

# HP2-W103<sup>Q&As</sup>

Selling HP Fortify Security Solutions

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### **QUESTION 1**

What is the security approach that HP ESP adopted from Lockheed-Martin\\'s Computer Emergency Response T	eam to
disrupt the adversary?	

- A. the Kill Chain
- B. the Destructor
- C. the Internal Emergency Response Team
- D. Detect it; Contain it, Stop it

Correct Answer: A

### **QUESTION 2**

Which stage in the buyer\\'s journey indicates when a customer is responding to a breach Compliance requirement or whether they are being proactive in their security management practice?

- A. Inflection
- B. Evaluation
- C. Recognition
- D. Categorization

Correct Answer: A

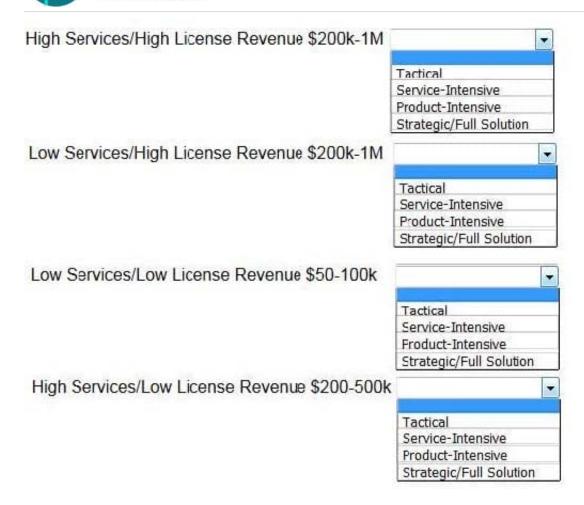
### **QUESTION 3**

Match the opportunity types to the revenue profiles and deal sizes.

High Services/High License Revenue \$200k-1M	•
Low Services/High License Revenue \$200k-1M	•
Low Services/Low License Revenue \$50-100k	•
High Services/Low License Revenue \$200-500k	÷

Hot Area:

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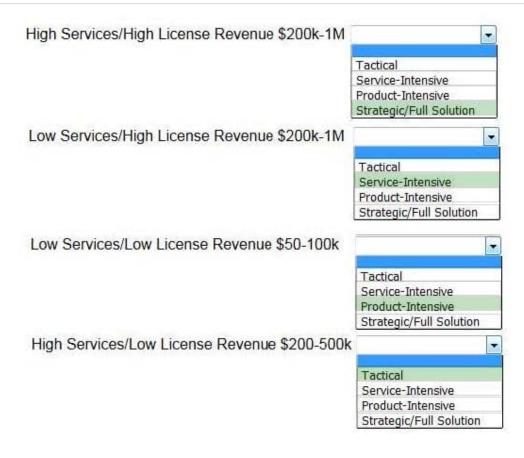


Correct Answer:



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#### **QUESTION 4**

Match the opportunity types with the characteristics of customs.

use technology as a competitive advantage; mature development shops; largest strategic customers slow technology adopters; traditional large "Brick and Mortar" with small development-to-employee ratio, but for whom security is still vital (IP, brand protection) decentralized, hard-to-mandate development teams; technology is core business; often early adopters testers or vulnerability list generators and small ISVs with no comprehensive SSA needs Hot Area: use technology as a competitive advantage; mature development shops; largest strategic customers Tactical Service-Intensive Product-Intensive Strategic/Full Solution slow technology adopters; traditional large "Brick and Mortar" with small development-to-employee ratio, but for whom security is still vital (IP, brand protection) Tactical Service-Intensive Product-Intensive Strategic/Full Solution decentralized, hard-to-mandate development teams; technology is core business; often early adopters Tactical Service-Intensive Product-Intensive Strategic/Full Solution • testers or vulnerability list generators and small ISVs with no comprehensive Tactical Service-Intensive SSA needs Product-Intensive Strategic/Full Solution

Correct Answer:

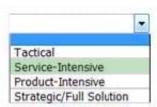
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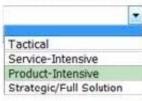
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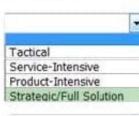
use technology as a competitive advantage; mature development shops; largest strategic customers



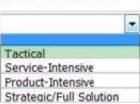
slow technology adopters; traditional large "Brick and Mortar" with small development-to-employee ratio, but for whom security is still vital (IP, brand protection)



decentralized, hard-to-mandate development teams; technology is core business; often early adopters



testers or vulnerability list generators and small ISVs with no comprehensive SSA needs



### **QUESTION 5**

What are the main types of HP Fortify sales opportunities?

- A. transactional opportunities and tactical opportunities
- B. tactical opportunities and product-intensive opportunities
- C. transactional opportunities and strategic enterprise solution opportunities
- D. strategic enterprise solution opportunities and service-intensive opportunities

Correct Answer: C

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