

A woman with blonde hair is wearing a Jabra headset with a microphone. She is smiling and looking to the right. In the background, another person is visible, also wearing a headset, working at a computer. The image has a dark overlay with white and yellow text.

# CREATE A CONCENTRATION ZONE TO BOOST FOCUS AND PRODUCTIVITY.

## MEET THE JABRA EVOLVE 40

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### PROFESSIONAL SOUND FOR GROWING BUSINESSES.

Small and Medium Enterprises (SMEs) need the tools to be fast, flexible and efficient so that they can focus on developing their business and increasing customer loyalty. Meet the Jabra Evolve 40, 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 SME's

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.



# YOUR OPPORTUNITY

Unified Communications adoption is growing amongst SMEs, so there is a huge potential to sell headsets to help them transition to their new UC environment.

**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.\*



Today only a small percentage of SME workers are using headsets - 12% according to our research. Sell them the benefits of professional Jabra headsets to make the most of this growing market opportunity and increase your revenue.

**88%** OF KNOWLEDGE WORKERS DON'T USE A HEADSET TODAY.\*\*



Educate customers about the value of a better communication experience and demonstrate how investing in high quality headsets can help both in today's telephony world and in the future with UC.

**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



## 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

SOURCE:  
JABRA 2015 STUDY OF OVER 1500 SMES IN 5 COUNTRIES

## BARRIERS TO GOOD COMMUNICATIONS

SMEs need to be flexible, mobile and look professional to their customers no matter where they are working. And they require tools that can help them overcome the professional communication challenges they often face:



NOISY WORK  
ENVIRONMENTS



RESTRICTIVE  
CONNECTIVITY OPTIONS  
ACROSS DEVICES



HANDSETS THAT  
ARE IDEAL FOR  
REMOTE WORKING



HEADSETS NOT  
COMPATIBLE WITH  
MAIN UC PLATFORMS



HAND-HELD PHONES  
HINDERING HANDS  
FREE PRODUCTIVITY



UNCOMFORTABLE  
HEADSETS NOT FIT  
FOR ALL DAY USE



COMPLICATED  
DEVICE SET-UPS



POOR QUALITY  
SOUND

# TODAY'S COMMUNICATION CHALLENGES

A poor quality headset or a traditional desk phone can hinder meaningful business conversations and the ability to multi task. Noisy environments can prevent employees from concentrating and focusing on the task at hand. Removing the barriers to good productive conversations can improve customer service and increase customer loyalty.



## WORK ENVIRONMENT

High level of noise in open plan offices and working on the move, leading to distraction and low productivity



## HANDS-FREE

Traditional hand-held desk phones preventing users from multi-tasking and being more productive whilst on calls



## COMFORT

Uncomfortable headsets, leading to lack of focus and distraction



## EASE OF USE

Complicated set-ups requiring training and IT support



## LOYALTY

Poor quality sound, leading to difficult conversations and interactions with customers





23 MINS


IT TAKES THE AVERAGE PERSON  
23 MINUTES TO REFOCUS AFTER  
BEING INTERRUPTED

JABRA KNOWLEDGE WORKER STUDY 2015

94%

94% CLAIMED NOISE LEVELS TO  
BE THE MAIN NEGATIVE INFLUENCER  
ON THEIR PRODUCTIVITY

JABRA, 'EVOLVE PRODUCTIVITY END USER STUDY EMEA', SEP 2014



70%

70% CLAIM THAT  
INTERRUPTIONS FROM  
COLLEAGUES IS THE MAIN  
ISSUE THAT NEGATIVELY  
INFLUENCES THEIR PRODUCTIVITY

JABRA, 'EVOLVE PRODUCTIVITY END USER STUDY EMEA', SEP 2014

67%

67% EXPERIENCE REDUCED  
PRODUCTIVITY DUE TO COLLEAGUES  
TALKING ON THE PHONE OR WITH  
EACH OTHER NEARBY IN THE OFFICE

JABRA, 'EVOLVE PRODUCTIVITY END USER STUDY EMEA', SEP 2014

NEVER MISS A CALL  
WITH THE JABRA  
EVOLVE 40

A professional headset with crystal clear HD sound and noise cancellation, offering:

1. Full flexibility and mobility with UC and 3.5mm jack connectivity
2. Easy to use, intelligent call transfer
2. Integrated busy light

Working in noisy environments often leads to distraction and lack of focus. The noise cancellation and busy light features of the Jabra Evolve 40 will enhance concentration and minimize interruptions.

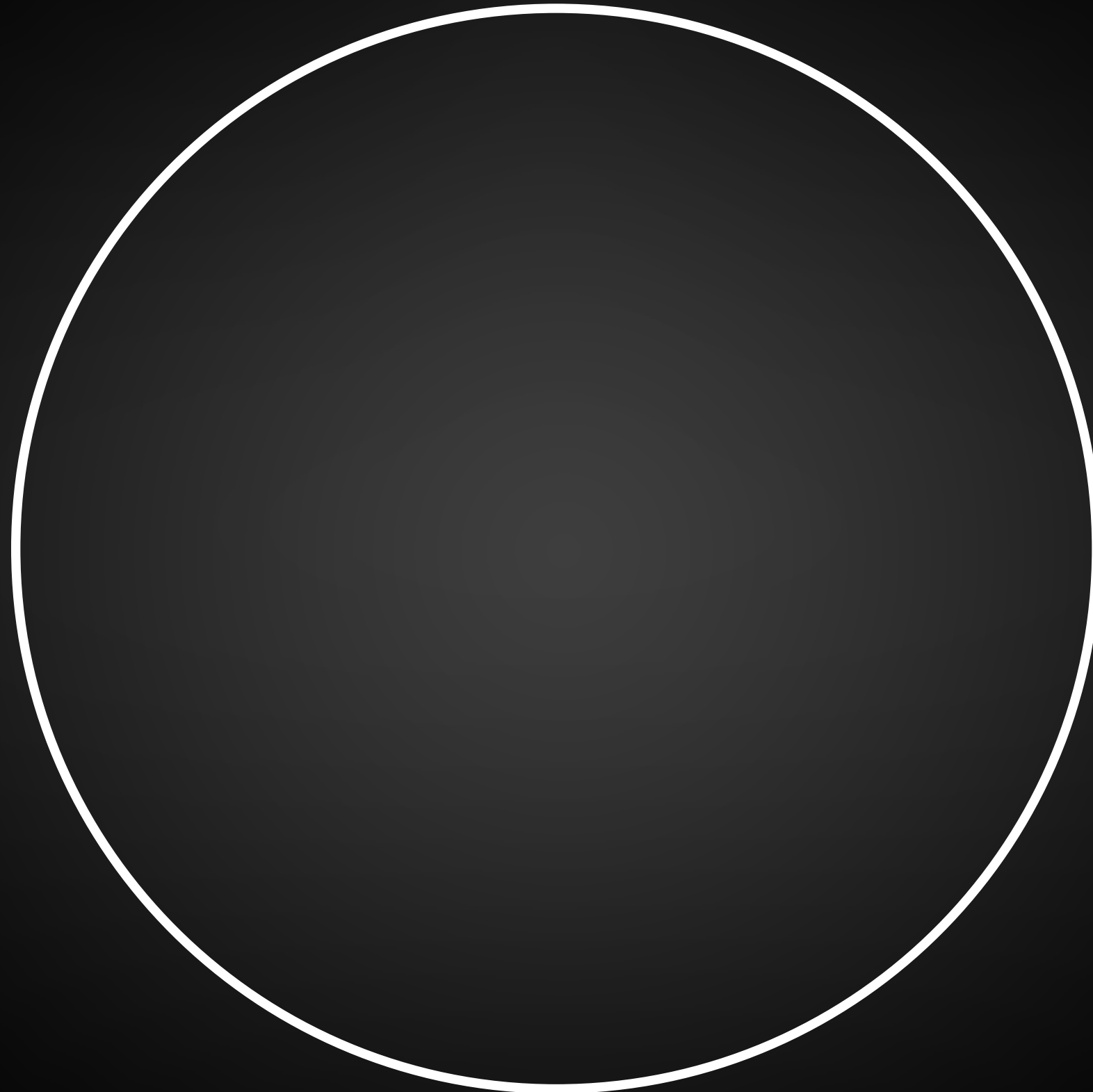
A hands-free audio device provides the freedom to multi-task whilst on a call and the flexibility to be more productive.

Connect your headset with smartphones, tablets and laptops, and work with any device, in any environment.

Plug-and-play, out of the box functionality makes the Jabra Evolve 40 easy to use and removes the need for IT support.



## ROLL OVER NUMBERS 1 - 7 TO VIEW THE BENEFITS



# COMPARE JABRA PRODUCTS

Use this chart to compare the Jabra Evolve 40 with other headsets in the Evolve 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.

Passive noise cancellation				
Active noise cancellation				
Busy light				
Control unit				
Made for music and voice				
Discrete boom arm				
Work with all mobile devices				
Wireless and NFC				
Listen in				
Transfer your Skype for Business calls from your laptop to your smart phone				



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GET IN TOUCH