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## SAP Certified Associate - Positioning WalkMe Sample Questions (Q12-Q17):

## NEW QUESTION # 12

Which market trend is most relevant to driving adoption for tools like WalkMe?

- **A. Global movement towards digital transformation**
- B. Rising popularity of traditional employee training methods
- C. Preference for local software providers
- D. Increasing investment in physical retail stores

**Answer: A**

Explanation:

The market trend most relevant to driving adoption for tools like WalkMe is:

- ☐ B. Global movement towards digital transformation
- ☐ Why It Matters

\* The worldwide shift toward digital transformation is the primary catalyst making Digital Adoption Platforms (DAPs) essential- organizations must ensure their tools are not just implemented, but also fully adopted by users.

\* WalkMe specifically addresses the "digital adoption gap" where companies invest heavily in digital tools but struggle to achieve actual usage-costing millions in productivity and ROI losses.

- ☐ Why the others aren't relevant

\* A. Preference for local software providers - While regional tools play a role, the dominant trend is global digital transformation driving homogeneous adoption needs.

\* C. Rising popularity of traditional employee training methods - Traditional training is declining; digital, in-app guidance is gaining momentum.

\* D. Increasing investment in physical retail stores - This is unrelated to software adoption and digital change initiatives.

- ☐ Summary

\* The dominant market force fueling WalkMe's growth and adoption is the global digital transformation movement-organizations need to bridge the gap between digital investment and actual user engagement.

Final Answer: B. Global movement towards digital transformation.

## NEW QUESTION # 13

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](https://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](https://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 # 14

What is the main focus of a mid-level influencer during the sales cycle?

- A. Mitigating company-wide risks
- **B. Addressing operational inefficiencies and aligning with high-level goals**
- C. Driving organizational ROI
- D. Increasing recruitment efficiency

**Answer: B**

#### NEW QUESTION # 15

What is included in WalkMe's embedded content provided with SAP applications?

- A. Comprehensive analytics and insights
- B. The full suite of WalkMe features
- C. Customizable digital adoption content
- **D. Basic guidance like help menus and tooltips**

**Answer: D**

Explanation:

The correct answer is:

C . Basic guidance like help menus and tooltips ☐

☐ Explanation

According to SAP's documentation, when WalkMe is embedded within SAP applications (such as SuccessFactors or S/4HANA), users are provided with contextual, in-app guidance features-including smart walkthroughs, tooltips, task lists, and on-demand help menus. These are considered "basic guidance" rather than the full breadth of WalkMe's platform capabilities.

☐ Why the other options are incorrect

\* A. The full suite of WalkMe features

Embedded WalkMe content delivers a subset focused on guidance-not the full product suite.

\* B. Comprehensive analytics and insights

While analytics are available in the platform, they are not part of the embedded content. Those insights are part of the broader WalkMe offering outside the embedded scope.

\* D. Customizable digital adoption content

Customized training and adoption flows are built and managed in the full WalkMe platform-not included in the out-of-the-box embedded offering.

#### NEW QUESTION # 16

Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. Time & Materials Engagement
- B. Digital Experience Analytics
- C. WalkMe Shield
- **D. Activation SKU**

**Answer: D**

Explanation:

The WalkMe service offering that provides a quick time-to-value deployment with a fixed price and scope is:

C . Activation SKU ☐

☐ Why this is correct

The Activation SKU is designed specifically for fast-track deployments-typically delivering pre- configured workflows with a fixed scope and cost. It enables organizations to implement WalkMe for specific applications (like Salesforce or SAP SuccessFactors) and go live in as little as 4 weeks, offering a clear, predictable time-to-value outcome without scope creep

☐ Why the other options aren't correct

A . Digital Experience Analytics - This is focused on gathering and analyzing usage data; it's not a deployment package.

B . Time & Materials Engagement - This engagement model is flexible but not fixed-price and doesn't ensure rapid deployment.

D . WalkMe Shield - A quality assurance tool for testing and automating content; not related to deployment scope or pricing.

☐ Final Answer:

C . Activation SKU provides the bundled, fixed-scope deployment that ensures a rapid go-live and predictable investment.

## NEW QUESTION # 17

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