



**MAKE EVERY CONFERENCE CALL PRODUCTIVE.
WHEREVER YOU ARE.**

MEET THE JABRA SPEAK 510

PROFESSIONAL SOUND FOR GROWING BUSINESSES.

Small and Medium Enterprises (SMEs) need the tools to communicate effectively and be flexible and efficient so that they can focus on developing their business and staying one step ahead of the competition.

Meet the Jabra Speak 510, designed with SMEs in mind.

THE JABRA DIFFERENCE



WE KNOW SOUND

We specialise in audio and communications technology, and are pioneering innovators of new sound experiences. We created the first noise cancelling microphone. The first wireless headset. The first Bluetooth headset. Even the first Heart Rate Monitoring earbuds.



WE UNDERSTAND HEARING

We understand the human ear and all its inner workings, and the impact on sound quality. We balance scientific research with 150 years of expertise across all sound solutions.



WE UNDERSTAND SPEECH

We are world leaders in speech capture and processing. Our intelligent and adaptive solutions help overcome environmental disruptions like noise and wind.



WE UNDERSTAND SMEs

We care about SMEs and understand the challenges they face. We offer audio devices that help them be agile and efficient so they can focus on developing their business and delivering better service and experiences to their customers. All our SME products have an exclusive 3-year warranty*.

*Limited time offer, T&Cs apply. Available to valid SME customers only.
Contact your Jabra representative for more information.

A GROWING MARKET OPPORTUNITY

SMEs rely on tools that help them to work smarter, be more agile, and look professional. Like any other business, meetings and conference calls are essential to their current and future success.

46%

46% OF PROFESSIONALS REPORTED THEY ATTEND MORE MEETINGS TODAY THAN THEY DID IN THE PREVIOUS YEAR*

18

18 DAYS A YEAR ARE SPENT IN MEETINGS*

SOURCES

*JABRA KNOWLEDGE WORKER SURVEY 2015

**JABRA 2015 STUDY OF OVER 1500 SMES IN 5 COUNTRIES

INFLUENCING THE PURCHASE

With no formal IT infrastructure or purchasing team, SMEs often shop like consumers. In most cases the user is the primary decision influencer, and will search for specific features to solve immediate needs.

65%

65% OF ALL PURCHASING DECISIONS IN SMES ARE INITIATED BY THE EMPLOYEE BEFORE BEING APPROVED BY THE MANAGER OR OWNER**

69%

69% OF RESEARCH IS DONE ONLINE, BE IT VIA REVIEWS, RETAILERS OR MANUFACTURERS WEBSITES**

YOUR OPPORTUNITY

Unified Communications adoption is growing amongst SMEs, with many transitioning to new UC solutions over the coming year, this offers you a great opportunity to sell Jabra audio devices.

55-68% OF SMEs BETWEEN 20 AND 249 EMPLOYEES WILL BE ADDING TO OR REPLACING THEIR LANDLINE SOLUTION COMPLETELY WITH A UC SOLUTION WITHIN THE NEXT 1-2 YEARS.*



SMEs need tools that will allow them to be flexible, mobile and look professional. Having devices that enable them to turn any space into a meeting room is key for employees working in open plan spaces, with no access to formal meeting rooms or if conducting business on the move.

28-35% OF SMEs THINK MOBILITY AND THE ABILITY FOR EMPLOYEES TO WORK AWAY FROM THEIR DESK IS IMPORTANT.**



Educate customers about the value of a better communication experience and demonstrate how Jabra audio devices will help them grow their business by providing premium sound for productive calls wherever they are working.

44% HAVE NOT THOUGHT ABOUT PUTTING MORE INVESTMENT INTO THEIR COMMUNICATION EXPERIENCE.*



SOURCES

*JABRA 2015 STUDY OF OVER 1500 SMEs IN 5 COUNTRIES

**JABRA 2015 KNOWLEDGE WORKER STUDY

TODAY'S COMMUNICATION CHALLENGES

A poor conference call experience can affect productivity, and prevent the forging of successful business relationships. Removing communication barriers with the Speak 510 will enable good conversations, enhance efficiency and facilitate meaningful engagements.



EASE OF USE

Technical issues setting up conference calls waste valuable business time



QUALITY

Poor audio and fragmented conversations dent professionalism



MOBILITY

Few connectivity options available make it hard to work from anywhere



SET-UP

Complicated device set-ups requiring IT support



LOYALTY

Poor meeting experiences lead to difficult conversations and frustrated customers



AFTERCARE

Lack of technical support or customer service creates reluctance to use



36%

36% STATE THAT MEETINGS AFFECT THEIR PERSONAL PRODUCTIVITY NEGATIVELY.

JABRA 2015 STUDY OF OVER 1500 SMES IN 5 COUNTRIES



63%

63% EXPERIENCE TECHNICAL ISSUES WHEN STARTING-UP A CONFERENCE CALL.

JABRA 2015 STUDY OF OVER 1500 SMES IN 5 COUNTRIES



MAKE EVERY CALL PRODUCTIVE WITH THE JABRA SPEAK 510

A professional conference speakerphone with multi connectivity, offering:

1. Plug and play connection via USB or Bluetooth®
2. Up to 100 m wireless range
3. Rechargeable battery

On the move, working from home or in the office, the Jabra Speak 510 is the perfect tool for setting up a meeting in seconds and turning any space into a conference room.

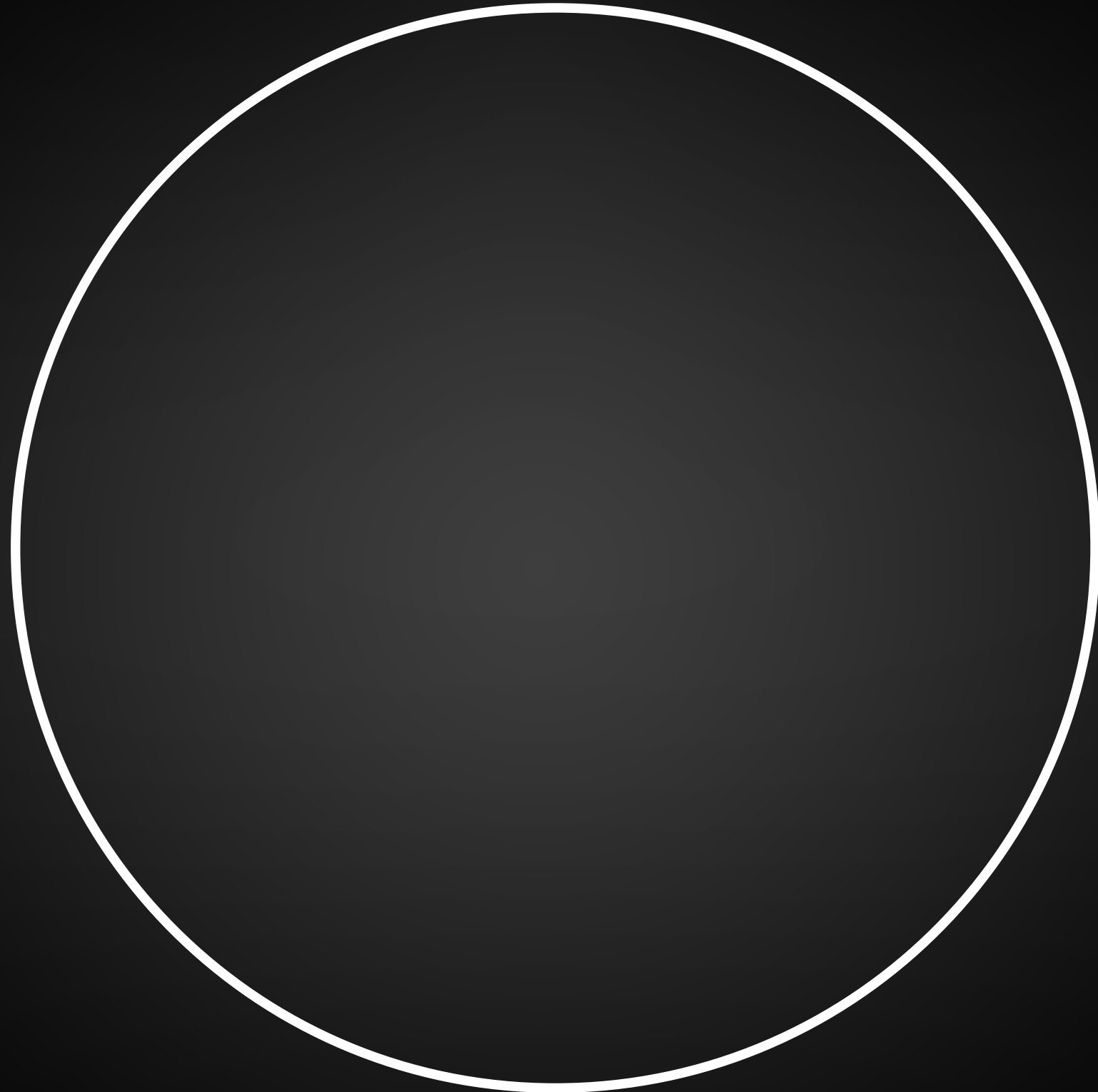
A unique portable conference speakerphone enhanced with Bluetooth®, it can be connected to PCs, tablets or smartphones.

Plug-and-play functionality makes the Jabra Speak 510 easy to use and removes the need for IT support.

Its ideal blend of functionality and portability enables effective communication from anywhere. Crystal clear sound makes it ideal for conference calls or listening to music.



ROLL OVER NUMBERS 1 - 7
TO VIEW THE BENEFITS



THE JABRA SPEAK 510

BLUETOOTH CLASS 1



Easy Bluetooth connection to tablets, mobile phones and headsets. Range of up to 100 metres on Class 1 devices.

JABRA LINK 360 USB ADAPTER (BLUETOOTH CLASS 1)



Easy Bluetooth connection and call control integration with your softphone system.



BUILT-IN OMNI-DIRECTIONAL MICROPHONE

Hear and be heard with a 360 degree microphone that picks up sound from any angle.



15 HOUR RECHARGEABLE BATTERY

Connect your headset's 3.5mm jack to the Jabra Speak 510 to make calls private when needed.

“ The Jabra Speak is something that ensures perfectly clear conversations are going to be experienced on both ends of the line.”

PhoneArena



COMPARE JABRA PRODUCTS

Use this chart to compare the Jabra Speak 510 with other speakerphones in the Speak Series and find the perfect solution for your business needs.

All our SME products come with 3 year warranty* as standard.

*Limited time offer, T&Cs apply. Available to valid SME customers only. Contact your Jabra representative for more information.

	Model 1	Model 2	Model 3	Model 4
Connectivity	Softphone	Softphone	Softphone	Softphone
	Headset	Headset	Headset	Headset
		Tablet	Tablet	Tablet
		Smartphone	Smartphone	Smartphone
USB Connection to PC	✓	✓	✓	✓
Wireless Bluetooth connection to tablet and smartphone		✓	✓	✓
Wireless Bluetooth connection to PC			✓	✓
Jabra Link 360 USB adaptor ²			✓	
Wireless range		Up to 100m/330ft	Up to 100m/330ft	Up to 100m/330ft
Talk time		Up to 15 hours	Up to 15 hours	

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GET IN TOUCH