

1H 2025 Channel Playbook



Hit a homerun with Jabra!



Evolve 20SE



PanaCast 50 VBS



Evolve 65TE

DIVE IN!

Table of Contents

Programs & Promotional Spotlight

Deal Registration Updates – New incentives and services additions!

Channel Instant Rebates – Evolve 65 TE and PanaCast 50 Room Systems

Public Sector Program - New program discounts up to 15%!

More Resources

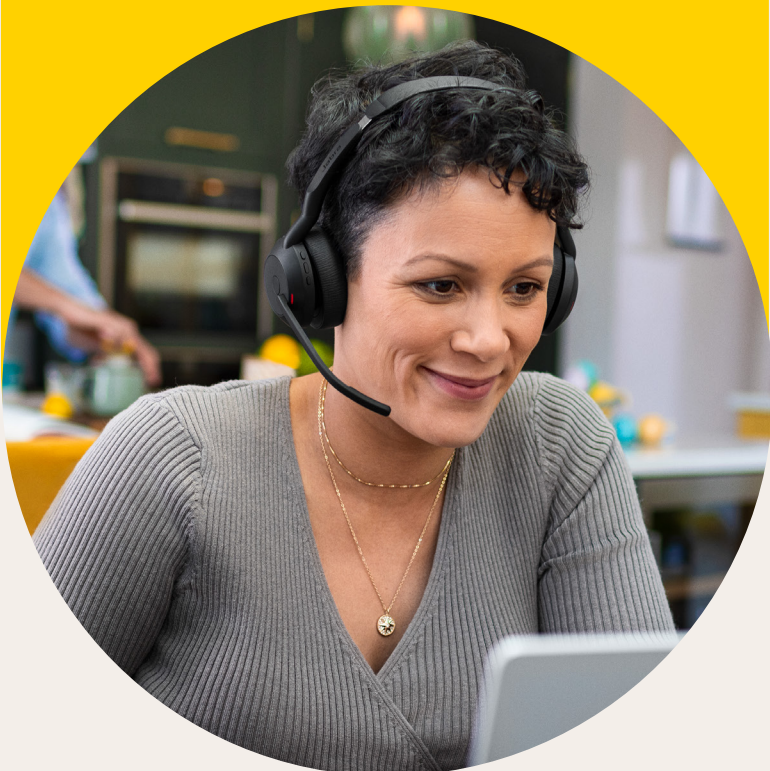




Hit a home run with Jabra this quarter with 25% Deal Reg discounts!

Deal registration discounts increased to 25% on net new opportunities this quarter!

Full details on YellowHub. Increased discounts valid from March 12-June 30, 2025.



READY TO GET MORE TODAY? HERE'S WHAT TO DO:

1. Sign up or log in to **Jabra YellowHub Partner Portal**.
2. Go to My Hub, then scroll down to **'My Programs'**.
3. Click on Deal Registration and create an account, or visit www.jabra.com/dealregistration.
4. Complete your request by adding all the required information.
5. Hit Submit and your request will be reviewed by Jabra.

Jabra Care
ULTIMATE

Jabra
Warranty+

**Jabra Business Services
are now eligible for
Deal Registration.****

As a Jabra authorized partner, you can now submit a Deal Registration on YellowHub. This will help you win more deals with your customers.

Gain increased profits as Jabra's Deal Registration program helps you secure a more competitive price and position you to go after new business.

It is a win-win situation.

Why Register a Deal?

- 1 Get deals out quick.**
Receive front-end discounts via distribution.
- 2 More competitive deals.**
25% discount on all net-new registered opportunities over \$10,000 MSRP.
- 3 Stay competitive.**
Discounted pricing valid from March 12-June 30, 2025. All net new opportunities must invoice and ship by June 30, 2025.



Terms and Conditions

- The increased 25% discount is only on approved net new deals between March 12-June 30, 2025.
- Discounts cannot stack with any other program or discount.
- Approved net new deal reg opps valid this increased promotional discount from March 12-June 30, 2025.
- Jabra reserves the right to cancel or modify this promotion at any time.
- Valid for US authorized partners only.



Instant Savings this Spring!

Effective March 12-June 30, discounts on select Jabra Evolve 65 TE and PanaCast 50 solutions are available!

These instant rebates are available from your first unit purchase. They cannot be stacked with any other promo or program.

Valid March - June 2025 (or while supplies last) **NEW SKUS ADDED****



Jabra SKU	Product Description	Instant Rebate
Evolve 65 TE		
6693-833-309	Evolve 65 TE- Link390a MS Mono	\$34.35
6693-833-399	Evolve 65 TE- Link390a MS Mono Stand	\$44.10
6693-833-499	Evolve 65 TE- Link390a UC Mono Stand	\$44.10
6699-833-399	Evolve 65 TE- Link390a MS Stereo Stand	\$47.85
6699-833-499	Evolve 65 TE- Link390a UC Stereo Stand	\$47.85
6693-839-409	Evolve 65 TE- Link390a UC Mono	\$34.35
6699-833-309	Evolve 65 TE- Link390a MS Stereo	\$38.10
6699-839-409	Evolve 65 TE- Link390a UC Stereo	\$38.10
PanaCast Series		
8200-232	Jabra PanaCast 50, Black 2 Year Warranty**	\$200.00
8201-232	Jabra PanaCast 50, Grey 2 Year Warranty**	\$200.00
8202-232	Jabra PanaCast 50, Black 3 Year Warranty**	\$200.00
8500-232	PanaCast 50 Video Bar System UC VB & TC, US Charger-A**	\$800.00
8501-232	PanaCast 50 Video Bar System - MS VB & TC, US Charger A**	\$800.00
8502-232	PanaCast 50 Video Bar System ZR VB & TC, US Charger-A**	\$800.00
8601-142	PanaCast 50 Room System - Microsoft, P50 Lenovo Bundle	\$850.00
8601-242	PanaCast 50 Room System - Zoom, P50 Lenovo Bundle	\$850.00
8601-332	Jabra PanaCast 50 R-S MS, P50 US CHGR, Len US CHGR	\$850.00
8601-432	Jabra PanaCast 50 R-S ZR, P50 US CHGR, Len US CHGR	\$850.00

JUST ADDED!

WHILE SUPPLIES LAST!

Terms & Conditions:

- Jabra reserves the right to cancel or modify promotions at any time.
- Channel Instant Rebates valid through June 30, 2025. Defer to start dates below.
- All orders must be placed, shipped and invoiced during promo period for pricing to be honored.
- Cannot stack with any other programs or discounts including Deal Registrations, EPRs, Public Sector/GEM pricing, Tech Refresh, etc.
- Valid for US and Canadian authorized partners only.
- All discounts are reflected in USD.

For NA Distribution Partners:

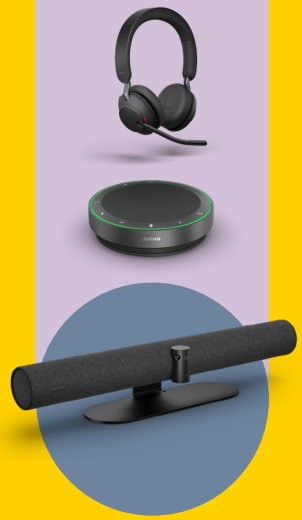
- Evolve 65 TE Instant Rebates will reference MKT-E65TEIR25 valid March 12-June 30, 2025.
- PanaCast 50 Room System Instant Rebates will reference MKT-P50RoomIR25 valid January 1-June 30, 2025, or while supplies last.
- PanaCast 50 and PanaCast 50VBS Instant rebates will reference MKT-P50IR25 valid April 1-June 30, 2025.



Campaign Corner

Access all information on YellowHub or reach out to your Jabra Channel Marketing Manager today!

Intelligently
inclusive
AI-powered
solutions



Say hi to AI



With the power of a Jabra professional device

Say Hi to AI with Jabra

Jabra solutions are tailor-made to extract the very best from Generative AI software, revolutionizing the way we work by turning voice into the most powerful productivity tool yet. It's time to say hi to a new way of working – one that enhances mental wellbeing, boosts productivity, and gives professionals more time back for the things that matter most.

Assets include:

Campaign Videos, Social Media Guide, Email Signatures, AI Videos for PanaCast 50 and Evolve2 and more!

Welcome to Unmeetables Inc. Part 2!

As part of the campaign, we've developed a comprehensive customer journey deck tailored for ITDMs and resellers. This new asset will be a valuable tool for our combined marketing efforts. Visit SalesHub for full playbook!

Small Rooms Research Playbook

This playbook is designed specifically to empower you with stats, stories and insights to support the launch of Panacast 40. Whether you're holding introductory sales conversations or crafting comms for our channel partners, we've got you covered! Visit Sales Hub for full info!

Jabra+ Playbook

Jabra+ is the ideal platform to manage Jabra professional audio and video conferencing room solutions remotely, bringing new experiences from anywhere. Built for simple, secure, and scalable device management, Jabra+ meets your customer needs, now and in the future – delivering increased customer satisfaction alongside new cross-selling opportunities.

[See in Action](#)

Jabra's New Company Deck

Refreshed story. Updated Design. Built to Win Business.

[See in Action](#)

PanaCast 50 VBS Bar Only Playbook

- Social Post
- Zoom Deck
- Microsoft Deck and more!



[Access Here](#)

Unilateral Price Grid (UP Pricing) has reduced or removed pricing on select Jabra solutions.



Effective **January 1, 2025**, select Jabra audio and video solutions have updates as part of the Advertised Price Policy. The images below only reflect a small sampling of featured solutions. **Click on the blue graphic for a full listing of all impacted skus.**

PanaCast 50



Evolve 65TE



**Click here for eligible SKUs
where Unilateral Pricing was
reduced or removed**

SKUs on Pages 1-6 : UP Price Grid: The skus in YELLOW have reduced UP Price point.
SKUs on pages 7-8: Removed Tab: All of these skus are removed from UP pricing terms.
If a Jabra sku is not included on this price file, then those skus do not have to abide by
Jabra's Unilateral Pricing Policy.

Terms and Conditions:

- Jabra reserves the right to cancel or modify this promo at any time.
- Effective 01.01.25, select Jabra audio and video skus are removed or reduced pricing from Jabra's standard UP Price terms.
- Limited to US & Canadian Authorized partners. Pricing reflected lists both US and CAD pricing. Defer to your regional specific pricing.
- Visit YellowHub for a full copy of standard UP pricing terms and conditions.
- *This image only reflects a snapshot of eligible skus.

Engage Series



Jabra's starting lineup for a win!

Jabra offers that are a steal. Use the reference guide below to bring the winning sale home today.

Valid March 12-June 30, 2025.

Deal Registration Program

Discounts now increased to **25%** on Net New Approved Deals!

- Earn a **25% discount** on all net-new registered opportunities over \$10,000 MSRP. This applies to ALL customers.
- Deals must invoice and ship between March 12-June 30, 2025.

Take advantage of these discounts as the standard program discount of 10% will revert back once these promos are gone!

[US Deal Reg](#)[CA Deal Reg](#)

Public Sector Pricing

INCREASED! 15% discount now loaded at distribution for your public sector customers. The standard program discount increased from 10% to 15% for qualifying verticals such as:

- Federal Government
- Provincial & Municipal Government
- Publicly owned utilities
- Education
- Healthcare
- Not-for-profit agencies including credit unions that are 501C

[US Details](#)[CA Details](#)

Channel Instant Rebates

Featuring Jabra Evolve 65 TE headsets and PanaCast 50 Room Systems!

Jabra SKU	Product Description	Instant Rebate
Evolve 65 TE		
6693-833-309	Evolve 65 TE- Link390a MS Mono	\$34.35
6693-833-399	Evolve 65 TE- Link390a MS Mono Stand	\$44.10
6693-833-499	Evolve 65 TE- Link390a UC Mono Stand	\$44.10
6699-833-399	Evolve 65 TE- Link390a MS Stereo Stand	\$47.85
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6693-839-409	Evolve 65 TE- Link390a UC Mono	\$34.35
6699-833-309	Evolve 65 TE- Link390a MS Stereo	\$38.10
6699-839-409	Evolve 65 TE- Link390a UC Stereo	\$38.10
PanaCast Series		
8601-332	Jabra PanaCast 50 R-S MS, P50 US CHGR, Len US CHGR	\$850.00
8601-432	Jabra PanaCast 50 R-S ZR, P50 US CHGR, Len US CHGR	\$850.00
8601-103	PanaCast 50 Room System- Microsoft, P50 Lenovo Bundle (Canadian variant- French)	\$850.00

WHILE
SUPPLIES
LAST!

*Variants vary for US and CA. Defer to flyers for full eligible skus.

US Instant Rebate

CA Instant Rebate



Special Savings!

Reach out to your Jabra Account Manager for special discounts on select headsets below:

Evolve 20 & Evolve 20SE

Evolve 30

Evolve 20 &
Evolve 20SE

Datasheet

Video

Evolve 30

Datasheet

Video



Evolve 20 &
Evolve 20SE

Evolve 30

Questions?

Contact our Jabra Channel Account Manager today.

Your Essential Questions Answered

Channel Partner Version

When are the Jabra promotions running?

Channel Instant Rebates will run through June 30, 2025. The new 25% Deal Registration and 15% Public Sector pricing programs are from March 12-June 30, 2025.

Who can take advantage of these special promotions?

This is open to Jabra authorized channel partners in US and Canada only.

Can the channel instant rebates, Deal Reg Program, or Public Sector discounts be combined?

No. These are stand alone pricing offers, and they cannot be combined with any other promo discount or combined together.

When will the pricing discounts for the channel instant rebates be honored?

The channel instant rebate discounts are loaded at Jabra's North America distribution partners. Authorized channel partners can receive the per unit channel instant rebate starting at unit 1!

All orders claiming instant rebates must be invoiced and shipped by June 30, 2025. Backorders will not be honored.

How is the increased 25% Deal Registration set up?

Jabra's standard Deal Registration Program offers a 25% discount on approved net new opportunities. From March 12-June 30, 2025, this discount is increased to a 25% discount on net new approved opportunities. A NEW deal registration must take place in in this promo period, and the pricing must ship and invoice between the approved promo period.

Is there a discount on Public Sector opportunities?

There is a 15% discount from March 12-June 30, 2025, on eligible education, government, and healthcare customers. Cannot be combined with any other program or offer.



More Resources

Public Sector Discount

Learn how your government, education and medical customers can earn big savings!

[Click Here](#)

OneRewards Flyers

Earn big incentives for selling Jabra solutions!

[Click Here](#)

Friends of Jabra

Get up to 40% off Jabra products in this member-only program!

[Click Here](#)

Jabra Care

With the Jabra Care service, customers will experience quick access to Jabra support, fast replacement for devices under warranty, and will be entitled to personalized training sessions and dedicated support.

[Webpage](#) [Info Sheet](#) [YellowHub](#)

Jabra Warranty+

Jabra Warranty+ is a service designed to extend coverage beyond the standard warranty term up to 5 years, offering certainty to customers that their Jabra devices are covered. Effective July 8, 2024, Warranty+ is expanding to include Speak2, Evolve2 & Engage audio solutions.

[Webpage](#) [Info Sheet](#) [YellowHub](#)

New Video Program

[Jabra's Proof of Concept \(PoC\) Program](#)

Enable your customer to test out Jabra's PanaCast 50 for their meeting room needs.

[Devices Make Experiences](#)

A program built to equip you and your customers with professional devices. Contact your Jabra Account Manager for details.