

# Jabra Evolve claim verification

## 1. Summary

Frost and Sullivan has verified the claim created and formulated by Jabra, for the Jabra Evolve Series.

Details of associated disclaimers are given in section 4.

Product	Claim
Jabra Evolve	<b>The world's leading professional headsets for concentration and collaboration.</b>

## 2. Method

Frost & Sullivan has undertaken extensive independent research into the headset market for many years. The claim (along with the associated disclaimer) has been checked against data compiled and reported by Frost & Sullivan. The marketing claim based on the market position was verified by comparing Jabra's performance against competitors within the enterprise market worldwide. Jabra provided Frost & Sullivan with a list of main end users' pain points and competitive set. This list was used to compile the product portfolios of Jabra's competitors and determine which products were relevant to the verification process.

The specification was prepared using public domain materials from manufacturers and trusted third party sources, to allow comparisons of Jabra products against the competitive set (corded/wireless Unified Communications (UC) headsets/earbuds for knowledge workers) at the time of verification.

## 3. Definitions

The definition of the Evolve user group:



### Target group

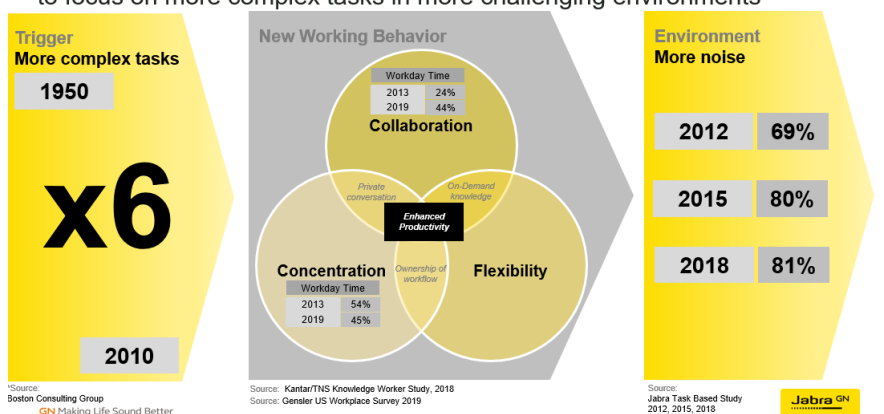
Knowledge workers 18- to 65 years old with a high school or similar education. They must work full time or at least 20 hours per week and be employed in targeted sectors.

### Definition of the knowledge worker:

*This survey is about knowledge workers. Knowledge workers as a group works on tasks and projects. They internalize information and collaborate for a living to create knowledge that is more valuable. Their main place of work are crowded open offices but they also work flexibly – from home and on the go. (Examples could be engineers, architects, marketers, designers, accountants, etc.)*

The pain points among the user group

**Why:** Evolution of work leads to new balance in work modes with less time to focus on more complex tasks in more challenging environments



## **4. Disclaimers**

\*Headsets specifically designed for task-based knowledge workers who concentrate and collaborate for a living; excluding call-centric headsets. See facts on [Jabra.com/commercial-claims](https://www.jabra.com/commercial-claims)

**Authorized by Frost & Sullivan March 30<sup>th</sup> 2020**