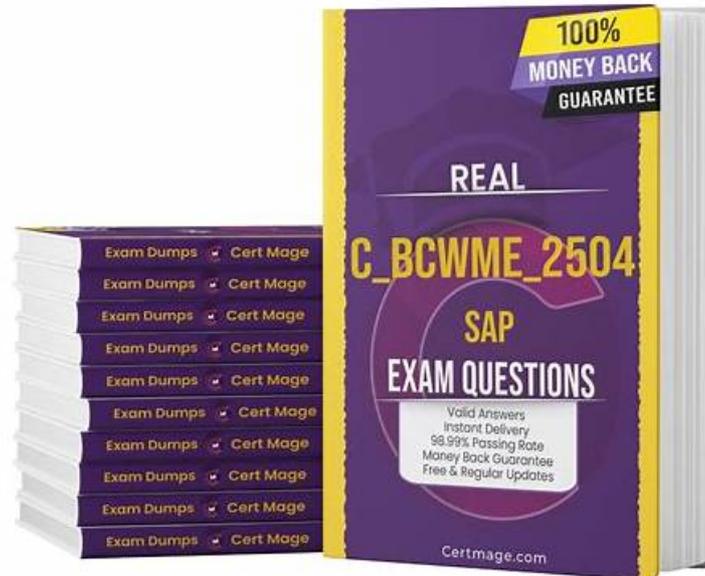


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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details

Topic 1	<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.
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"> 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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q21-Q26):

NEW QUESTION # 21

What measures does WalkMe take to enhance data security for enterprise customers? Note: There are 3 correct answers to this question.

- A. Utilizing advanced encryption methods to protect sensitive data
- B. Offering localized data storage options based on regional requirements
- C. Modifying user environments for additional data privacy
- D. Following international privacy regulations to ensure compliance
- E. Integrating multi-factor authentication for added security layers

Answer: B,D,E

Explanation:

Here are the three correct measures WalkMe takes to enhance data security for enterprise customers, according to learning.sap.com and WalkMe official sources:

A. Integrating multi-factor authentication for added security layers

WalkMe supports two-factor authentication (2FA/MFA) via identity providers like Okta and Google Authenticator to secure admin and user accounts

B. Offering localized data storage options based on regional requirements They provide regional cloud residency/data residency, enabling customers to choose data storage locations (e.g., US, EU) to meet jurisdictional and regulatory needs

C. Following international privacy regulations to ensure compliance

WalkMe adheres to global privacy standards such as GDPR and CCPA, plus certifications like SOC 2, ISO 27001, and FedRAMP readiness

E. Utilizing advanced encryption methods to protect sensitive data

WalkMe ensures encryption both in transit and at rest, aligned with NIST and FISMA standards, and logical separation of customer data

Not correct:

* D. Modifying user environments for additional data privacy

This is not a measure WalkMe takes—they control their own platform and settings, not the user's local environment.

Summary:

The correct answers are A, B, C, and E. These measures highlight WalkMe's commitment to robust, enterprise-grade data security and compliance.

NEW QUESTION # 22

What primary issue does WalkMe's solution aim to solve for customers?

- A. Difficulty in maintaining accurate financial records
- B. Need for upgrading physical infrastructure in organizations

- C. Challenges in adopting and effectively using digital tools
- D. High employee turnover rates

Answer: C

NEW QUESTION # 23

Which feature of WalkMe Discovery allows enterprises to gain insights to optimize their technology stack?

- A. Automating employee onboarding processes
- B. Providing forecasts for future revenue growth
- C. Identifying all applications being used across the organization
- D. Reducing costs associated with hardware infrastructure

Answer: C

NEW QUESTION # 24

What is the role of the WalkMe snippet in the deployment process?

- A. It customizes content for each user group
- B. It enables WalkMe content to be displayed over applications
- C. It secures user data through encryption
- D. It ensures compatibility with all versions of application software

Answer: B

Explanation:

The primary role of the WalkMe snippet in the deployment process is:

B . It enables WalkMe content to be displayed over applications

Why this is correct

WalkMe's snippet is a small JavaScript snippet that's added to the application's codebase. It functions as the core mechanism that:

* Loads and overlays WalkMe guidance (like Smart Walk-Thrus, tooltips, menus) onto target applications

* Differentiates between Test and Production environments-only injected when appropriate-so content is shown in the correct setting.

Without the snippet, WalkMe content built in the Editor would not render within the application UI.

Why the other options are incorrect

* A. Ensuring compatibility with all versions of application software

While snippet compatibility is important, its core function isn't version matching-it's content delivery.

* C. Securing user data through encryption

Security and encryption are managed via WalkMe's backend, CDN delivery, and network infrastructure- not the snippet itself.

* D. Customizing content for each user group

Segmentation and content targeting are handled by WalkMe's configuration (Conditions/Segments), not by the snippet.

Final Answer

B . It enables WalkMe content to be displayed over applications.

NEW QUESTION # 25

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

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

Answer: D

NEW QUESTION # 26

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