



# 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 Team 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

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### 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

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### QUESTION 3

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

High Services/High License Revenue \$200k-1M	<input type="text"/>
Low Services/High License Revenue \$200k-1M	<input type="text"/>
Low Services/Low License Revenue \$50-100k	<input type="text"/>
High Services/Low License Revenue \$200-500k	<input type="text"/>

Hot Area:



High Services/High License Revenue \$200k-1M

Tactical
Service-Intensive
Product-Intensive
Strategic/Full Solution

Low Services/High License Revenue \$200k-1M

Tactical
Service-Intensive
Product-Intensive
Strategic/Full Solution

Low Services/Low License Revenue \$50-100k

Tactical
Service-Intensive
Product-Intensive
Strategic/Full Solution

High Services/Low License Revenue \$200-500k

Tactical
Service-Intensive
Product-Intensive
Strategic/Full Solution

Correct Answer:



High Services/High License Revenue \$200k-1M

- Tactical
- Service-Intensive
- Product-Intensive
- Strategic/Full Solution

Low Services/High License Revenue \$200k-1M

- Tactical
- Service-Intensive
- Product-Intensive
- Strategic/Full Solution

Low Services/Low License Revenue \$50-100k

- Tactical
- Service-Intensive
- Product-Intensive
- Strategic/Full Solution

High Services/Low License Revenue \$200-500k

- Tactical
- Service-Intensive
- Product-Intensive
- Strategic/Full Solution



**QUESTION 4**

Match the opportunity types with the characteristics of customs.

use technology as a competitive advantage; mature development shops; largest strategic customers	<input type="text"/>
slow technology adopters; traditional large "Brick and Mortar" with small development-to-employee ratio, but for whom security is still vital (IP, brand protection)	<input type="text"/>
decentralized, hard-to-mandate development teams; technology is core business; often early adopters	<input type="text"/>
testers or vulnerability list generators and small ISVs with no comprehensive SSA needs	<input type="text"/>

Hot Area:

use technology as a competitive advantage; mature development shops; largest strategic customers	<input type="text"/> <div style="border: 1px solid #ccc; background-color: #fff; padding: 2px;"> <div style="background-color: #0070c0; color: white; padding: 2px;">Tactical</div> <div style="padding: 2px;">Service-Intensive</div> <div style="padding: 2px;">Product-Intensive</div> <div style="padding: 2px;">Strategic/Full Solution</div> </div>
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Correct Answer:





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)

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

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Service-Intensive
Product-Intensive
Strategic/Full Solution

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

Tactical
Service-Intensive
Product-Intensive
Strategic/Full Solution

**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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