

**Jabra®**

# Jabra SPEAK™ 410

Your portable UC conference room



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# Jabra SPEAK™ 410

Product Presentation

A BRAND BY

**GN Netcom**



# Agenda

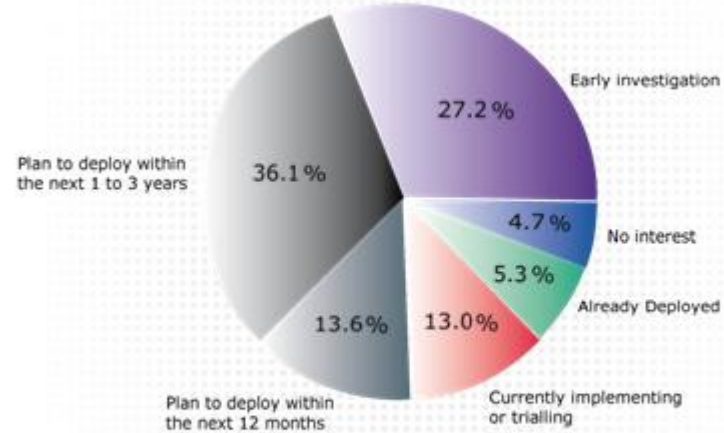
- UC Key Market Trends
- Jabra SPEAK™ 410
- Key Selling Points and Benefits
- Target Markets
- User Types
- Competitive Comparison
- Pricing and Ordering Information
- Marketing Toolbox



# UC Market Trends

**UC creates new opportunities to leverage Jabra's core capabilities and skill set**

Q. At what stage of planning or implementing unified communications is currently the majority of your customer base?



Unified Communications Channel Survey: Stage of Planning or Implementing Unified Communications in the Customer base (Europe), 2010

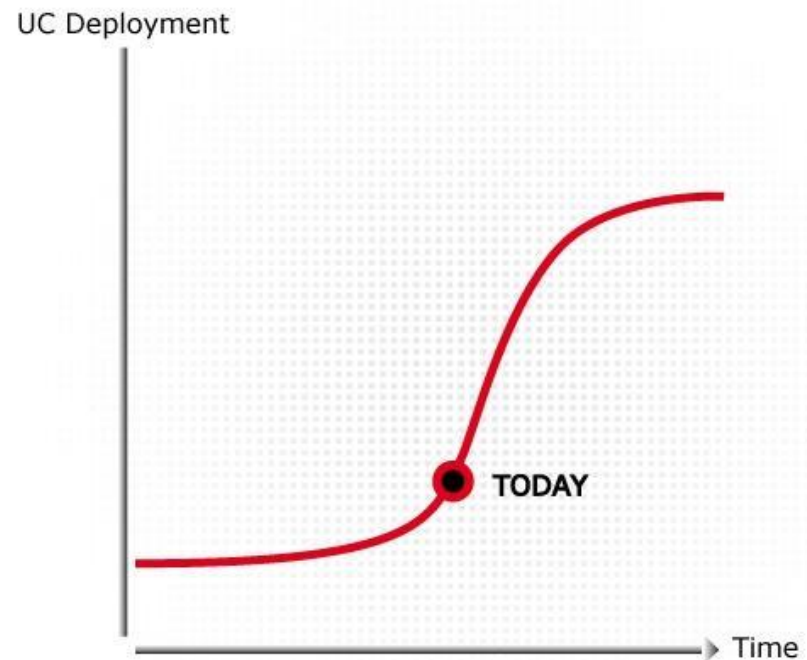
Source: Frost & Sullivan



# UC Market Trends

## UC creates new opportunities to leverage Jabra's core capabilities and skill set

- UC deployments are taking off now
  - Enterprises are leading the way
  - SMB is emerging as a segment
- Customers are requesting a one-stop-shopping experience
- To compete Jabra needs a complete UC portfolio



# UC User Behavior Trends

## Virtuality and telecommuting is becoming the norm

- Unified Communications is re-defining how we work
- Virtual workplace is emerging
  - Globally or locally distributed workforce
  - Virtual meetings become the norm
- Fewer ties to physical enterprise location
  - Telecommuting will explode
  - 'Bring-your-desk' scenarios
- Reducing human latency
  - Many brief calls
  - Ad-hoc conferencing
- Still dependency on desktop



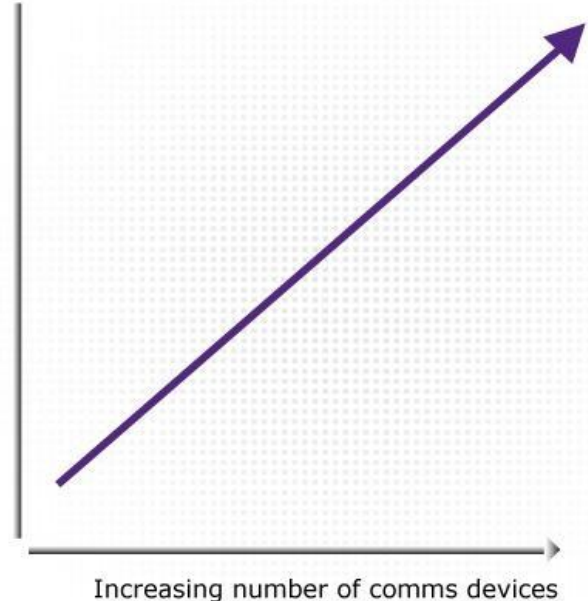
Mobile  
Centric



Office  
Centric



Desk  
Centric



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# Jabra SPEAK™ 410

**Jabra SPEAK™ 410 comes in 2 variants:**

## **Optimized for Microsoft® Lync™ 2010**

- Just plug it into the USB port on your PC and Microsoft Lync automatically recognizes the speakerphone
- No drivers or additional software are needed

## **Compatible with any leading UC solution**

- Downloading the latest driver from Jabra PC Suite enables call control directly from the speaker phone.



*All current USB peripherals that are optimized for Microsoft Office Communicator, such as headsets, will be compatible with Microsoft Lync*



# Key Selling Points and Benefits



## **Increase productivity**

- On-device hook, mute, volume to give true UC experience



## **Easy conferencing and collaboration**

- Omni-directional microphone 360° 1 meter range



## **Enjoy crystal clear collaboration**

- Full-duplex and wideband sound



# Key Selling Points and Benefits



## Never miss another call

- External ringer alerts you of any incoming calls



## Enhance your flexibility

- Compact design and travel case make it easy to bring with you
- Integrated cable management for easy set-up



## Handle sensitive calls

- 3,5 mm headset port offers privacy even in an open office environment
- Connect a Jabra QD headset and enjoy the benefits of true noise canceling





# Key Selling Points and Benefits

## High quality audio

- Built-in echo cancellation ensures best possible audio experience
- No distortion of sound even at max volume level

## Reduce travel and meeting cost

- Cuts down on required travel decreasing the corporate travel budget
- Allows employees to hold quality conference calls anytime, regardless of location



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# Target Markets

## Location-based

Companies where employees frequently travel or work off-site, or in different locations



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# Target Markets

## Collaborative

Companies where employees need to collaborate with colleagues and clients in other locations – or smaller companies without permanent conference call installations



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## User Types



### **Office Personnel**

The Jabra SPEAK™ 410 enables flexible and convenient personal small group conferencing – or individual conference calls via headset



### **Specialists**

It is easy to set up for efficient management of call conferencing and collaboration.



### **Field Employees**

The Jabra SPEAK™ 410 always ensures effective and ongoing communication with clients and colleagues.



### **Decision Makers**

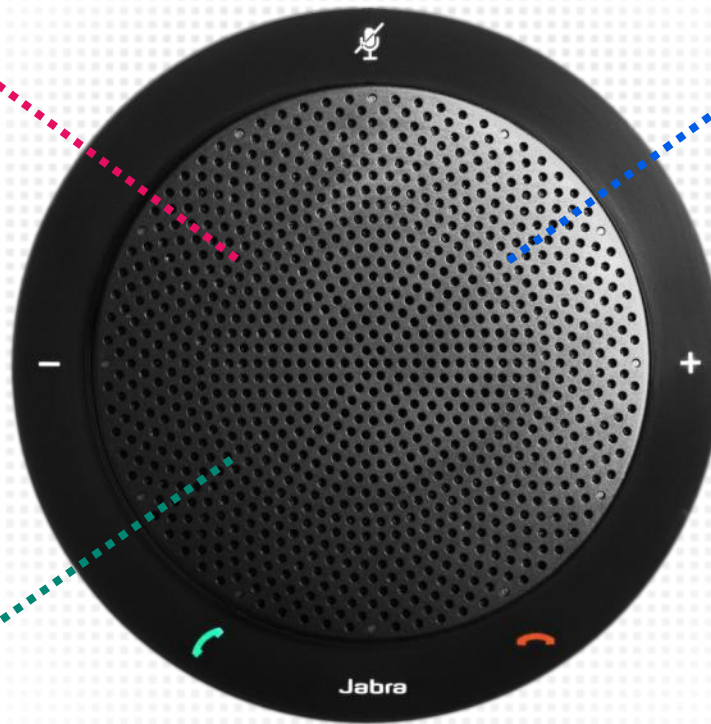
It is a cost-effective way to ensure employee productivity regardless of location. All sites easily become a meeting room.

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# Professional Sound Quality

**Crystal-clear wideband sound**

**Full-duplex audio**



**Echo cancellation**

**360° omni-directional  
microphone**

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# Easy to Set Up & Easy to Use

**LED indicators**

**Intuitive call controls**

Adjust volume, mute, answer/end calls



**Integrated cable management**

**Plug-and-play**

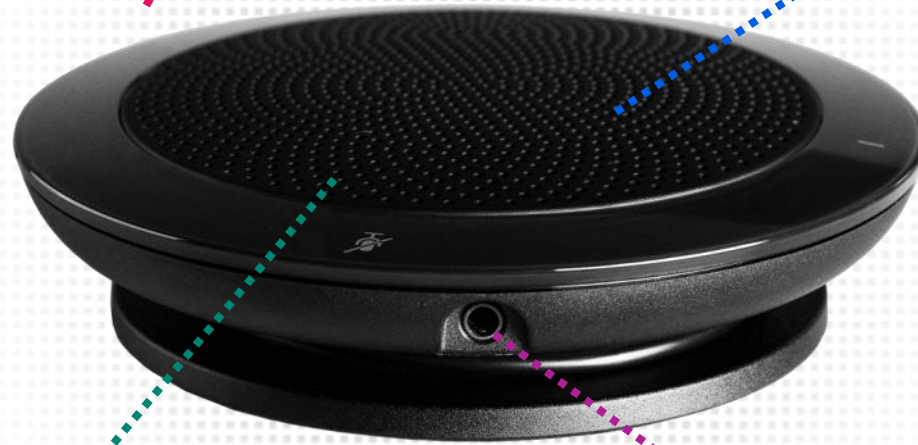
Connect to computer and you are ready to go

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## Individual Use

**Compact design and travel case**  
For easy transportation

**External ringer**  
Never miss a call



Listen to e-learning and  
media playback from computer

**Headset port**  
For one-to-one private calls



# Competitive Comparison

	MIC	Audio Wide band	Portability	On Device Hook	External Ringer	Headset Plug	Cable MGMT	MSRP
<b>Jabra Speak™ 410</b>	Omni 4+ Person	✓	✓ Travel Case	✓	✓	✓	✓	\$159
<b>Polycom CX100</b>	Directional 1 Person	✓	✓ Travel Case	✓	X	X*	✓	\$135
<b>ClearOne Chat70</b>	Directional 1 Person	✓	X	X	✓	X*	X	\$179
<b>Plantronics Calisto 420</b>	Omni 1+ Person	✓	X Travel Case	X	X	X*	X	\$179

\* Headphone plug only (no microphone)



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# Pricing and Ordering Information

## **Jabra SPEAK™ 410 Speakerphone for MS Lync**

Global SKU: 7410-109

MSRP €109 / \$159

## **Jabra SPEAK™ 410 Speakerphone for UC**

Global SKU: 7410-209

MSRP €109 / \$159

## **Connecting Headset Cable**

Global SKU: 8800-00-99

MSRP €19 / \$23





# Your Marketing Support Materials

We have designed a range of marketing tools to help you with your sales effort. The elements are:

- Product Presentation
- Product Story
- Datasheet
- Selling Tips
- FAQ
- Technical Specifications
- E-shot Partner
- E-Shot End-user

