

AGENDA

- Introduction
- Business needs and target groups
- Value proposition and key messaging
- Features and benefits
 - Mass deployment concept
 - Asset management
 - Firmware updates & Diagnostics
 - Change of settings
- Hands-on training session

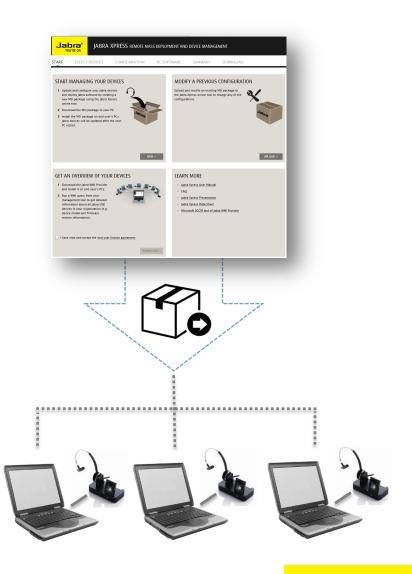


INTRODUCTION



JABRA XPRESS

- An industry-first configuration and information tool for remote deployment of software, settings and updates for USB headsets.
- Based on standard Microsoft technology (MSI/WMI)* and compatible with all leading deployment systems, including SCCM, Tivoli and Altiris.
- Fully integrated solution that works with customers' normal deployment systems.
- * MSI = Windows Installer WMI = Windows Management Instrumentation





WHAT CAN JABRA XPRESS DO?

Jabra Xpress is an online tool that can create software packages for remote update, configurations and asset management of Jabra USB devices.

A package can include:

- Device firmware
- Single Jabra PC Suite components
- Headset asset management component
- Remote device configuration





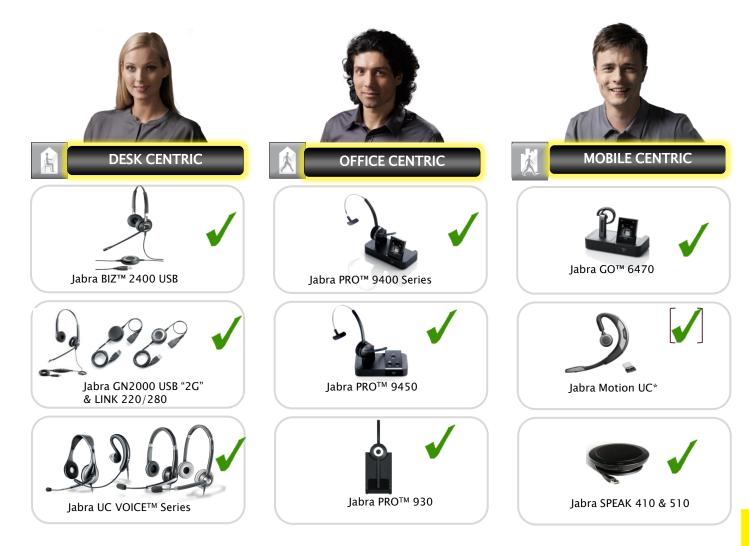


WHAT CAN JABRA XPRESS BE USED FOR?

- Mass deployment
 Time and cost-saving mass deployment of headset software, applications and user-specific settings for optimal efficiency and precision
- Diagnostics/Asset management
 Provides an overview of the company's portfolio of Jabra audio endpoints and installed firmware
- Productivity-enhancing firmware updates
 Jabra releases updates (Jabra Value Packs) free-of-charge 1-2 times/year with new features, drivers for new softphones etc.
- Change of settings
 Remote update of settings and drivers for specific headsets or groups of users



WHICH HEADSETS ARE SUPPORTED?





VALUE PROPOSITION AND KEY MESSAGING



VALUE PROPOSITION

- Faster deployment at lower cost
 Remote deployment and updates of firmware and settings is a fast and cost-effective alternative to traditional deployment
- Enhanced productivity and user/customer satisfaction
 Deployment of "the right settings for the right people" increases productivity and enhances the user-experience with Jabra audio endpoints
- Improved ROI and service-life of products
 Easy deployment of new features helps IT management keep headsets up-to-date and future-proof their investment
 Allows remote trouble-shooting and do adjustments without the user being involved
- Ensure compliance with corporate policies and legislation
 Jabra Xpress includes features to manage headset portfolio and enforce corporate image on e.g. noise protection and environmental settings

FEATURES AND BENEFITS



HOW DOES IT WORK?

IABRA XPRESS - PILOT VERSION XPRESS MICROSITE

Sign-up to Jabra Xpress Logon with user specific password to protected website Deploy to relevant user groups via any standard deployment tool that uses MSI/WMI

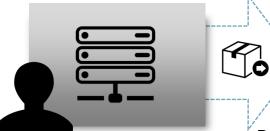






2 Custornize wish page deployment of firmware, Customize MSI packages for drivers and settings - or download asset management component (headset WMI Provider) for scanning of network.

Company DEPLOYM. SERVER



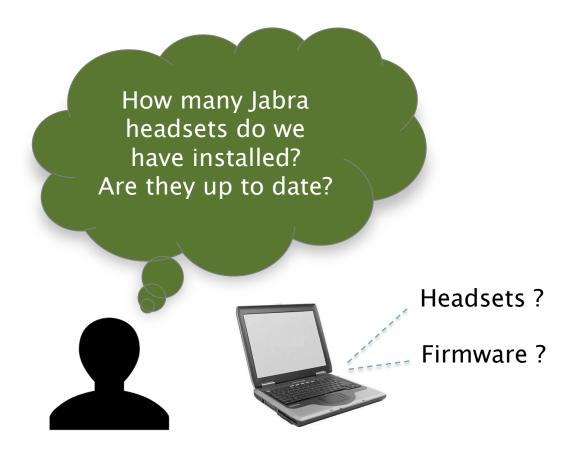
MS SCCM, Tivoli, Active Directories. Group Policies, etc.

Download MSI files to corporate IT environment



Note: Jabra application at end-user PC support life-cycle events. E.g. a new replacement headset will be configured when it is first plugged in. IT can move a headset from one department to another, and it will be reconfigured first time it is plugged in.

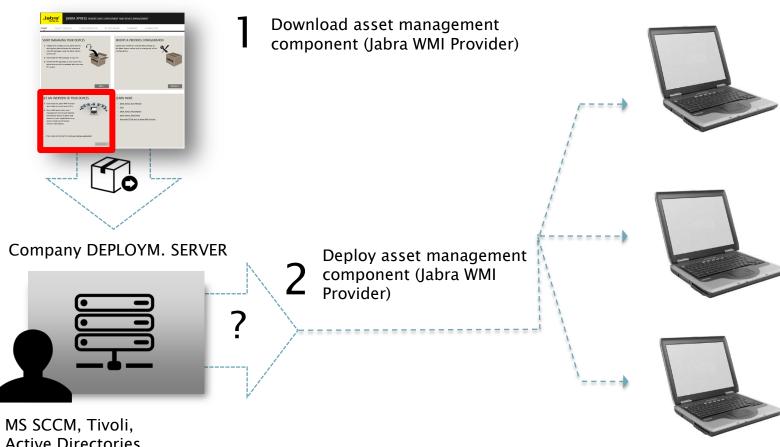
ASSET MANAGEMENT





ASSET MANAGEMENT

XPRESS MICROSITE

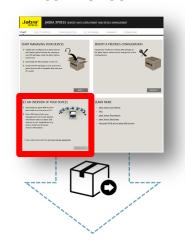


Active Directories, Group Policies, etc.



ASSET MANAGEMENT

XPRESS MICROSITE

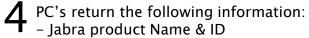


Company DEPLOYM. SERVER



MS SCCM, Tivoli, Active Directories, Group Policies, etc.

Schedule execution of Jabra WMI query



- Serial number (if available in device)
- Firmware version (of base)
- Configuration timestamp





IS THERE A SMART WAY TO DEPLOY SOFTWARE, FRIMWARE AND SETTINGS FOR 250 HEADSETS?



MASS DEPLOYMENT

XPRESS MICROSITE



Customize MSI file with software, frimware and settings for specific headsets

Company DEPLOYM. SERVER



MS SCCM, Tivoli, Active Directories, Group Policies, etc.

MSI packages can include:

- PC software
 - Jabra Control Center
 - Jabra Call Manager

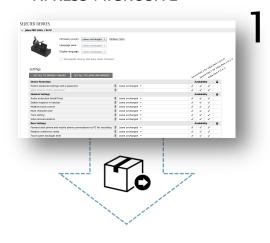
Jabra PC Suite components can be configured individually (no need to deploy the entire suite

- Drivers for softphones integration
- Headset software (firmware) for specific headset models
- Settings for specific headset models



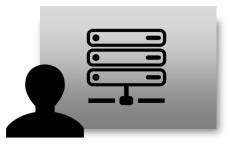
MASS DEPLOYMENT

XPRESS MICROSITE



Customize MSI file with software and settings for specific headsets

Company DEPLOYM. SERVER



MS SCCM, Tivoli, Active Directories, Group Policies, etc. How to handle groups/more than one corporate image?

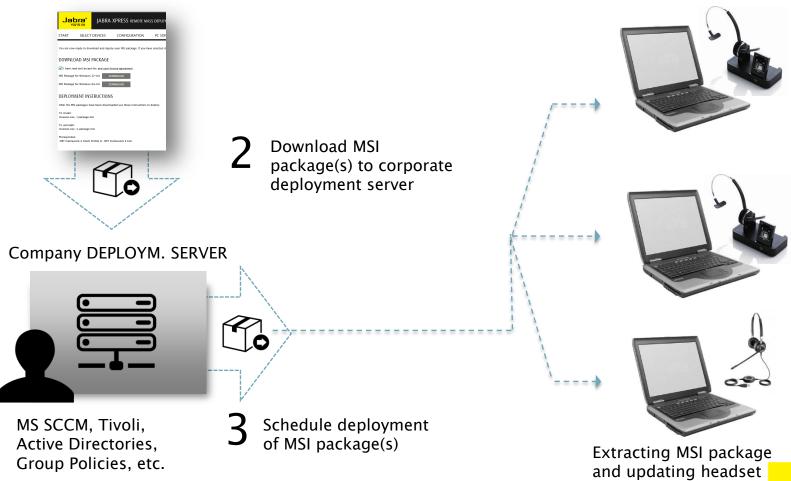
If two groups of employees use the same headset model, but need different settings:

- Create two MSI packages with the relevant settings
- Deploy to each group using own deployment tools



MASS DEPLOYMENT

XPRESS MICROSITE



Jabra® YOU'RE ON

THE ROI OF MASS DEPLOYMENT

Time study: Initial deployment of 250 wireless USB headsets

Desk phone: Siemens OpenStage

Softphone: Microsoft Office Communicator

Headset: Jabra PRO™ 9450

Headset cabling: Done by users Hearing Protection: Enabled (85dB)

Task	Traditional	Jabra XPRESS
PC software installation (2 min/unit)	8.3h	1h*
Initial configuration (1 min/unit)	4.2h	0h
Total initial deployment	12.5h	1h



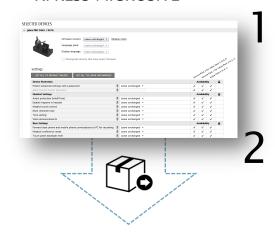
^{*} Using Jabra Xpress and standard Microsoft Deployment Software

FANTASTIC – A FREE
VALUE PACK FROM JABRA
WITH DIAL PAD AND A
NEW CALL MANAGER –
BUT HOW DO I DEPLOY IT?



DEPLOYMENT OF UPDATES

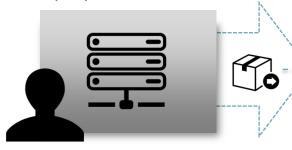
XPRESS MICROSITE



Customize MSI file with Value Pack 3 for Jabra PRO™ 9470 and Jabra GO™ 6470

Download MSI package to corporate deployment server





MS SCCM, Tivoli, Active Directories, Group Policies, etc. Schedule deployment of MSI package



Extracting MSI package and updating headset



THE ROI OF FIRMWARE UPDATES

Time study: Firmware update of 250 wireless USB headsets

Desk phone: Siemens OpenStage

Softphone: Microsoft Office Communicator

Headset: Jabra PRO™ 9450

Headset cabling: Done by users

Hearing Protection: Enabled (85dB)

Task	Traditional	Jabra XPRESS
Walk to desk (1 min/unit)	4.2h	0h
Firmware update (4 min/unit)	16.7h	0.5h*
Total initial deployment	20.9h	0.5h

^{*} Using Jabra Xpress and standard Microsoft Deployment Software

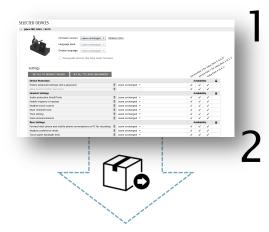


HEADSET USERS IN **CUSTOMER SERVICE COMPLAIN THAT CUSTOMERS** CAN'T HEAR THEM (LOW MICROPHONE VOLUME). CAN I CHANGE SETTINGS REMOTELY?



ADJUSTMENT OF SETTINGS

XPRESS MICROSITE



Customize MSI file with new settings

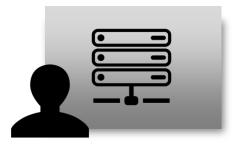
Download MSI package to corporate deployment server

Adjustment of settings

An MSI package is created to change settings for Jabra PRO™ 9470 users in Customer Service:

Mic Volumen: High

Company DEPLOYM. SERVER

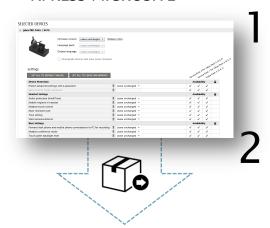


MS SCCM, Tivoli, Active Directories, Group Policies, etc.



ADJUSTMENT OF SETTINGS

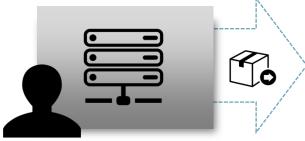
XPRESS MICROSITE



Customize MSI file with new settings

Download MSI package to corporate deployment server

Company DEPLOYM. SERVER



MS SCCM, Tivoli, Active Directories, Group Policies, etc. 3 Schedule deployment of MSI package

Target deployment

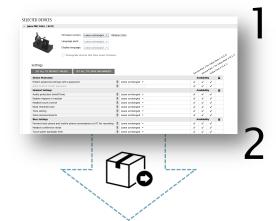
Only Jabra PRO™ 9470 users in Customer Service need the new settings.

The IT manager use own deployment tool to define this user group



ADJUSTMENT OF SETTINGS

XPRESS MICROSITE



Customize MSI file with new settings

Download MSI package to corporate deployment server

Company DEPLOYM. SERVER



MS SCCM, Tivoli, Active Directories, Group Policies, etc. 3 Schedule deployment of MSI package

User group: Customer Service









EXAMPLES OF SETTINGS THAT CAN BE ADJUSTED REMOTELY

Microphone volume settings

 If users experience that customers have difficulties hearing them, IT staff can adjust settings remotely to match noise levels in the office

Wireless range settings

 If density issues occur in open plan offices with many wireless headsets, IT staff can solve the problem remotely by adjusting the wireless range settings

Audio protection settings

 IT can remotely deploy Noise Protection settings to comply with Noise At Work regulations or policies.

Ringtone/volume settings

 Set PC and/or headset ringtone/volume to comply with office policy for noise levels in the work environment (e.g. Quiet office policy)

Softphone/hard phone settings

Change drivers/settings to match new softphone brand or version





THE ROI OF SETTING ADJUSTMENT

Time study: Update of settings for 60 users

Desk phone: Siemens OpenStage

Softphone: Microsoft Office Communicator

Headset: Jabra PRO™ 9450

Headset cabling: Done by users

Hearing Protection: Enabled (85dB)

Environmental settings: Open plan office (many headsets in a small area)

- Low range, Narrowband

Task	Traditional	Jabra XPRESS
Walk to desk (1 min/unit)	1 h	Oh
Change settings (1 min/unit)	1 h	0.5h*
Total initial deployment	2h	0.5h



^{*} Using Jabra Xpress and standard Microsoft Deployment Software

FEATURES & BENEFITS

- Jabra Xpress online MSI configuration tool
 - No need for local application to generate Jabra MSI packages
 - Upload your previously generated Jabra XPRESS MSI packages and modify to new corporate policies
 - Simple e-mail notification when new benefits / software solutions are ready for mass deployment





FEATURES & BENEFITS

- Remote update of Jabra PC Suite components and Jabra USB devices with new firmware and settings
 - Save time/costs and increase IT management productivity and improve headset ROI
 - Extended service-life of products by being able to deploy new features and drivers, IT can future-proof the headset investment
 - Compliance with corporate policies and legislation -"corporate image"
 - Diagnostic information via Windows Event Log





FEATURES & BENEFITS

- Jabra Xpress WMI provider for Jabra USB devices
 - Provides central overview of Jabra USB devices that are currently connected to end-user PC and Jabra USB devices that has been connected end-user PC.
 - Following device information will be provided: Device ID, Name, Vendor ID, Product ID, Connect status & time, Firmware Version, Serial number, SKU number, Configuration time stamp





EXAMPLES OF SETTINGS THAT CAN BE ADJUSTED REMOTELY

Microphone volume settings

 If users experience that customers have difficulties hearing them, IT staff can adjust settings remotely to match noise levels in the office

Wireless range settings

 If density issues occur in open plan offices with many wireless headsets, IT staff can solve the problem remotely by adjusting the wireless range settings

Audio protection settings

 IT can remotely deploy Noise Protection settings to comply with Noise At Work regulations or policies.

Ringtone/volume settings

 Set PC and/or headset ringtone/volume to comply with office policy for noise levels in the work environment (e.g. Quiet office policy)

Softphone/hard phone settings

Change drivers/settings to match new softphone brand or version





HANDS ON TRAINING



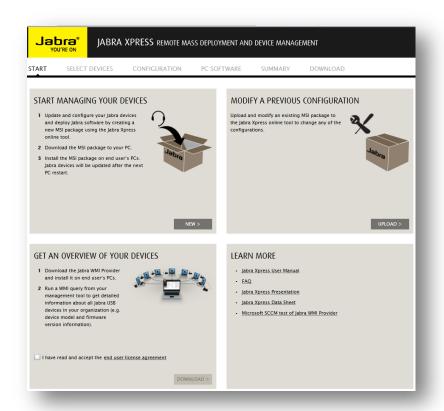
SYSTEM REQUIREMENTS

- End-user PC
 - Windows XP SP3 32bit, Vista 32/64bit, Windows 7 32/64bit, and Windows 8 32/64 bit. Microsoft RT not supported
 - Microsoft .NET 4.0 Client Profile or .NET Framework Full must be installed
- IT admin PC to access Jabra XPRESS Mass Deployment and Asset management tool – Minimum requirements:
 - Internet access
 - Silverlight 5.x
 - Internet Explorer 8.x or above
 - Chrome 21.x or above
 - Firefox 15.x or above
- IT deployment tools supporting the Microsoft MSI and WMI standard
 - E.g. Microsoft System Center Configuration, Microsoft System Center Operations, Active directories, Group Policies, IBM Tivoli endpoint manager, Dell KACE, Big FIX, Wyse for Windows installer, Flexera, Altiris
- Jabra professional USB audio devices
 - Jabra PRO™ 9400 Series, Jabra PRO™ 930, Jabra GO™ 6470 & Jabra GO™ 6430/LINK 350 Dongle*, Jabra Supreme & Motion UC/LINK 360 Dongle*, Jabra GN2000 USB, Jabra BIZ™ 2400 Series, Jabra UC Voice™ 150, 250, 550, 750, Jabra SPEAK 410 & 510 (speaker phone) Jabra LINK 850, Jabra LINK 220, 220A & 280 QD to USB Adaptor, and new USB products to come..



STEP 1 - SELECTION

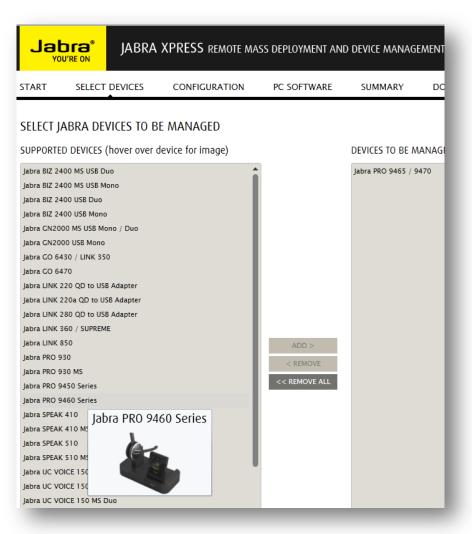
- Create a new Microsoft Install package MSI format
- Edit an existing Jabra XPRESS MSI package
- Download Jabra WMI Provider
- Download product information





STEP 2 - PRODUCT SELECTION

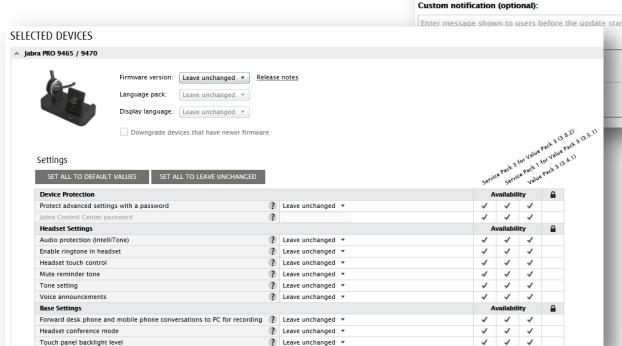
 Select the Jabra devices you want to remotely managed





STEP 3 - DEPLOYMENT OPTIONS

- Set end-user parameters for MSI package
- Type end-user notification
- Select device firmware and settings

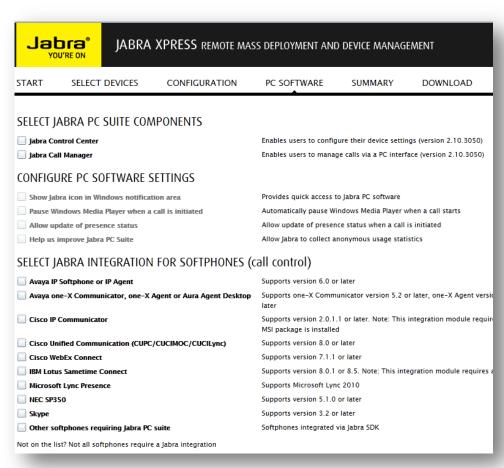






STEP 4 – SELECT SOFTWARE COMPONENTS

- Select components and settings for Jabra PC Suite e.g. Jabra Call Manager
- Select softphone integration to get headset hook control with your soft phone





STEP 5 - DOWNLOAD

- Accept end user license agreement
- Download your preferred MSI package format (32 or 64 Bit)
- If needed use deployment instruction





STEP 6 – DEPLOY THE MSI PACKAGE TO END-USER PC

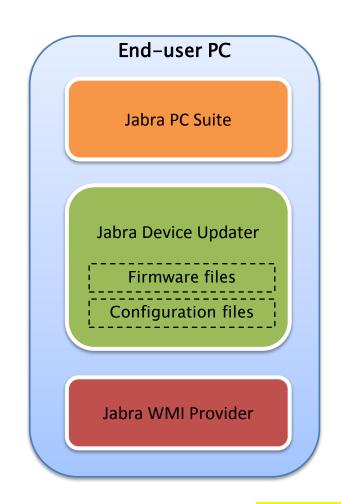


E.g. of deployment tools that support MSI & WMI: Microsoft System Center Configuration, Microsoft System Center Operations, IBM Tivoli endpoint manager, Dell KACE, Big FIX, Wyse for Windows installer, Flexera



STEP 7 – INSTALLATION ON END-USER PC

- Jabra software that can be installed on end-user PCs:
 - Jabra PC Suite components
 - Jabra Device Updater
 - Jabra WMI Provider
- When Jabra Device Updater are installed it will automatically check new connected Jabra USB devices and enforce corporate policies and legislation
- Jabra MSI package can be uninstalled (zero footprint)





END-USER INFORMATION

If IT admin has set parameters in MSI package

- "Allow user to postpone update"
- "Allow user to reject update"







FIRMWARE UPDATE END-USER INFO

 Jabra Device Updater end-user information when updating Jabra device

 Recovery instructions to end user in case of unintended Device Firmware Update (DFU) mode interrupt







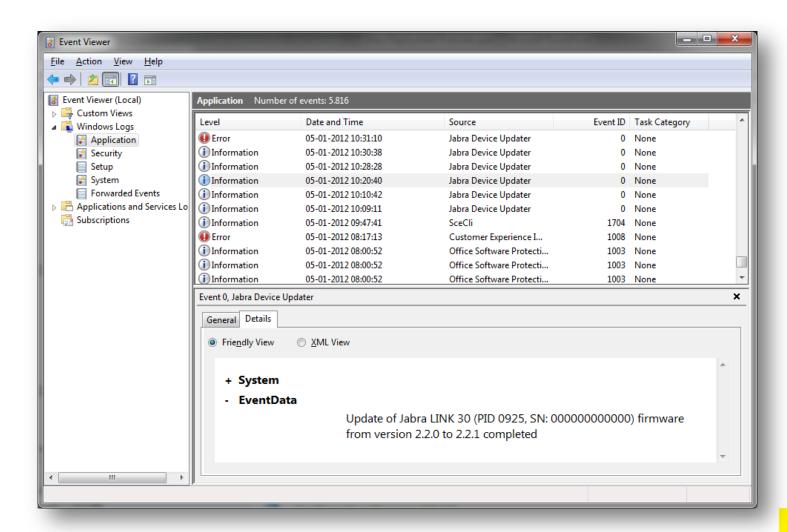
JABRA XPRESS DIAGNOSTIC OPTION

- Jabra Device Updater logs major events to Windows' Application Log.
- The log source is called "Jabra Device Updater".
- The table below shows an overview of logged events.

Severity	Event Description	
Error	Application failed to start (unable to initialize required modules)	
Error	Unhandled exception	
Warning	If FW downgrade was skipped because the FW version or configuration of the target device did not permit a downgrade.	
Information	If user rejects a firmware update (i.e. chooses "Do not remind me again").	
Information	If a firmware update was postponed by the user.	
Information	When a firmware update has been successfully completed (incl. FW version before and after)	
Error	When a firmware update has failed (incl. FW version before and after and failure reason)	
Information	When a device configurarion has been successfully completed.	
Error	When a device configurarion update has failed (incl. failure reason)	
Error	If computer is entering suspend mode during an update	



REPORTING IN WINDOWS EVENT LOG





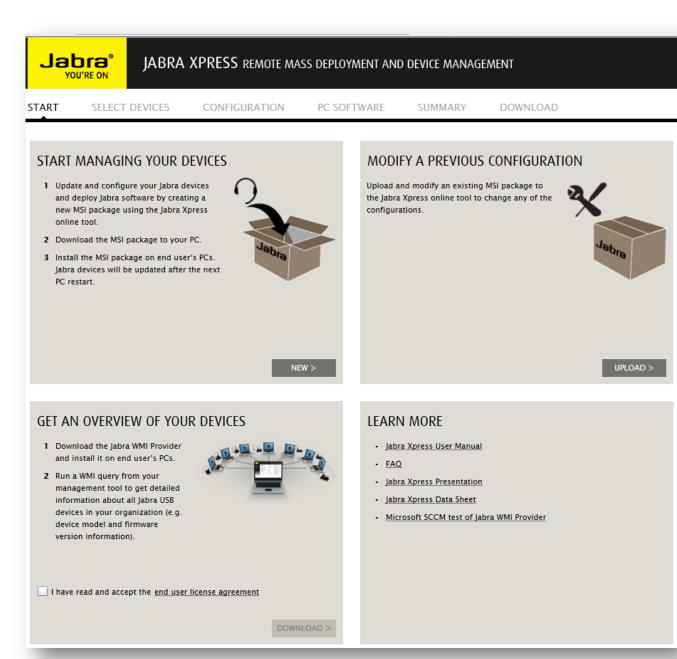
REMOTE COLLECT JABRA DEVICE INFO

- Jabra Xpress WMI Provider can provide a central overview of Jabra USB devices that are currently connected to end-user PC and Jabra USB devices that has been connected to end-user PC.
- Jabra Xpress WMI Provider is a custom Windows Management Instrumentation (WMI) provider that adds a Jabra_USBDevice class to the WMI repository on the PCs on which it is installed.

The Jabra_USBDevice class has these properties:			
Property	Datatype	Description	
Deviceld	string	Unique device ID (USB device path)	
Name	string	Device name	
Vendorld	integer	USB Vendor ID (GN Netcom VID: 0x0B0E)	
ProductId	integer	USB Product ID	
Connected	boolean	True if device is connected to the PC, false if not	
FirmwareVersion	string	Firmware version	
SerialNumber	string	Serial number (if available)	
SKU	string	SKU number (if available)	
ConfigurationTimestamp	string	Configuration timestamp (if available)	
LastPluggedInDate	string	Time and date when device was last plug-in (if available)	



JABRA XPRESS HOME PAGE





THANK YOU

