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HP2-N49

Selling HP Business Service Management Solutions



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Exam A

QUESTION 1

According to an independent study by Gartner Research relating to the market drivers for an Operations Bridge solution, what percentage of the IT budget will most organizations typically spend on operating costs for their data center?

- A. Less than 15 percent
- B. Approximately 25 percent
- C. Approximately 50 percent
- D. Approximately 75 percent

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 2

Which HP BSM persona is most likely to manage subject matter experts that make up the network and application monitoring teams?

- A. director of distributed systems
- B. VP of operations
- C. director of service management
- D. director of applications support

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 3

What does HP APM monitor in order to improve application performance so that it aligns with business goals and service objectives?

- A. Internet connectivity
- B. User experience
- C. Cloud activity
- D. Virtual device performance

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

good choice of answer.

QUESTION 4

With which persona should a salesperson discuss HP Operations Bridge relating to "excessive time to identify root cause of issues caused by non-standard network configurations" pain points?

- A. director of service management
- B. director of operations
- C. director of mobile applications
- D. director of distributed systems

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 5

With which HP APM persona should a salesperson discuss centralizing application monitoring around a common toolset?

- A. director of mobile applications
- B. director of service management
- C. director of applications support
- D. director of performance testing

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 6

Which Infrastructure Management tool uses topology and metrics information to help provide capacity management of virtualized infrastructures?

- A. Network Automation
- B. Virtual Performance Viewer
- C. Service Health Reporter
- D. Site Scope

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 7

With which persona should a salesperson discuss Operations Analytics relating to the "event volume up 300 percent in the past five years and the growing IT complexity up 30 percent year over year" pain point?

- A. director of service management
- B. director of mobile applications
- C. director of application quality
- D. director of security

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 8

According to Gartner Research, which IT processes are vital when implementing a strongly integrated HP APM solution? (Select three.)

- A. application discovery and dependency mapping
- B. user experience monitoring
- C. storage usage
- D. transaction profiling
- E. virtual tracking
- F. service ticket automation

Correct Answer: ABD

Section: (none)

Explanation

Explanation/Reference:

References:

QUESTION 9

Which capability should a salesperson discuss with a Director of Performance Testing to address the "inability to use production experience for continued improvement of application quality" pain point?

- A. mobile application monitoring
- B. Dev/Ops cooperative relationship
- C. "bring your own device" best practices
- D. cloud application monitoring

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 10

With which persona should a salesperson discuss HP Operations Bridge relating to "centralizing operations monitoring around a common tool set"?

- A. director of operations
- B. director of mobile applications
- C. director of applications monitoring
- D. director of performance testing

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 11

With which HP APM persona should a salesperson discuss diagnosing application performance issues before the application is released into production?

- A. director of applications monitoring
- B. director of operations
- C. director of performance testing
- D. director of mobile applications

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 12

Which primary IT process areas does the HP Operations Bridge solution help improve or enable? (Select three.)

- A. B storage tracking
- B. real user monitoring
- C. H automation of event correlation
- D. cross-domain reporting
- E. log analytics
- F. monitor automation

Correct Answer: BCF

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 13

What are IT market drivers for customers seeking a solution for Application Performance Management? (Select three.)

- A. storage availability
- B. reduced IT budgets
- C. cloud/virtualization/mobility
- D. multiple network monitors
- E. log operation analytics
- F. distributed applications

Correct Answer: CDF

Section: (none)

Explanation

Explanation/Reference:

absolute answer.

QUESTION 14

Which Infrastructure Management tool provides a consolidated user interface for viewing overall network measurements and metrics?

- A. Site Scope
- B. Network Automation
- C. Storage Essentials
- D. Network Node Manager i

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 15

Which components should a salesperson include when comprising a solid value proposition for a customer to invest in HP BSM?

- A. Illustrating similar customer success cases and determining which best matches the customer's priority need.
- B. Evaluating the customer's budget for a BSM solution and providing a measureable benefit.
- C. Connecting an IT management process with a business objective and a measureable benefit.
- D. Connecting an IT pain point with a BSM solution tool and scheduling a demonstration.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 16

Which primary IT process improvements are addressed by HP Operations Analytics for issues facing IT management? (Select three.)

- A. consolidating operations monitoring into a "single pane of glass"

- B. triage process improvements
- C. enhancing the ability of IT to support business operations
- D. performing real-time modeling of the IT infrastructure
- E. service ticket automation
- F. aligning the activities of IT with the strategic goals of the business

Correct Answer: ADE

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 17

Which HP Operations Bridge opportunity addresses an "over-expenditure on support resources and multi-vendor tools" pain point?

- A. an inability to perform mobile application monitoring
- B. an inability to manage data storage/optimization
- C. a requirement to reduce OpEx costs
- D. a requirement to release applications into production more rapidly

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 18

Which definition most accurately describes the Operations Bridge IT process improvement known as "Team"?

- A. enhancing the HP sales and customer IT management relationship
- B. co-operative working across diverse customer IT management groups
- C. understanding the relationship between customer IT management personas
- D. HP Sales and Pre-Sales working together to close a deal

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 19

With which persona should a salesperson discuss diagnosing the downtime of mission critical applications?

- A. director of mobile applications
- B. director of performance testing
- C. director of service management
- D. director of distributed systems

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

good answer.

QUESTION 20

With which persona should a salesperson discuss HP Operations Analytics relating to the "no way to incorporate historical data for trend comparison and predictive insight" pain point?

- A. director of operations
- B. director of performance testing
- C. director of mobile applications
- D. director of applications monitoring

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 21

What do executive level buyers expect from salespeople when seeking a solution for their business issues?

- A. that they can clearly show they understand the business issues and can clearly articulate how to resolve them
- B. that they can whiteboard the specific solution that will address the specific business issues
- C. that they can provide customer case studies for ideas to address the business issues

D. that they can provide a short and detailed demonstration that clearly shows how to address the business issues

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 22

What should a salesperson focus on achieving during initial discussions with customers about a potential HP BSM solution?

- A. Identifying the customers' pain points and their associated compelling events or manifestations.
- B. Reviewing the HP BSM solution road-map and identifying specific tool "gaps" with the customer.
- C. Highlighting the customers' ITIL Service Management issues.
- D. Identifying competitors who are engaging with the customers.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 23

Which HP Infrastructure Management solution helps organizations accelerate time-to-repair by preventing the inconsistencies and misconfigurations that are at the root of most problems?

- A. Network Node Manager i
- B. Network Automation
- C. Network Operations Center
- D. Network Monitoring

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 24

Which of the HP Operations Analytics tools have been promoted by Gartner Research as "Leaders" in their technology Magic Quadrant for 2013 and 2014? (Select two.)

- A. Business Process Monitor
- B. Operations Logger
- C. Vertica
- D. Service Health Analyzer
- E. Run Time Service Model

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

References:

QUESTION 25

Which HP Operations Analytics tool was purpose-built to use big data analytics to deliver industry- leading speed for real time analytics?

- A. Vertica
- B. Run time service model
- C. Service Health Reporter
- D. Service Health Analyzer

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

nicely answered.

QUESTION 26

Which HP Operations Analytics tool provides IT Operation Teams fast analysis from all device and machine data records?

- A. Service Health Analyzer
- B. OMi Interface Dashboard
- C. Vertica
- D. Operations Logger

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 27

In addition to the director of operations, which personas should a salesperson include as key influences when discussing an HP Operations Bridge solution? (Select three.)

- A. mobile applications administrator
- B. director of service management
- C. director of quality assurance
- D. LOB manager for applications support
- E. director of distributed systems
- F. director of performance testing

Correct Answer: BEF

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 28

With which persona should a salesperson discuss centralizing infrastructure monitoring around a common tool set?

- A. director of mobile applications
- B. director of performance testing
- C. director of applications monitoring
- D. director of operations

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 29

Which additional personas are key influencers on a potential infrastructure management solution sale with the director of operations? (Select three.)

- A. H VP of applications
- B. LOB manager for application support
- C. security analyst
- D. database administrator
- E. QA test director
- F. Windows administration manager

Correct Answer: CDF

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 30

What measures do senior IT management roles use to gauge the impact that a BSM solution is having with respect to their strategy for improvements in IT processes and providing a positive impact to the business? (Select three.)

- A. reduction in event rates
- B. operational and capital expense reduction
- C. vendor and tool consolidation
- D. assured IT Infrastructure uptime
- E. lowering total cost of ownership
- F. return on investment

Correct Answer: BDF

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 31

Which primary critical business challenges are faced by IT executives seeking solutions around Operations Analytics? (Select three.)

- A. application quality issues
- B. need to undertake vendor management consolidation

- C. no consolidated search and investigation capabilities
- D. no consolidated reporting
- E. inability to do proactive monitoring
- F. limited operational visibility

Correct Answer: ACF

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 32

Which functional solution from HP BSM provides the capability to capture and measure metrics about users' performance and experience with a business service?

- A. Operations Bridge
- B. Operations Intelligence/Analytics
- C. Infrastructure Management
- D. Application Performance Management

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

appropriate answer.

QUESTION 33

Which HP Infrastructure Management opportunity should a salesperson discuss to address a "costly penalties and fines; audit failures, broken SLAs" pain point?

- A. compliance and regulatory requirements
- B. network automation
- C. demand consolidation
- D. network operations center efficiency

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 34

With which persona should a salesperson discuss HP Operations Analytics relating to the "no capability to perform lightning fast searches across vast amounts of data" pain point?

- A. director of service management
- B. manager of applications support
- C. director of mobile applications
- D. director of distributed systems

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

actual answer.

QUESTION 35

With which persona should a salesperson discuss HP Operations Bridge relating to "the lack of a proactive problem and change management process to avoid repeated incidents" pain point?

- A. director of distributed systems
- B. director of service management
- C. director of operations
- D. director of mobile applications

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 36

What does HP APM monitor across traditional, mobile, virtual, and cloud environments to keep the business healthy?

- A. internet connections
- B. applications

- C. event logs
- D. IT infrastructure

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

References:

QUESTION 37

Which element of the HP BSM solution enables the HP key differentiator known as "Universal Event Correlation"?

- A. stream-based event correlation
- B. transaction-based event correlation
- C. performance and metric-gathering service plug-ins
- D. run time service model

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

correct answer.

QUESTION 38

According to Gartner Research which IT processes are vital when implementing a strongly integrated HP APM solution? (Select two.)

- A. virtual tracking
- B. predictive analytics
- C. deep application diagnostics
- D. infrastructure availability
- E. process orchestration

Correct Answer: AB

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 39

Due to which Operations Analytics feature does HP have a distinct market advantage compared to primary competitor products?

- A. model driven solution
- B. SaaS offering
- C. reporting
- D. robust API

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 40

What is the key component supporting the HP Operations Bridge solution that is not a standalone product?

- A. Service Health Reporter
- B. Operations Manager Dashboard
- C. Real User Monitor
- D. Run Time Service Model

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 41

What is the HP approach to model-driven or model-based operations for the HP BSM solution?

- A. an operational service desk system with automated ticket generation
- B. a dynamic service model that maps dependencies and relationships in real time
- C. modeling prioritized event calculations by their level of priority
- D. modeling virtualized environments prior to rolling them out into production

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

best suitable answer.

QUESTION 42

Which HP Operations Analytics capability addresses the "data complexity (how to make sense of all the patterns in the data collected)" pain point?

- A. Vendor and tool consolidation @ business insight
- B. Proactive and predictive analysis
- C. Cost of operations, doing more with less

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 43

Which critical skill must salespeople master for discovery sales conversations that relate to HP BSM solutions?

- A. providing compelling product value statements
- B. aligning the personas with the correct solution
- C. providing proof of concept examples
- D. presenting a clear solution roadmap

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 44

Which primary IT process benefits does the HP Infrastructure Management solution provide? (Select three)

- A. increased IT Network Operations Center efficiency
- B. reduced down time and mean time to resolve (MTTR)

- C. silo busting
- D. management of physical and virtual environments
- E. real-time compliance enforcement
- F. application performance issues
- G. data analytics

Correct Answer: DEF

Section: (none)

Explanation

Explanation/Reference:

updated answer.

QUESTION 45

Which HP Operations Bridge capability is defined as a "dynamic service model that allows you to map dependencies and relationships in real time"?

- A. dashboard consolidation
- B. model driven development and operations
- C. connecting multiple event management teams
- D. model driven operations

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 46

Which capabilities and benefits are related to an IT Network Operations Center's efficiency and success? (Select three.)

- A. network fault detection and triage
- B. performance monitoring
- C. application quality assurance
- D. storage space optimization
- E. availability monitoring
- F. data usage and backup

Correct Answer: ABC

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 47

With which persona should a salesperson discuss performance and availability of cloud, virtual and hybrid environments?

- A. director of mobile applications
- B. director of applications monitoring
- C. director of performance testing
- D. director of service management

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 48

Match the relevant persona with the responsibility or interest relating to HP APM.

Hot Area:

Director of operations

Limited testing coverage, wants to understand performance in the post-test world, cares about user experience, monitors application reviews and user attrition, users analytic tools to understand users' behavior
Cares about performance and stability but has limited testing coverage, wants to understand performance in the post-test world
Overseas incident handling and managing application availability and performance, needs to know which team to engage when mobile performance complaints start pouring in
Deals with complaints about application performance and stability, needs to be able to quickly isolate the issue

Mobile application developer and tester

Limited testing coverage, wants to understand performance in the post-test world, cares about user experience, monitors application reviews and user attrition, users analytic tools to understand users' behavior
Cares about performance and stability but has limited testing coverage, wants to understand performance in the post-test world
Overseas incident handling and managing application availability and performance, needs to know which team to engage when mobile performance complaints start pouring in
Deals with complaints about application performance and stability, needs to be able to quickly isolate the issue

Application support manager

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Correct Answer:

Director of operations

Limited testing coverage, wants to understand performance in the post-test world, cares about user experience, monitors application reviews and user attrition, users analytic tools to understand users' behavior

Cares about performance and stability but has limited testing coverage, wants to understand performance in the post-test world

Overseas incident handling and managing application availability and performance, needs to know which team to engage when mobile performance complaints start pouring in

Deals with complaints about application performance and stability, needs to be able to quickly isolate the issue

Mobile application developer and tester

Limited testing coverage, wants to understand performance in the post-test world, cares about user experience, monitors application reviews and user attrition, users analytic tools to understand users' behavior

Cares about performance and stability but has limited testing coverage, wants to understand performance in the post-test world

Overseas incident handling and managing application availability and performance, needs to know which team to engage when mobile performance complaints start pouring in

Deals with complaints about application performance and stability, needs to be able to quickly isolate the issue

Application support manager

Section: (none)

Explanation

Explanation/Reference:

QUESTION 49

HP SaaS solutions can help budget challenged customers with three robust offerings in the HP APM space Match the offering to its capability.

Hot Area:

Synthetic Monitoring Service (formerly BAC Anywhere)	<div>▼</div> <div>Offers HP APM on premise using HP SaaS global points of presence</div> <div>Offers a cloud solution leveraging all HP APM products</div> <div>Leverages HP SaaS global and private points of presence</div>
AppPulse (formerly Performance Anywhere)	<div>▼</div> <div>Offers HP APM on premise using HP SaaS global points of presence</div> <div>Offers a cloud solution leveraging all HP APM products</div> <div>Leverages HP SaaS global and private points of presence</div>
HP SaaS hosted HP APM	<div>▼</div> <div>Offers HP APM on premise using HP SaaS global points of presence</div> <div>Offers a cloud solution leveraging all HP APM products</div> <div>Leverages HP SaaS global and private points of presence</div>

Correct Answer:

Synthetic Monitoring Service (formerly BAC Anywhere)	<div>▼</div> <div>Offers HP APM on premise using HP SaaS global points of presence</div> <div>Offers a cloud solution leveraging all HP APM products</div> <div>Leverages HP SaaS global and private points of presence</div>
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HP SaaS hosted HP APM	<div>▼</div> <div>Offers HP APM on premise using HP SaaS global points of presence</div> <div>Offers a cloud solution leveraging all HP APM products</div> <div>Leverages HP SaaS global and private points of presence</div>

Section: (none)

Explanation

Explanation/Reference:

QUESTION 50

During the discovery phase, a salesperson needs to use different questioning techniques for the various levels of persona and the solution depth Match the type of discovery question with its applicable definition.

Hot Area:

Flanking level question

	▼
helps learn more about the critical business issues	
qualifies the opportunity	
aligns the buyer's vision	
helps bias the vision towards an HP solution	

Frontal level questions

qualifies the opportunity	▼
helps learn more about the critical business issues	
qualifies the opportunity	
aligns the buyer's vision	
helps bias the vision towards an HP solution	

Strategic level questioning

qualifies the opportunity	▼
helps learn more about the critical business issues	
qualifies the opportunity	
aligns the buyer's vision	
helps bias the vision towards an HP solution	

Entry level questions

qualifies the opportunity	▼
helps learn more about the critical business issues	
qualifies the opportunity	
aligns the buyer's vision	
helps bias the vision towards an HP solution	

Correct Answer:

Flanking level question

	▼
helps learn more about the critical business issues	
qualifies the opportunity	
aligns the buyer's vision	
helps bias the vision towards an HP solution	

Frontal level questions

qualifies the opportunity	▼
helps learn more about the critical business issues	
qualifies the opportunity	
aligns the buyer's vision	
helps bias the vision towards an HP solution	

Strategic level questioning

qualifies the opportunity	▼
helps learn more about the critical business issues	
qualifies the opportunity	
aligns the buyer's vision	
helps bias the vision towards an HP solution	

Entry level questions

qualifies the opportunity	▼
helps learn more about the critical business issues	
qualifies the opportunity	
aligns the buyer's vision	
helps bias the vision towards an HP solution	

Section: (none)

Explanation

Explanation/Reference: