

GN Netcom Launches New “Jabra University” for Partner Program

Waltham, Massachusetts – December 9, 2009

GN Netcom, a world leader in innovative headset solutions, today announced the launch of “Jabra University,” a new e-learning portal available through [Jabra Partner Program™](#) for North America. Through the deployment of a new web-based [learning management system](#), supported by SyberWorks Inc. of Waltham, MA, “Jabra University” aims to provide partners new sales tools and training courses focused on generating increased market share for Jabra unified communication solutions. The sales and technical certifications earned with the completion of each course are designed to equip Jabra’s distributors, value added resellers (VARs), systems integrators, wireless dealers and consultants with the skills necessary to better serve their customers.

[SyberWorks Inc.](#), a leader in custom e-Learning Solutions and the Learning Management System (LMS) industry, has developed a custom solution for “Jabra University,” which includes robust product-driven content and curriculums focused on Jabra Unified Communications. Other key training components include interactive videos of product tutorials, frequently asked questions, and access to industry white papers addressing headset ergonomics, acoustics, and wireless security measures. Value-based selling solutions, like the new ROI sales tool, allows partners to calculate the return on investment, factoring in cost savings, efficiency and productivity gains in the workplace for each Jabra headset purchase. This tool will help customers realize the value-added benefit of Jabra’s solutions.

“We’ve worked with Jabra to create customized e-learning courses that emulate traditional classroom training and self-paced study programs,” said David Boggs, CEO of SyberWorks. “Through the use of video, we’ve created ROI-focused content that is interactive, engaging, and accessible to all partners.”

“Jabra is committed to helping our partners reach their goals while sharing commitments, risks, and rewards,” said Dave Grazio, director of channel marketing, GN Netcom, Inc. “Providing partners with the necessary online product and sales training tools is the first step to increasing market share.”

On the backend of “Jabra University,” SyberWorks has also developed a web-based learning content management system that provides complete solutions for managing and tracking so Jabra can monitor partner matriculation, certificates earned, and the overall success of the program. The system includes extensive testing and assessment tools, reporting, management, communication and collaboration tools, and quality control capabilities – an all-in-one integrated database application that has been scaled to Jabra’s needs.

Partners can visit Jabra’s [PartnerNet](#) to enroll as a Jabra-certified distributor, value added reseller (VAR), systems integrator, wireless dealer or consultant.

For more information on the program, visit www.jabra.com/partners.

About GN Netcom

Through its Jabra brand, GN Netcom is a world leader in innovative headset solutions. With sales offices around the world, GN Netcom develops, manufactures and markets a broad range of wireless headsets for mobile users and both wireless and corded headsets for contact center and office-based users. GN

Netcom's business activities also include its original equipment manufacturing (OEM) business. GN Netcom is a subsidiary of GN Store Nord A/S which has been helping people communicate since 1869 and is a listed company on NASDAQ OMX Copenhagen.

For further information, please visit www.jabra.com.

About SyberWorks

SyberWorks, Inc. (www.syberworks.com) is a leader in the custom e-Learning Solutions and Learning Management System industries for Fortune 1000 corporations, higher education, and other organizations. Located in Waltham, Massachusetts, the company serves the multi-billion-dollar e-Learning market. Since 1995, SyberWorks has developed and delivered unique and economical solutions to create, manage, measure, and improve e-Learning programs at companies and organizations in the United States, Canada, Europe, and other countries.