



HP2-W103^{Q&As}

Selling HP Fortify Security Solutions

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QUESTION 1

What is HP Fortify Software Security Center?

- A. a flexible repository and reporting platform for security status, trending, and compliance
- B. an onsite-only collaboration solution for reducing overhead of development teams
- C. a native integration with ArcSight and TippingPoint for blocking and logging security activity events
- D. an application built on the HP Anywhere platform for monitoring user server activities across networks, domains, and regions

Correct Answer: A

QUESTION 2

Which statement is true about whiteboard selling?

- A. It takes place right before drafting a proposal so the organization has a clear understanding of what they will be agreeing to.
- B. It is not as engaging as a formal presentation, but it takes less time to prepare and present.
- C. It should not be used too frequently because many organizations find it too informal.
- D. It takes place during the evaluation of options stage.

Correct Answer: D

QUESTION 3

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 4

Fortify's innovative Integrated Application Security Testing (IAST) is an integration with HP



WebInspect and which other product ?

- A. HP Fortify WebInspect Real-Time (WIRT)
- B. HP ArcSightESM
- C. HP Fortify SecurityScope
- D. HP Fortify RunTime

Correct Answer: D

QUESTION 5

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

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