRA AUTHORISED PARTNER PROGRAM

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On behalf of everyone at GN Netcom, we welcome you to the **JABRA AUTHORISED PARTNER** Program.

As a GN Netcom Partner, you're working with the leader in headset solutions. By combining industry-proven headset products under the Jabra brand with your unique solutions and services, you can offer your customers a single source for best-in-class communications solutions and an unbeatable value proposition.

The Jabra Partner Program is designed to facilitate your engagement with GN Netcom, support and strengthen our relationship, help you win more business and enable you to achieve even higher levels of customer satisfaction. And the Program's wide range of financial, sales enablement and marketing benefits can help you gain a significant advantage over your competition.

At GN Netcom, we are deeply committed to you and our entire channel partner community. Working closely together we can achieve our objectives, succeed in chosen markets and capitalise on new opportunities. We are very glad you are joining us on what I'm sure will be a mutually rewarding journey as a Jabra Authorised Partner Program member.

Sincerely,

Victor Guerrero

A handwritten signature in black ink, appearing to read 'Victor Guerrero', is enclosed in a light blue rectangular box.

Regional Managing Director ANZ

# PROGRAM GUIDE, 2009

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## About This Guide

This Jabra Partner Program Guide provides information to help you understand the details of the **JABRA AUTHORISED PARTNER** Program and to maximise its offerings. You'll learn how this partner-centric approach aligns the benefits with your specific needs to help you deliver more value to your customers.

The guide addresses the following topics:

- Overview of the program, compliance requirements and benefits.
- Guidelines for working with GN Netcom internal organisations.
- Specific partner program offerings (sales support, marketing support, training, technical support, etc.).
- Processes and procedures for participating in key partner benefits and key programs.

Please note that this Program Guide can be amended at any time by GN Netcom. Any conflicting material or information in this guide or on our Web site is overridden by your agreement with GN Netcom. GN Netcom may post additional Program information on our PartnerNet secured partner portal. Please note that we reserve the right, at our sole discretion, to decide when our posted Program information may supplement or modify this Program Guide.

This Program Guide is intended for companies wishing to participate in the **JABRA AUTHORISED PARTNER** Program, and describes the overall requirements, benefits and policies. If you (on behalf of yourself or your employer) represent yourself as a Jabra Partner Program member, or if you request, access, or use any benefits under the Jabra Partner Program, you are agreeing to the terms of the Jabra Partner Program Agreement as designated by you or your company representative.

We invite you to explore this Program Guide as a first step in understanding what is available to you as a valuable member of the **JABRA AUTHORISED PARTNER** Program. For further information, please contact your GN Netcom Channel Account Manager or send an email to [anz.partner@gn.com](mailto:anz.partner@gn.com).

The Jabra logo is displayed in a large, light grey, sans-serif font at the bottom right of the page.

# WELCOME TO THE JABRA PARTNER PROGRAM

## Program Overview



The Jabra Partner Program represents GN Netcom's strategy and investment in partner relationships. It recognizes your investment in and contribution to delivering GN Netcom-based headset solutions and offers flexibility so that you can respond even more effectively to your customers' needs.

The Jabra Partner Program supports building a closer relationship between you and GN Netcom, and between you and your customers, so that we can collectively meet the full spectrum of customers' needs. We've developed the Jabra Partner Program to achieve this by providing a single, integrated program that recognizes your expertise, rewards you for the impact that you have in the technology marketplace and delivers value to help your business be successful.

## Focusing on You and Your Customers

Customers have multifaceted needs and require a diverse range of solutions. Our goal is to help you, a Jabra Partner, to meet this broad range of requirements. We are striving to accomplish this by recognizing the solutions and services that you deliver and aligning the benefits and resources to appropriately support you in delivering those solutions to your customers.

## Delivering Value for Your Commitment

To build a stronger relationship with partners the Jabra Partner Program offers a portfolio of benefits and resources that address four key business areas: business collaboration, training, sales and marketing and service and support.

These benefits and resources support all stages of your business cycle and are tailored to your program participation level. We will continue to strengthen our commitment to you with ongoing enhancements to the benefits and resources that we provide in all of these critical business areas, such as advanced training, enhanced technical support and an ongoing commitment to ease of doing business and proactive sales and marketing support excellence.

## Key Partnership Goals

- Commitment to growth through channels.
- Commitment to aggressively penetrate the office, call center and SMB market.
- Provide new programs, support and sales alignment to compliment and optimize our partners' business models and sales opportunities.

## Partnering Principles

There are three areas that represent our core partnering principles and commitment to our partners. They include:

### 1. PROACTIVE PARTNERING:

GN Netcom has optimized our support to facilitate our partners' success by:

- Pairing account managers with you and your customers.
- Providing pre and post sales technical support
- Delivering enhanced marketing and lead generation activities.
- Honoring clear principles of sales engagement.
- Extending access to demo, training and sales programs for you and your customers





## 2. SUCCESS PLANNING

GN Netcom reinforces our commitment to our partnerships by creating real business opportunities for channel partners through:

- Joint sales planning
- Partner-designed sales and marketing roadmaps
- Shared commitments, risks, and rewards



## 3. INDUSTRY-ENABLED SOLUTIONS

Through the Jabra brand, our products are tested to ensure optimal performance and ease of integration with some of the top industry leaders (GN Netcom Strategic Alliances—Cisco, Polycom, Microsoft, etc.) in communications.

- Pre-qualified, pre-tested solutions vertically engineered to provide business process improvements
- Turn-key, repeatable solutions (profit-ready)

## Program Definition

The Jabra Partner Program is a program for the following types of channel solution providers:

- Value-Added Resellers and Integrators
- Enterprise, Unified Communications, and VoIP Solution Providers
- Call Center and Office Communications Resellers

Partners belonging to the Jabra Partner Program are independent companies that work with Jabra products to solve business problems or enhance opportunities for small, medium and large enterprise business customers, educational institutions and government entities. Members of the Jabra Partner Program are business entities that are independent from GN Netcom and have no agency, partnership, or joint-venture relationship with GN Netcom.

## JABRA AUTHORISED PARTNER REQUIREMENTS OVERVIEW

- Signed GN Netcom Reseller Agreement and Jabra Partner Program Agreement
- Annual business planning (approved annual business plan on file)
- Documented rules of engagement
- Target customer plan
- Engage in joint deal tracking and reporting (wins/losses)
- Meet POS Reporting requirements
- Meet sales forecasting reporting requirements
- Have Jabra products deployed in-house in some capacity
- Have Sales and Tech support contacts
- Provide marketing programs to installed base and new accounts
- Purchase product through a Jabra Authorised Distributor

REQUIREMENTS AT A GLANCE BUSINESS/FINANCIAL COMMITMENT	JABRA AUTHORISED PARTNER PROGRAM
Signed Program Agreement	✓
POS Reporting, Forecasting	✓
PARTNER STAFFING AND TRAINING	
Dedicated Relationship Manager for GN Netcom	✓
Jabra Headset Specialist	
Online Sales Training	
Pre-Sales Technical Training	✓
SERVICE AND SUPPORT	
Participate in Partner Satisfaction Survey	✓
Basic Customer Technical Support	
SALES AND MARKETING	
Promotion on Website	✓
Marketing Plan (JabraFund MDF Requirement)	✓
Business Planning with GN Netcom Channel Team	✓

Jabra

# PROGRAM BENEFITS OVERVIEW

## Benefits Overview

One of the goals of the Jabra Partner Program is to provide a set of benefits that fit the needs of each individual partner, regardless of the partner's business size or focus. Just as each partner organisation looks different, so do the tools required for you to conduct business. Therefore, the Jabra Partner Program builds relevance and value into all the tools and resources we provide that will help you thrive in the market. You'll find benefits and resources in the following key areas:

BENEFITS AT A GLANCE PARTNER/BUSINESS SUPPORT	JABRA AUTHORISED PARTNER PROGRAM
Product Discounts	✓
Inside Sales support	✓
Dedicated Account Manager	✓
PartnerNet portal access	✓
Deal Registration	✓
Product Roadmap	✓
<b>TRAINING</b>	
Onsite Sales and Product training	✓
Online training	✓
<b>TECHNICAL SUPPORT</b>	
Pre-sales tech support	✓
<b>SALES AND MARKETING</b>	
Partner promotion	✓
Access to demo program	✓
Co-Marketing Programs/Support	✓
NFR program	✓
JabraFund MDF	✓
Incentive programs (rebates etc)	✓
Leads	✓
Monthly email updates	✓

- **Business Collaboration** – GN Netcom channel sales managers team with your organisation to jumpstart your business through joint sales calls.
- **Assigned GN Netcom Resources** – GN Netcom understands the importance of providing you with dedicated, proactive account management and direct-touch sales support. Our channel sales organisation is available on both a national and regional basis to deliver pre-sales support, sales tools and training.
- **Competitive Pricing** – GN Netcom works with you to win competitive deals and close business by offering additional resources, support and allowances on a deal-by-deal basis.
- **Demo Program** – Through the GN Netcom demo program, you have access to deeply discounted solution demo kits for the purposes of demonstration, evaluation and your own internal use.
- **Marketing Development Funds Program** – The JabraFund offers access to marketing funds designed to support joint marketing and sales activities that support mutual growth through existing and new customers.
- **Secured Partner Portal** – With 24/7 availability to GN Netcom's password-protected web site, you can instantly access all the resources needed to develop and close sales opportunities. PartnerNet is your one-stop resource for sales and marketing tools, the latest information on products, services, pricing, promotions, news and other important updates.
- **Training Program** – Free online sales and technical training. Onsite training available on a case by case basis.
- **Partner Recognition Program** – Partner recognition and promotion initiatives such as: success stories, PR activities, Partner Excellence Awards and exposure on the Jabra.com home page.
- **Deal Registration Program** – Supports and protects channel partner-registered Jabra sales opportunities through incentives and GN Netcom dedicated resources.

# JABRA AUTHORISED PARTNER REBATES

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## Partner Rebates

GN Netcom is introducing sell through rebates for Authorised Jabra Partner's across various products.

GN Netcom is working with Program partners to help us better understand where our products are being sold and how they are being used. Via partner rebates GN Netcom is able to ensure that Program partners are selling to end-users and only within the ANZ region, and they are being rewarded for sales execution. This allows GN Netcom to make better decisions regarding marketing strategy and product development initiatives.

**Rebates are limited to 2% of sell through per calendar month on the following products only:**

- GN2000 MSOC
- GN9330e
- GN9350e
- BT530 USB
- M5390

(Sell through is defined as sales to an end user customer, a customer purchase order must accompany your rebate request) (see [www.jabra.com/anzpartner](http://www.jabra.com/anzpartner) for latest product list)

### A) CLAIMING YOUR REBATE

**JABRA AUTHORISED PARTNER** rebates must be submitted by 10th of each month following the reporting period (e.g., May 10 for April). At a minimum, the reports must include the following information:

- End-user name
- End-user state
- End-user post code
- GN Netcom/Jabra part number
- GN Netcom/Jabra product description
- Quantity sold
- Invoice date
- End user purchase order
- Partner's unit cost of Jabra product sold

If a Program partner does not provide their POS on the 10th of the month following the reporting period or fails to submit a complete report containing all of the required information, GN Netcom may refuse the claim.

**GN Netcom will issue a credit memo for the rebate amount within 30 business days.**

### SUBMISSION GUIDELINES

**Direct to GN Netcom** – submit monthly reports in excel format to [anz.partner@gn.com](mailto:anz.partner@gn.com). The Program participant will need to provide a contact name and e-mail address of the individual within its organisation who will be responsible for submitting the monthly rebate report. The Program participant will be responsible for providing updated contact information when necessary.

### FILE FORMATS

POS reports must be provided in an electronic format. Acceptable formats include: Excel [.xls], ASCII text file, tab delimited file, and comma separated values [.csv]. Scans (JPG, PDF are acceptable for end user purchase order proof.

### UNACCEPTABLE REBATE SUBMISSIONS

- Incomplete Information – coded or skipped information will not be accepted (i.e. end-user names must be provided, invoice dates must be in appropriate format, must report GN Netcom's manufacturer part numbers and descriptions)

### B) END-USER SALES ONLY

**JABRA AUTHORISED PARTNER** rebates apply only to end-user sales only.

### C) PURCHASE ONLY FROM GN NETCOM'S AUTHORISED ANZ DISTRIBUTORS

**JABRA AUTHORISED PARTNER** rebates apply only to purchases from GN Netcom authorised ANZ distributors.

# JABRA DEMO/NOT FOR RESALE PROGRAM

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## Overview

Demonstration Kits are available to all authorised Jabra Partners at 70% off list price for the purposes of in house evaluation and training as well as customer demos-

### JABRA AUTHORISED PARTNERS:

- Demo kits may be purchased at 70% off list price. Individual product lines available on a case by case basis.
- Demo products are not for resale (NFR) by Partner

### AVAILABLE DEMO KITS:

<b>Enterprise Wireless Kit</b>
Jabra GN9350e
GN9330e
Jabra GN9120 EHS FLEX
<b>Contact Center/Corded Kit</b>
Jabra GN2120
Jabra GN1200 Smart Cord
Jabra GN8000 Digital Amplifier
Jabra GN2000 NC
<b>Multiuse Kit</b>
Jabra M5390
Jabra BT530 USB
<b>Microsoft OC Kit</b>
Jabra GN9350e MSOC
Jabra GN9330e MSOC
<b>The Jabra "Line-Up" Kit</b>
Jabra GN9350e MSOC
GN9120 EHS Flex
GN1000
GN2120
GN2000 NC
GN8000
M5390
BT530 USB
Jabra A7010

### HOW TO ORDER:

Contact your preferred Distributor to place your demo kit order. For questions regarding the Jabra Demo Program, please contact your Channel Account Manager, Distributor or email us at [anz.partner@gn.com](mailto:anz.partner@gn.com).

### PROGRAM TERMS AND CONDITIONS

- Demonstration products may be used only for demonstrations to potential customers, training Partner personnel and internal use and may not be resold.
- Demo purchases do not qualify for MDF, rebates or other financial incentives such as sales incentives.
- Demo unit will have no RMA or price protection privileges.
- No Demonstration kit purchased under this Program may be returned to GN Netcom for credit.
- GN Netcom may modify or terminate this Program upon fifteen (15) days written notice to Partner. Any modification of this Program will apply to all orders for Demonstration products received by GN Netcom after the effective date of the modification or such later date as specified in the notification.
- In accordance with the terms and conditions of the GN Netcom Reseller Agreement, by participating in this program you hereby grant to GN Netcom the right to audit your records as is reasonably necessary for GN Netcom to ensure compliance with the terms and conditions of the Jabra Demo Program Guidelines. In the event that such an audit leads GN Netcom to reasonably conclude that a demo order is not valid, or if noncompliance with these terms and conditions is otherwise determined, GN Netcom may terminate your participation in any further programs or promotions.

# DEAL REGISTRATION PROGRAM

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## Program Overview

The Deal Registration program is designed to protect our partners, both through margin protection and to reduce channel conflict.

The requirements are simple and are aimed at ensuring that the partner who created the opportunity and positioned Jabra to the end-user has the best GN Netcom sales and support resources to win the deal.

### Key rules for Deal Registration:

- If you have identified a Jabra opportunity with a minimum value of AUD\$5K (Jabra List Price) and due to close more than 45 days out, you may be able to register this deal.
- Jabra will review the opportunity and will approve or reject based on criteria detailed in the program Terms & Conditions as outlined in this document.
- Once approved, it will be registered against your name.

## Deal Registration Program - Terms & Conditions

The Jabra Deal Registration program is offered to all **JABRA AUTHORISED PARTNERS**

### THE FOLLOWING TERMS AND CONDITIONS SHALL GOVERN THE PROGRAM:

#### 1) ENTRY OF INFORMATION

Deal Registrations will not be accepted without, at a minimum, the following information being complete and accurate:

- a. End-user Account information, including name and address of end-user Account, as well as contact name and contact's phone number and email address.
- b. An approximate Deal Close date when the product will ship from partner to end-user.
- c. Specification of Authorised GN Netcom Distributor where the product will be sourced.
- d. Entry of all Jabra Products included in the Deal by identifying the Jabra Product Number, as well as the quantities of each product.

Registration requests without the information above being entered will not be accepted. Additional information may be required in order to complete the registration process. Failure to supply additionally requested information may lead to the Deal not being Registered.

#### 2) DEAL SIZE

Registered Deals must total a minimum of AUD\$5,000.

#### 3) PROOF OF TIME & RESOURCE INVESTMENT BY THE RESELLER

It is the responsibility of the Reseller to "prove" to GN Netcom that they have invested their time, energy and resources into positioning a Jabra solution to the end-user. The Reseller must successfully demonstrate that the deal being registered is a "solution sale" and not an "order".

#### 4) DEAL REGISTRATION REQUESTS

All Deal Registration Requests are routed to the GN Netcom Channel Sales Management and they will reject any Request where the following occurs:

- a. where the Partner attempting to Register the Deal is known to have not been the Partner who worked with the end-user on selecting Jabra products.
- b. Where a Partner tries to register a deal that has already been registered by another Partner

The above notwithstanding, GN Netcom reserves the right to reject a Deal Registration request for reasons not listed above. All decisions of GN Netcom are final and binding.

**When GN Netcom receives a deal registration, the SLA for response is 2 working days**



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## **5) AMENDMENT OF APPROVED DEALS**

Once a Deal Registration Request has been accepted, the products can be amended as the Deal progresses, these changes will have to be approved by the GN Netcom Channel Sales Management.

Again, it is the responsibility of the Reseller to ensure that the Deal does not end up shipping to the end-user for an amount less than AUD\$5,000.

## **6) RESELLER ACCOUNTABILITY**

All Resellers who utilise the Deal Registration system must fully understand the above.

### **PARTNER BENEFITS**

- Improved ease of doing business with GN Netcom.
- Commitment from GN Netcom to support and enforce established principles of engagement
- Formal support system and process for resolving conflicts and creating winning outcomes for both partners and GN Netcom.
- Improved partner promotion and awareness within GN Netcom direct sales organisation
- Revenue growth through mutual cooperation and respect

### **PARTICIPATION CRITERIA**

- Registered deals are Jabra headset opportunities that have been identified by a partner for the purpose of securing acknowledgment of a single sales opportunity being actively engaged in by the partner.
- To register a deal the partner must:
  - Be a **JABRA AUTHORISED PARTNER**
  - Complete Deal Registration profile.
  - Provide Proof of Opportunity - identify customer, define project/business opportunity, and provide environment/project specifications. (included in Deal Registration Profile)
- Registering one deal for a customer does not constitute registration of subsequent opportunities for that customer. Each individual opportunity must be registered to qualify for the program
- Partner agrees to provide monthly status of deal and close notification via Deal Registration System.

### **PROGRAM ELIGIBILITY**

All authorised GN Netcom channel partners in good standing with GN Netcom are eligible to participate.

### **PRODUCT ELIGIBILITY**

- All Jabra products

### **PROGRAM PROCESS**

- The Partner registers the opportunity with a GN Netcom Channel Account Manager at least 45 days before the opportunity closes
- Once a deal is registered it will remain in the active category for 90 days for the purposes of tracking and eligibility for investment protection compensation. A deal registration may be extended for an additional 90 days provided the partner can demonstrate active participation, projected close date and/or proof of opportunity.

# JABRAFUND MARKETING DEVELOPMENT FUNDS PROGRAM

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The GN Netcom JabraFund program is a dedicated business development marketing fund that supports marketing activities that increase the sales of Jabra products. The JabraFund program subsidizes a partner's GN Netcom-centric business-building activities based on an approved annual business and quarterly marketing plans submitted by the partner.

## Eligibility

JabraFund is available to JABRA AUTHORISED Partners, members who have met all contractual and program obligations. They are as follows:

- Signed GN Netcom Reseller Agreement
  - Signed Jabra Partner Program Guide Agreement
  - Compliance with program requirements as stated in Jabra Partner Program Guide
  - Revenue requirements
  - Approved annual joint business plan
  - Approved quarterly joint marketing plan
  - Completed training requirements as specified in Jabra Partner Program Guide
  - Registered in MDF system
- \* **Business plan and marketing plan templates will be supplied.**

## Funding

JABRA AUTHORISED Partners: A GN Channel Manager will work jointly with each partner to develop an annual business plan and a quarterly marketing plan. Prior to the end of the closing of the current quarter, Marketing plan and Prior Approvals must be submitted for upcoming quarter's activities.

All approved activities must be completed within 90 days of approval.

### APPLICATION AND APPROVAL PROCESS

A Prior Approval request must be submitted for each desired marketing activity.

To submit a Marketing activity Prior Approval:

1. Enter the Prior Approval including all necessary information: Including detailed description of activity, timeframe the activity will run, costs, expected results.
2. Once a Prior Approval has been submitted, GN Netcom will be notified via email of the new activity and then Prior Approvals will be reviewed by GN Netcom Channel Marketing/Channel Management, who will then decide on funding allocations.
3. It is essential that Partners secure approval from GN Netcom prior to carrying out any marketing activity. There will be no reimbursement for activities that do not have Prior Approval or if Prior Approval is submitted after an activity has occurred.
4. GN Netcom will approve activities and will notify the Partner via email with a Prior Approval number within 5 business days.

### IMPLEMENTATION OF ACTIVITY

Upon receiving the approved Prior Approval, the Partner must implement the marketing activity within 60 days or risk not being reimbursed. The results of any activity should be documented as proof of performance and all invoices kept.

**If the activity involves any type of creative artwork, approval from GN Netcom must be obtained prior to going to print.**



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## Claiming for reimbursement

Upon completion of the marketing activity, the Partner will need to submit a claim through the system for reimbursement of JabraFund funds. All claims must be submitted within 30 days of the marketing activity taking place. All Claims for approved Prior Approvals for current quarter must be submitted within 30 days after quarter ends. Proof of performance must be submitted within 7 business days of submission of Claim.

### TO SUBMIT A CLAIM:

1. Enter a claim in the MDF system against the Prior Approval number
2. Submit all supporting documentation, including copies of third party invoices for final approval. Once all supporting documentation is received and reviewed the claim will be processed. Partner will be notified within 7-10 business days via email if a claim has been approved and for what amount.
3. A credit memo will be issued from GN Netcom for the approved claim amount within 60 business days.

### RECOMMENDED BUSINESS DEVELOPMENT ACTIVITIES

This section covers the following recommended marketing activities.

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## GN Netcom-Specific Campaigns

GN Netcom is in favor of investing with Partners in marketing activities that will uncover NEW opportunities, result in INCREMENTAL business and boost both GN Netcom and Partner sales.

Partners may be offered the opportunity to get involved in several GN Netcom campaigns in support of the Jabra brand to help improve their marketing communications and competitive advantage. Partners can choose to either take part in Jabra driven marketing campaigns or alternatively develop their own marketing initiatives to tie in with one of the campaigns.

Should Partners intend to use email campaign to create awareness, it should only be done when there is explicit consent from the email recipient, proof of consent and an existing business relationship with the recipient. Please see Email Marketing section for further details.

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## Advertising - Newspapers, Trade Journals and Magazines

**DESCRIPTION:** Audited and controlled circulation magazines/journals, local and national newspapers, yellow pages and business directories.

Advertisement must contain reference to Jabra solution in conjunction with Partner's approved value add and include the appropriate Jabra logo along with the required trademark information.

### QUALIFYING EXPENSES:

Concept, design and production costs Net space costs or cost for ad placement Color charges

### NON-QUALIFYING EXPENSES:

Advertisements that do not contain mention of Jabra products

Advertisements that do not include Jabra products or the Partner's added value.

### REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:

Completed JabraFund Prior Approval

Proposed Ad concept\*

Name of publication

Ad placement dates – media schedule

Circulation of publication

Itemised costs

\* Please note that final Ad creative needs to be approved by GN Netcom or Partners risk not getting reimbursed.

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**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Written approval from GN Netcom of ad mock up  
Tear sheet or Copy of the advertisement  
Itemised 3rd Party invoices  
If applicable, a report showing number of responses to date by advertisement

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**Demo CD/DVD or Video**

**DESCRIPTION:** Demonstration CD/DVD or video created by the Partner demonstrating the Partner's proprietary solutions featuring Jabra headsets.

**QUALIFYING EXPENSES:**

Script development/copy writing  
Graphics design and production  
Development of CD-animation, execution, testing/debugging, logic programming/branching/menus  
Production of CD/DVD/Video Distribution

**NON-QUALIFYING EXPENSES:**

Corporate overview CD's/video  
CD's/video not containing Jabra products  
Administration expenses

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Script/storyboard (must show Jabra products)\*  
Details on target audience  
Details on distribution plan  
Details on quantity to be produced  
Itemised costs

\*Please note that final script/storyboard needs to be approved by GN Netcom or Partners risk not getting reimbursed.

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Written approval from GN Netcom of Script /Storyboard  
Sample of completed CD/DVD/video  
Itemised 3rd Party invoices

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**Direct Mail**

**DESCRIPTION:** Partner developed direct mail pieces that are lead and response generating campaigns targeted towards end-users. Direct mail piece must contain the appropriate Jabra logo and the Jabra products in conjunction with the Partner's added value.

**QUALIFYING EXPENSES:**

Concept, design and production costs  
Printing costs  
Postage costs  
Mailing list rentals

**NON-QUALIFYING EXPENSES:**

Mail pieces not containing Jabra Products

Jabra

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**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

- Completed JabraFund Prior Approval
- Proposed direct mail piece concept (including call-to-action)\*
- Details on target audience
- Details on quantity to be mailed
- Itemised costs
- \*Please note that final creative needs to be approved by GN Netcom or Partners risk not getting reimbursed.

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

- Completed JabraFund Claim
- Written approval from GN Netcom of mail piece mock up
- Printed direct mail piece
- Postal invoice with quantities mailed and price per piece
- Report detailing the number of responses to date, response rate and projected GN NETCOM sales
- Itemised 3rd Party invoices

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**Events**

**DESCRIPTION:** Display of Jabra products at end-user focused events. If exhibition booth includes multiple vendor platforms, reimbursement will be prorated accordingly.

**QUALIFYING EXPENSES:**

- Cost for exhibit space rental
- Exhibit costs
- Merchandising - such as signage, display materials, product collateral, promotional items
- Jabra literature
- Food and beverage excluding alcohol

**NON-QUALIFYING EXPENSES:**

- Entertainment expenses

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

- Completed JabraFund Prior Approval
- Description of exhibition including demographics of attendees & targeted end-user
- Description of all Jabra products being displayed
- Itemised costs

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

- Completed JabraFund Claim
- Photograph of exhibition stand showing GN Netcom/Jabra logo and the Jabra products being displayed
- Report detailing the number of leads from event and projected GN Netcom sales
- Itemised 3rd Party invoices.

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**Hospitality**

**DESCRIPTION:** Hospitality for customers and/or prospects at sporting or entertainment events organised by third party companies.

Hospitality must be positioned as being hosted by GN Netcom and the Partner. If hospitality includes multiple vendors, reimbursement will be prorated accordingly.

A maximum of 10% of your Jabra marketing fund can be used for hospitality events

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**QUALIFYING EXPENSES:**

Cost for Sponsoring hospitality event  
Invitation design & printing costs  
Merchandising - such as signage, display materials, product collateral, promotional items  
Event branding

**NON-QUALIFYING EXPENSES:**

Travel expenses  
Hotel accommodations  
Entertainment expense beyond packaged purchased  
Hospitality events for Partner employees or GN Netcom employees

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Copy of brochure or event details from proposed supplier  
List of proposed attendees and companies represented  
Proposed invite piece and mock-up graphics\*  
Itemised costs

\*Please note that final creative needs to be approved by GN Netcom or Partners risk not getting reimbursed.

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Written approval from GN Netcom  
Printed invitation  
List of attendees and companies represented  
Itemised 3rd Party invoices

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**Internet Marketing**

**WEB PAGE DEVELOPMENT DESCRIPTION:** Partners may use their marketing fund to offset expenses incurred for development of web pages. Reimbursement will be limited to the portion of the web page developed that details a Partner's value add and how it integrates with Jabra products. Expenses will be prorated accordingly to content of the web page.

**QUALIFYING EXPENSES:**

Consultancy services associated with the creation of the web site  
Marketing expense associated with the promotion of the web site

**NON-QUALIFYING EXPENSES:**

Monthly service or maintenance fees for server usage  
Online charges  
Hardware or software required for implementation  
Internally developed home pages  
Customer-specific intranets/extranets  
Page containing pricing information only

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Detailed proposal and Itemised costs  
Detailed spec outlining portion of pages dedicated to the Jabra brand.

Jabra

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**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Final specification detailing web pages  
URL or WWW address where page is located  
Itemised 3rd Party invoices

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**Search Engine Optimization**

**DESCRIPTION:** Partners can use their marketing funds to offset some of the costs associated with registering search words and positioning of web links with 3rd party to drive web traffic to Jabra branded landing page.

**QUALIFYING EXPENSES:**

Itemised costs for search engine positioning/optimization  
Costs for registering search engine words through 3rd party

**NON-QUALIFYING EXPENSES:**

Key word searches that do not click thru to a Jabra branded landing page

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Detailed proposal and itemised costs for search engine positioning/optimization  
URL or WWW address that SEO will link through to  
Time frame that key word/s would be active / timeframe of use

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
List of key word/s that were purchased to gain search engine positioning/optimisation  
Invoice from each search engine words were registered through i.e. Google Ad Words  
Time frame that key word/s would be active / timeframe of use  
Summary of tracking and metrics  
URL or WWW address that SEO links through to  
Itemised 3rd Party invoices

**EMAIL MARKETING DESCRIPTION:** Partners can use marketing funds for email marketing campaigns however GN Netcom maintains a strict anti-SPAM policy. All mass email marketing campaigns – defined as email with volumes greater than 2,500-require GN Netcom’s written approval at least two days prior to launch.

**QUALIFYING EXPENSES:**

Copywriting  
Concept, Design and graphics development  
Third-party email delivery fees for specific GN Netcom email campaigns

**NON-QUALIFYING EXPENSES:**

Monthly server or maintenance fees

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Proposed email creative and messaging\*  
Details on target audience including list size  
Itemised costs

\* Please note that final creative needs to be approved by GN Netcom or Partners risk not getting reimbursed.

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**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Written approval from GN Netcom on email creative  
Copy of email creative  
Detailed report on bounce backs, opens, click-through and projected GN Netcom sales  
Itemised 3rd party invoices

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**Public Relations**

**DESCRIPTION:** Partners can use their marketing funds to offset some of the costs associated with public relations, including case studies, press releases and customer success stories

**QUALIFYING EXPENSES:**

Photography to accompany press release  
Fees incurred for development of case studies where the success is based around delivering a GN Netcom based and Partner added value solution.  
Printing costs for copies of Press Releases, Case Studies, and/or Customer Success Stories

**NON-QUALIFYING EXPENSES:**

Retainers  
Monthly management fees  
Traveling expenses

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Agency brief  
Agency plan

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Copy of case studies  
Copy of articles and placement details  
Itemised 3rd Party invoices

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**Partner produced printed materials**

**DESCRIPTION:** Partner produced printed materials, such as collateral, brochures, catalogs, box/invoice stuffers that includes the appropriate Jabra logo and Jabra products along with the Partner's approved value-added solution.

**QUALIFYING EXPENSES:**

Original artwork or design production costs  
Printing costs

**NON-QUALIFYING EXPENSE:**

Literature not containing Jabra Product

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Proposed literature and mock up of graphics\*  
Itemised costs

\* Please note that final creative needs to be approved by GN Netcom or Partners risk not getting reimbursed.

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**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Printed literature piece  
Itemised 3rd Party invoices  
Written approval from GN Netcom of literature and/or graphics

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**Sales Incentives Communication Tools**

**DESCRIPTION:** Communication tools that provide information to the Partner Sales force or customers on sales Incentives that are aimed

to drive incremental business for GN Netcom. All proposed incentives must be approved by GN Netcom Channel Marketing/Channel Management

**QUALIFYING EXPENSES:**

Graphic design of communication pieces  
Promotional print  
Agency fees

**NON-QUALIFYING EXPENSES:**

Incentives for third parties (non-employees of partner company)  
Cash payments  
Individual tax liabilities

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Detailed Plan showing:  
Objectives and targets  
Participants  
How results are to be measured  
Rules and time scales  
Reward schemes  
Details on how scheme is to be communicated

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Summary of results including names of winners  
Itemised 3rd Party invoices

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**Sales and Marketing Consultancy Services**

**DESCRIPTION:** Partners may contract with a bona fide third-party marketing consultant or consulting firm to assist with the development, analysis and marketing services for marketing Jabra products and Partner added value. The proposed consultant must address specific and definable Jabra marketing objectives.

**QUALIFYING EXPENSES:**

Planning and development expenses  
Vertical marketing development  
Promotion of Jabra product solution and Partner added value.

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**NON-QUALIFYING EXPENSES:**

Contracts that extend out of fund period  
Retainer fees

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Detailed Plan with specific objectives  
Proposal by consultant  
Itemised costs

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Copy of implementation plan and results to date against set objectives  
Itemised 3rd Party invoices

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**Seminars**

**DESCRIPTION:** Participation in, or creation of an end-user seminar conducted for the purpose of selling Jabra products in conjunction with the Partner's authorised added value.

**QUALIFYING EXPENSES:**

Room rental costs  
Audio visual costs  
Merchandising - such as signage, display materials, product collateral, promotional items  
Invitations and postage  
Telemarketing expenses  
Food and beverage excluding alcohol

**NON-QUALIFYING EXPENSES:**

Entertainment expenses  
Travel expenses

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Detailed Plan with specific objectives  
Proposed invitation concept\*  
Itemised costs

\* Please note that final creative needs to be approved by GN Netcom or Partners risk not getting reimbursed.

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Written approval from GN Netcom on invitation  
Printed end-user invitation  
Report showing number of attendees  
Report showing projected sales  
Itemised 3rd Party invoices

Jabra

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## Telemarketing

**DESCRIPTION:** Services related to inbound/outbound telemarketing for purposes of lead generation targeting prospective GN Netcom end-users. Services must be rendered by a third-party professional telemarketing agency subject to prior written approval by GN Netcom.

**QUALIFYING EXPENSES:**

Script development  
Charges incurred by the telemarketing agency for specific Partner Project  
Lead follow up  
Outbound fulfillment  
List rental costs  
Call fees

**NON-QUALIFYING EXPENSES:**

Advanced payment for services not yet rendered  
Required information needed with Prior Approval submission:  
Completed JabraFund Prior Approval  
Detailed Plan of campaign with specific objectives, target audience  
Proposed script\*  
Targeted number of calls and contacts made  
Itemised costs  
\* Please note that final script needs to be approved by GN Netcom or Partners risk not getting reimbursed.

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Written approval from GN Netcom for Telemarketing script  
Copy of telemarketing script  
Call report with results  
Itemised 3rd Party invoices

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## List Acquisition

**DESCRIPTION:** Costs associated for purchasing a customer/prospect list to be utilized for a multi touch campaign – including telemarketing, direct mail, email, and/or event invitation

**QUALIFYING EXPENSES:**

Cost per contact – email, phone and/or mailing address  
Costs associated with the Marketing activities as mentioned in the qualifying Business Development Marketing activities as defined in this document Costs associated with list clean up to determine the decision makers contact information.

**NON-QUALIFYING EXPENSES:**

Advanced payment for services not yet rendered

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Detailed Plan of campaign with specific objectives, target audience\  
All other items listed under each marketing activity in this document  
Itemised costs

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**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Completed Plan document with specified objectives and results  
All other items listed under each marketing activity in this document  
Itemised 3rd Party invoices

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**Promotional Items**

**DESCRIPTION:** Costs associated for development and printing of promotional items including the Jabra logo to be used to promote the Partner and Jabra.

**QUALIFYING EXPENSES:**

Original artwork or design production costs  
Printing costs

**NON-QUALIFYING EXPENSES:**

Promotional items that do not include the Jabra logo

**REQUIRED INFORMATION NEEDED WITH PRIOR APPROVAL SUBMISSION:**

Completed JabraFund Prior Approval  
Proposed mock up of graphics on promotional item\*  
Itemised costs

\* Please note that final creative needs to be approved by GN Netcom or Partners risk not getting reimbursed.

**REQUIRED INFORMATION/DOCUMENTS NEEDED FOR REIMBURSEMENT:**

Completed JabraFund Claim  
Written approval from GN Netcom on promotional item  
Printed promotional item  
Picture of promotional item  
Itemised 3rd Party invoices

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**Associations**

**DESCRIPTION:** Fees associated with maintaining association memberships and certifications will be reviewed on a case by case basis with GN Netcom Channel Management

**NON QUALIFYING ACTIVITIES**

GN Netcom will not approve or reimburse for the following:

Entertainment  
Partners company business cards, stationary, forms etc.  
Gifts, gratuities or entertainment for GN Netcom employees  
GN Netcom partner's business expenses  
Partner's sales or technical personnel's time  
Alcohol  
Partner's sales conferences or parties – exceptions to this would be if GN Netcom is invited to speak, showcase products or participate in a conference.  
Partner corporate awareness campaigns.

This list is not exhaustive and GN Netcom reserves the right to refuse other proposed activities at its sole discretion.

**GN Netcom reserves the right to amend or cancel the JabraFund Program at anytime without notice.**

# GENERAL PROGRAM POLICIES, TERMS AND CONDITIONS

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## General Program Policies

There are several policies of the Jabra Partner Program that apply to Authorised Jabra Partners. They are listed here and explained in this section.

- A) POS Submission: Guidelines
- B) POS and Inventory submission
- C) Geographic Authorisation
- D) End user sales only
- E) Up-to-date profile
- F) Purchase from GN Netcom authorised ANZ distributors only
- G) Selling and marketing via the Internet

### A) POS SUBMISSION: GUIDELINES

This document outlines the Jabra Partner Program requirement of monthly Point-of-Sale (POS) report submission by Reseller Program participants.

GN Netcom requires POS from our Program partners to help us better understand where our products are being sold and how they are being used. This allows GN Netcom to make better decisions regarding marketing strategy and product development initiatives. Moreover, partner POS allows GN Netcom to ensure program integrity by verifying that Program partners are selling to end-users and only within the ANZ region.

### B) POS AND INVENTORY RATE

The submission of monthly point-of-sales reports and on-hand inventory is required of all Jabra Partner Program Resellers, DMR, authorised Program participants regardless of the Program classification. To enjoy continued participation in GN Netcom's Jabra Partner Program participants must submit POS reports outlining all GN Netcom product sales, of each Program participant's sales organisation. (If no sales are made that month, a report should still be submitted with \$0.)

POS reports must be received by the 10th of each month following the reporting period (e.g., May 10 for April). At a minimum, the reports must include the following information:

- End-user name
- End-user state
- End-user post code
- GN Netcom/Jabra part number
- GN Netcom/Jabra product description
- Quantity sold
- Invoice date
- Partner's unit cost of Jabra product sold

If a Program partner does not provide their POS on the 10th of the month following the reporting period or fails to submit a complete report containing all of the required information, GN Netcom will notify the Program partner. Failure to submit a complete POS report by the close of business on the last business day of that month may result in immediate termination from any and all Jabra Partner Programs. There will be a 6-month waiting period from the time of initial termination before a participant can re-apply for reinstatement in any of the Jabra Partner Programs.

## Submission Guidelines

**Direct to GN Netcom** —submit monthly reports in excel format to [anz.partner@gn.com](mailto:anz.partner@gn.com). The Program participant will need to provide a contact name and e-mail address of the individual within its organisation who will be responsible for submitting the monthly report. The Program participant will be responsible for providing updated contact information when necessary.

### FILE FORMATS

POS reports must be provided in an electronic format. Acceptable formats include: Excel [.xls], ASCII text file, tab delimited file, and comma separated values [.csv].

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### **UNACCEPTABLE POS SUBMISSIONS**

- Incomplete Information – coded or skipped information will not be accepted (i.e. end-user names must be provided, invoice dates must be in appropriate format, must report GN Netcom’s manufacturer part numbers and descriptions)
- Cumulative reports – individual reports for each reporting period are required (do not continue to add sales out to an existing report thereby creating a cumulative report)
- Monthly reports required—if partner fails to submit timely reports, “make-up” reports will not be accepted
- Other vendors information—do not include other vendors’ part numbers, sales, etc. on your GN Netcom POS submission

### **C) GEOGRAPHIC AUTHORISATION**

ANZ Program Partners are authorised to sell only within the Australia and New Zealand region. Selling across borders into regions in which members are not authorised is viewed as a material breach of Jabra Partner Program policies.

### **D) END-USER SALES ONLY**

GN Netcom’s Reseller partners are expected to sell only to end-users. It’s a material violation of our Program’s policies for Reseller partners to sell to another reseller unless prior approval is received from GN Netcom’s Channel Management team. Exceptions are addressed as amendments to the partner’s Program agreement.

### **E) UP-TO-DATE PROFILE**

Up-to-date profiles serve a variety of purposes, including use as a tool for evaluating partner membership in Jabra Partner Program. An up-to-date profile is required of all Jabra Partner Program members.

### **F) PURCHASE ONLY FROM GN NETCOM’S AUTHORISED ANZ DISTRIBUTORS**

Program partners are authorised to purchase only from GN Netcom authorised ANZ distributors. Purchases made from other sources without approval will be viewed as a material violation of the partner’s Program agreement.

### **G) SELLING AND MARKETING VIA THE INTERNET**

The Program participant must identify itself as the owner or operator of, and provide clear instructions for users to contact the Program participant on any and all Web sites owned or operated by the Program participant that promote GN Netcom products.

# JABRA PARTNER PROGRAM SIGNATURE PAGE

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I have read and agree to the terms and conditions as presented in the GN Netcom Jabra Partner Program Guide.

## PROGRAM TERM

- New partners can apply for Program participation at any time during the year. This includes new Program members, and existing resellers applying for participation in additional programs.
- Program membership is effective for the calendar year (January – December). All partners must participate in a requalification process each Q4 of the calendar year and sign an amendment (if applicable) extending their contract term through the next calendar year.

## TERMINATION

Partners are expected to maintain the requirements and adhere to the policies of the Jabra Partner Program, otherwise termination may result.

## CHANGES TO JABRA PROGRAM GUIDE

While GN Netcom tries to assure the completeness and accuracy of this information, occasionally we will need to provide corrections to this material, or updates to our APAC Channel programs. We reserve the right to do this by publication via PartnerNet, e-mail to our partners, or other electronic means. If you have any questions, please contact us via [anz.partner@gn.com](mailto:anz.partner@gn.com)

Partner Company Name .....

Name of Company Representative .....

Job Title .....

Signature ..... Date .....

**Please sign, keep a copy and fax to GN Netcom (Australia),  
Attn: Channel Partner Authorisations Fax 61 2 8667 0490**

Below is a list of supporting resources and contact information available to our Authorised Jabra Partners.

Sign up today at: [www.jabra.com/anzpartner](http://www.jabra.com/anzpartner)

Username and password required for this site. If you do not have a username/password, please contact [anz.partner@gn.com](mailto:anz.partner@gn.com)

The site includes the following partner resources:

- Products presentations and datasheets
- Sales and technical training
- Sales tools (presentations, white papers, case studies)
- Marketing support and resources
- Partner and technical support resources

**Program Email Support:** [anz.partner@gn.com](mailto:anz.partner@gn.com)

Jabra Contact:

ANZ Corporate Headquarters:

GN Netcom Australia Pty Ltd

Ground Floor

68 Waterloo Road

North Ryde, NSW, 2113

Tel: +61 2 8667 0480

Fax: +61 2 8667 0490



**Jabra**



**PARTNER  
PROGRAM**

**Smart Products.  
Smart Partnerships.**