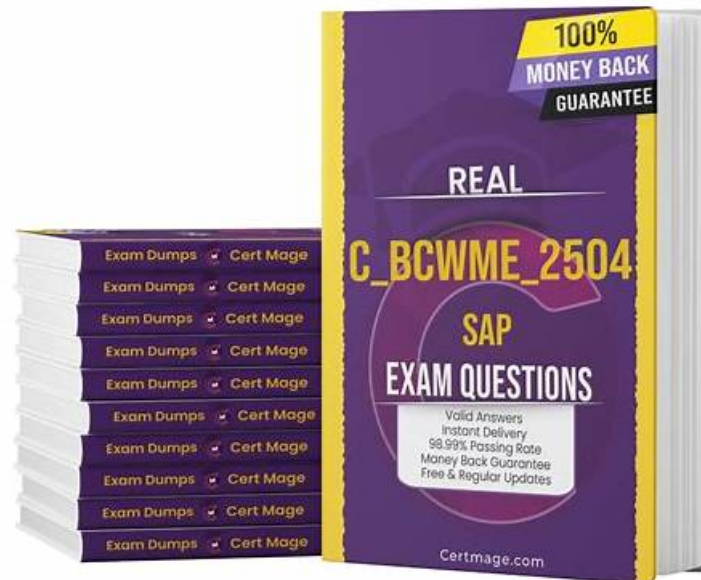


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Selling the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the full selling cycle, including objection handling, negotiation, and closing strategies. It tests how well candidates can tailor their sales pitch, manage customer relationships, and use WalkMe success stories to support their case. This part highlights practical approaches for converting leads into long-term partnerships using a consultative sales model.
Topic 2	<ul style="list-style-type: none">• Discovering the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the core understanding of WalkMe's platform, its primary features, and the problems it solves. Candidates are assessed on their ability to identify customer pain points and match them with WalkMe's digital adoption capabilities. It emphasizes foundational product knowledge and discovery techniques that align customer needs with potential WalkMe benefits.
Topic 3	<ul style="list-style-type: none">• Positioning the WalkMe Solution: This section of the exam evaluates Digital Adoption Consultants and focuses on crafting compelling value propositions. It explores how to position WalkMe's unique selling points across industries and use cases. Emphasis is placed on aligning the solution with business goals, demonstrating ROI, and addressing competitive differentiators when presenting WalkMe to stakeholders.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q10-Q15):

NEW QUESTION # 10

What are the benefits of using WalkMe on SAP S/4HANA?Note: There are 2 correct answers to this question.

- **A. Simplifies user adoption and reduces training time**
- B. Enhances physical infrastructure scalability
- **C. Improves compliance with regulatory requirements**
- D. Automates payroll processing

Answer: A,C

Explanation:

The correct answers are:

☐ B. Simplifies user adoption and reduces training time

WalkMe's in-app guidance, onboarding support, and automation tools (like Smart Walk-Thrus and reminders) help users settle into SAP S/4HANA faster, significantly reducing training needs and accelerating adoption-especially during both greenfield and brownfield migrations

☐ D. Improves compliance with regulatory requirements.

By guiding users through proper workflows, delivering targeted announcements, and reducing errors, WalkMe supports compliance efforts during S/4HANA transitions and beyond.

✖ ☐ Why the other options are incorrect:

* A. Automates payroll processing - This is not part of WalkMe's functionality; it doesn't automate backend financial processes like payroll.

* C. Enhances physical infrastructure scalability - WalkMe focuses on digital adoption and guidance, not physical hardware or infrastructure enhancements.

☐ Final Answer:

B and D.

NEW QUESTION # 11

What challenges does WalkMe address for enterprises adopting SAP S/4HANA?Note: There are 2 correct answers to this question.

- **A. Difficulty in managing change management processes**
- B. Lack of third-party integrations
- **C. Low user engagement and adoption rates**
- D. High software licensing costs

Answer: A,C

Explanation:

Here are the two main challenges WalkMe addresses for enterprises adopting SAP S/4HANA, as outlined on learning.sap.com:

☐ C. Low user engagement and adoption rates

WalkMe accelerates user adoption during S/4HANA migrations-whether Greenfield or Brownfield-by embedding in-app guidance like Smart Walk-Thrus, real-time help, and automation. This helps users quickly become proficient and engaged with new workflows.

☐ D. Difficulty in managing change management processes

WalkMe supports change initiatives by delivering targeted announcements, reminders, and context-aware guidance, which significantly reduces friction, user errors, and support tickets during transitions learning.sap.com.

☐ Not correct:

* A. Lack of third-party integrations - WalkMe enhances the SAP platform experience but doesn't specifically provide integrations for third-party systems.

* B. High software licensing costs - Reducing licensing expenses isn't a primary focus of WalkMe's S/4HANA deployment strategy.

☐ Bonus Insight

Here's a practical example of how WalkMe, in partnership with Deloitte, supports organizations during the S/4HANA implementation:

* Video URL

<https://youtu.be/CMLDKQ5gJMc>

NEW QUESTION # 12

What is one of WalkMe's differentiators when compared to other Digital Adoption Platforms (DAP)?

- **A. Offering a combination of guidance tools and actionable analytics**
- B. Ability to operate without integrating into other software
- C. Exclusive focus on customer experience workflows
- D. Limited scalability for smaller businesses

Answer: A

Explanation:

The correct answer is:

A . Offering a combination of guidance tools and actionable analytics ☐ Why this matters WalkMe stands out among Digital Adoption Platforms (DAPs) by not only providing in-app guidance-such as walkthroughs, tooltips, and task lists-but also delivering actionable insights through analytics. This powerful combination empowers organizations to both guide users and continuously optimize adoption using real-world usage data.

Why the other options don't apply

* B. Limited scalability for smaller businesses

☐ This is a limitation, if anything-not a differentiator or benefit.

* C. Exclusive focus on customer experience workflows

☐ WalkMe supports a wide array of use cases, including employee onboarding, IT, finance, and more- not just customer workflows.

* D. Ability to operate without integrating into other software

☐ WalkMe overlays onto existing applications and integrates deeply-it doesn't operate in isolation.

☐ Final Answer: A. Offering a combination of guidance tools and actionable analytics.

NEW QUESTION # 13

What are WalkMe's strengths compared to competitors?Note: There are 3 correct answers to this question.

- **A. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology**
- **B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI!**
- C. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category
- **D. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities**
- E. WalkMe is purpose-built for exclusive use on specific applications

Answer: A,B,D

Explanation:

Here are WalkMe's key strengths compared to competitors, based on insights from learning.sap.com and authoritative sources:

☐ B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI WalkMe's platform features robust analytics like flow analytics and license optimization data-helping organizations understand adoption patterns, identify friction, and improve ROI.

☐ C. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology From its AI-powered "WalkMe(X)" and "Action Bar" to support across web, desktop, and mobile, WalkMe differentiates itself with an enterprise-grade, AI-driven, cross-platform approach.

☐ D. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities WalkMe was named a leader in The Forrester Wave™: Digital Adoption Platforms in 2024, praised for its strong AI- first platform and analytics. It's also highlighted by IDC and recognized as the category creator and leader in [walkme.com](https://www.walkme.com)

☐ Not correct:

* A. WalkMe is purpose-built for exclusive use on specific applications Actually, WalkMe is designed to be application-agnostic, working across any web or desktop enterprise tools, not limited to one specific app.

* E. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category WalkMe is widely regarded as the market leader, not number two-this choice is incorrect.

☐ Final Answer:

B, C, and D.

NEW QUESTION # 14

What is the primary purpose of WalkMe's Digital Adoption Platform (DAP)?

- **A. To reduce digital friction and guide users through complex software**
- B. To automate recruitment processes
- C. To implement advanced hardware solutions
- D. To manage payroll systems efficiently

Answer: A

Explanation:

The primary purpose of WalkMe's Digital Adoption Platform (DAP) is:

B . To reduce digital friction and guide users through complex software ☐

☐ Why This Is Correct

WalkMe DAP is an intelligence-driven overlay that sits on top of your existing applications and provides contextual guidance and automation to users at the exact moment they're facing friction. This minimizes errors, accelerates digital proficiency, and relieves support bottlenecks.

☐ Why the Other Options Aren't Correct

* A. To manage payroll systems efficiently - WalkMe doesn't handle backend processes like payroll.

* C. To implement advanced hardware solutions - Its focus is purely on software adoption and user interaction.

* D. To automate recruitment processes - WalkMe supports adoption across software, not HR operations like recruitment.

☐ Final Answer:

B . To reduce digital friction and guide users through complex software.

NEW QUESTION # 15

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