



Vendor: HP

Exam Code: HP2-B62

Exam Name: HP Imaging and Printing Management and
Security Solutions - Sales

Version: DEMO

QUESTION 1

Which expense category grows regardless of economic conditions?

- A. IT security spending
- B. facilities spending
- C. marketing and advertising expenditures
- D. hardware purchasing

Answer: A

Explanation:

IT Security spending grows even in worst recession period. Since companies want to secure the data and their IT infrastructure to continue what they are doing without any problems. The logical answer is IT security spending because fear is the primary thing that motivates spending.

QUESTION 2

What is accomplished by segmenting customers into different technology adoption categories?

- A. It builds strategic analysis tools for feature development.
- B. It encourages you to treat each type of customer differently in order to satisfy each customer's unique needs.
- C. It creates awareness of industries with specific government regulations.
- D. It allows support organizations to track customer needs.

Answer: B

QUESTION 3

Print management makes up which percentage of true office printing costs?

- A. 10%
- B. 25%
- C. 30%
- D. 45%

Answer: D

Explanation:

http://h41320.www4.hp.com/ipge/pdf/Spotlight_on_costs_2.pdf

QUESTION 4

Which statements represent imaging and print management priorities? (Select three.)

- A. implementing job level tracking and audit capabilities
- B. controlling the devices and drivers
- C. assuring document integrity
- D. implementing rules-based printing
- E. tracking print expenses
- F. implementing encryption
- G. implementing authentication and secure release printing

Answer: ADE

QUESTION 5

Why should customers care about true office printing costs?

- A. Customers typically look at the cost of supplies and hardware, but do not consider the IT costs.
- B. Customers typically look at the cost of IT and supplies, but do not consider the hardware costs.
- C. Customers typically look at the cost of hardware and IT, but do not consider the cost of supplies.
- D. Customers typically look at the cost of hardware, but do not consider the cost of IT or supplies.

Answer: C

Explanation:

<http://www.pcmag.com/article2/0,2817,1192391,00.asp#bid=kiTCE2JM7mb>

QUESTION 6

What makes up just 20% of the total cost of owning a printer?

- A. the initial purchase of the printer
- B. the cost of managing supplies
- C. the cost of IT supporting the printer
- D. the cost of training end users how to use the printer

Answer: C

QUESTION 7

What are security priorities? (Select three.)

- A. controlling fleet and secure devices
- B. implementing rules-based printing
- C. assuring document integrity
- D. tracking print expenses
- E. implementing job level tracking and audit capabilities
- F. implementing alerts for supplies management

Answer: ABC

QUESTION 8

Why should you consider adding print management and security solutions to your core offering?

- A. They help build a long term relationship with your customers.
- B. They allow a quicker sales cycle when selling solutions than selling hardware.
- C. You sell more hardware despite the lower margins that solutions offer.
- D. They help you sell to customers who do not easily adopt new technologies.

Answer: B

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