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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details

Topic 1	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	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 3	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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q27-Q32):

NEW QUESTION # 27

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

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

Answer: A,B,C

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 # 28

From a WalkMe perspective, what is a common reason enterprises fail to maximize ROI on software investments?

- A. Excessive third-party integrations
- B. Low software adoption rates

- C. Lack of employee training programs
- D. Insufficient IT budgets

Answer: B

Explanation:

D . Low software adoption rates.

WalkMe emphasizes that one of the biggest reasons enterprises fail to maximize ROI on their software investments is due to poor software adoption. Organizations frequently see massive inefficiencies, underutilized tools, and productivity losses-all stemming from low adoption rates-costing up to \$104 million annually and dramatically reducing ROI

☐ Why not the other choices?

* A. Insufficient IT budgets - While budget constraints can impact projects, WalkMe highlights adoption, not funding, as the primary barrier.

* B. Excessive third-party integrations - Integration complexity is a challenge but not cited as the leading cause of failed ROI.

* C. Lack of employee training programs - Training is important, but the core issue is that even with training, employees still aren't using the software effectively-and that's indicative of poor adoption.

Thus, low software adoption rates is the common reason cited from WalkMe's perspective.

NEW QUESTION # 29

What benefit does the combined WalkMe-SAP solution offer to enterprises?

- A. Enhanced physical supply chain management
- B. Increased hiring efficiency
- C. Streamlined user adoption and seamless process integration
- D. Lower software maintenance costs

Answer: C

Explanation:

The combined WalkMe-SAP solution delivers enterprises with:

A . Streamlined user adoption and seamless process integration ☐

WalkMe enhances SAP applications by embedding real-time, in-app guidance that helps users confidently navigate complex workflows. This integration significantly boosts adoption rates, reduces friction, and ensures that critical processes are executed smoothly across the organization

☐ Why the other options don't fit:

Option Reason it's incorrect

B . Increased hiring efficiency WalkMe isn't focused on HR-specific modules like talent acquisition-it's a digital adoption platform

C . Lower software maintenance costs WalkMe doesn't reduce software maintenance expenses-it improves usage and adoption.

D . Enhanced physical supply chain management WalkMe enhances user interaction with software, rather than managing any physical aspects of supply chains.

☐ Final Answer:

A . Streamlined user adoption and seamless process integration

NEW QUESTION # 30

Which feature of WalkMe helps enterprises maintain consistent branding across tools to improve user adoption?

- A. Discovery
- B. Multi-Language
- C. Theming
- D. WalkMe Shield

Answer: C

Explanation:

The correct answer is: D

D . Theming ☐

☐ Explanation

According to SAP's training materials on learning.sap.com, WalkMe's Theming feature is specifically designed to help enterprises maintain consistent branding across tools. This feature ensures that WalkMe elements-such as tooltips, walk-thrus, and help menus-

seamlessly integrate with the look and feel of existing applications. By aligning colors, fonts, and overall design, Theming significantly boosts user trust and adoption rates.

☐ Why the other options are incorrect

* A. Multi-Language: Enables content translation and localization, but doesn't impact branding aesthetics.

* B. WalkMe Shield: Specialized in automation testing and content validation-not for styling or branding.

* C. Discovery: Focuses on identifying unused software and compliance risks, not UI customization or branding.

☐ Final Answer:

D . Theming - it ensures consistent branding across tools, which helps improve user adoption and engagement.

NEW QUESTION # 31

What are the key functional categories of WalkMe's capabilities in the new pricing model?

- A. Content Creation, Deployment, Analytics & Insights
- B. Workflow Automation, User Engagement, Security & Privacy
- C. Digital Adoption, Process Optimization, Compliance Management
- D. Data & Analytics, Action & Experience, Platform & Admin

Answer: D

Explanation:

The correct answer is:

B . Data & Analytics, Action & Experience, Platform & Admin ☐

☐ Explanation

According to WalkMe's updated pricing model detailed on their pricing page, the platform's key functional categories are:

* Data & Analytics: Application usage insights, workflow and form analytics, guidance analytics, flow analysis, and custom dashboards.

* Action & Experience: Tools for building interactive guidance (walk-thrus, tooltips, notifications), workflow automation, theming, conversational interfaces, and workstation deployment walkme.com

* Platform & Admin: Admin center, access management, security settings (2FA, roles), data privacy, extensibility, and data hosting controls walkme.com

☐ Why the other options aren't correct:

* A. Workflow Automation, User Engagement, Security & Privacy - these are features under the main categories but don't reflect the pricing model structure.

* C. Digital Adoption, Process Optimization, Compliance Management - more thematic goals, not official pricing tiers.

* D. Content Creation, Deployment, Analytics & Insights - overlaps some areas but doesn't match the naming and structure used by WalkMe's pricing documentation.

☐ Final Answer: B. Data & Analytics, Action & Experience, Platform & Admin.

NEW QUESTION # 32

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