



team
yellow



EVOLVE2 30

Battlecard

Everything you need to get started
selling Evolve2 30

EVOLVE2 30 – End user

Challenges

- **Increased numbers of people working remotely and flexibly**, driving appeal for comfortable, professional-grade UC devices that deliver outstanding call quality from anywhere.
- **Increased demand for remote collaboration** due to the rise of UC platforms and an increase in distributed teams.
- **Increased business complexity**, driving the need to solve problems through teamwork.
- **More meetings than ever**, making focus time more valuable.
- **More noise and less space in the open office**, making concentration and individual work more challenging.



Drivers

.....> Concentration> Collaboration> Flexibility



of employees work in an open office.¹



of knowledge workers say that noise and interruptions impact their productivity.¹



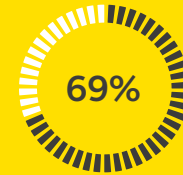
of employees work in distributed teams.²



of employees are now doing some form of remote work.³



Remote working is set to rival fixed offices by the year 2025.⁴



of Millennials would trade other work benefits for flexible working options.⁵

Value proposition

**Engineered to keep you productive.
Lightweight, portable, reliable, comfortable.**

- **Enhanced all-day comfort** with a design that's 27% lighter.
- **12% less background noise on calls**, with advanced 2-mic technology.
- **Great audio performance** with professional-grade 28mm speakers.
- Improved collaboration experiences with **UC-certification and compatibility** with all leading platforms.
- **48% less audible background noise around you**, with an improved noise-isolating design.
- **Increased durability for maximum portability**, with a reinforced steel headband and slider.
- **Easily signal when you're in 'do not disturb' mode**, with an integrated busylight.
- **Continuous performance enhancements** and future firmware upgrades, powered by an advanced digital chipset.

EVOLVE² 30 – IT Buying Group

Challenges

- **Workers using their own consumer devices** rather than the appropriate company-approved headsets.
- **Non-certified devices being used for meetings** and calls make IT support tickets more common.
- **Problems with adoption** stopping them from achieving ROI.
- Cost-cutting by procurement departments resulting in inadequate hardware, with **headsets seen as an area for cost saving**.
- **Noisy work environments** that are difficult to manage.

Drivers



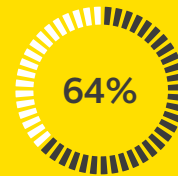
of remote workers received no training on how to work remotely.¹



of remote workers struggle with IT in meetings.¹



Sound quality and comfort are the number one features people seek for meetings.²



of headsets used for work are actually consumer devices.³



Value proposition

Level up the performance of your organization with the new standard of professional headsets.

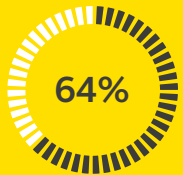
- **Boost adoption** with a headset that's lightweight, portable, durable, and comfortable enough to wear all day.
- **Get them started right away**, with new packaging designed to support IT by beginning the onboarding process for the user.
- **Reduce your IT support tickets**, with a headset that meets Microsoft's open office requirements, with both UC- and Teams-certification and superior noise isolation.
- **Lower your numbers of returns**, with improved durability, thanks to a more premium build with reinforced steel headband and slider.
- **Increase employee satisfaction** with a headset that offers them the great call performance and noise isolation they need, and the comfort and portability they want.
- **Future-proof your investment** with an upgradeable headset that will continue to get better over time, thanks to future firmware upgrades.
- **Easily manage your entire headset ecosystem remotely** through Jabra Xpress and Jabra Direct software.

EVOLVE2 30 – Channel

Challenges

- **Hitting revenue** and profit targets.
- **Increasing UC adoption** and customer satisfaction.
- **Keeping pace with ever-changing UC trends.**
- **Increasing industry and product knowledge** to differentiate in the market and position themselves as UC experts.
- **Transitioning customers** to Microsoft Teams.

Drivers



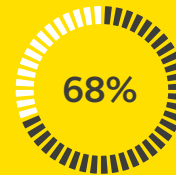
of headsets used for work are actually consumer devices.¹



Evolve units sold to 40k customers worldwide.²



Annual growth rate of wireless office headsets is nearly 30% per year.²



of companies are planning to invest in UCaaS in the next 12 months.³



Microsoft Teams reported \$40b revenue in collaboration solution licenses and subscriptions in 2019.³



Over 75m daily Microsoft Teams users from 500k companies, including 93 top Fortune 100 enterprises.³



Value proposition

Evolve your revenue streams with a new standard of professional headsets, from the market-leading series your customers love.

- **Tempt your original Evolve 30 customers to upgrade** with a premium solution that's superior in every aspect, and use it as an opportunity to get them hooked on all the benefits of the full Evolve2 lineup.
- **Help them get more bang for their buck**, with a new addition to a popular range, allowing more people to experience the benefits of world-leading audio performance, superior noise isolation and future-proof technology.
- **Increase customer loyalty** by minimizing returns with a headset that's lightweight, portable, durable and easy to deploy and upgrade. We'll be regularly adding new software and analytics capabilities, so it continues to outperform the competition.
- **Increase your customers' UC adoption** by guaranteeing the best user experience. Evolve2 30 is a casual design that employees will love using all the time, works with all leading UC platforms and is Microsoft Teams-certified.
- **Be the expert your customers need** and stay competitive with a solution that sets a new standard for modern working, opening up a conversation about the future of the modern workplace. Show them you've done your homework.



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Find out more: jabra.com/Evolve2-30

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