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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"> • 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 3	<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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q22-Q27):

NEW QUESTION # 22

What role does WalkMe's Action pillar serve?

- A. To provide real-time analytics for identifying inefficiencies
- **B. To create workflows and guidance content quickly**
- C. To automate application updates
- D. To ensure intuitive user experiences

Answer: B

NEW QUESTION # 23

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

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

Answer: A,D

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 # 24

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

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

Answer: C,D

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 # 25

What unique technology powers WalkMe's AI-first Digital Adoption Platform (DAP), enabling it to understand application context and drive adoption success?

- A. Library of Pre-Made Content
- B. DeepUI Technology
- C. SAP Ecosystem Integration
- D. FedRAMP Certified Platform

Answer: B

NEW QUESTION # 26

Which of the following are objectives of WalkMe's sales plays for SAP? Note: There are 3 correct answers to this question.

- A. Driving measurable ROI across SAP and non-SAP applications
- B. Ensuring compliance and efficiency in finance and spend management
- C. Enabling ERP transformation through user engagement and adoption
- D. Providing analytics and insights for cloud-based HR systems
- E. Simplifying procurement processes to enhance competitive differentiation

Answer: A,B,C

Explanation:

Based on WalkMe's positioning within the SAP ecosystem, the three key objectives of their SAP-focused sales plays are:

☐ C. Enabling ERP transformation through user engagement and adoption

WalkMe plays a central role in digital transformation by driving user engagement, increasing software adoption, and ensuring smooth rollouts of SAP ERP like S/4HANA and SuccessFactors

☐ A. Ensuring compliance and efficiency in finance and spend management WalkMe's in-app guidance helps prevent user errors, ensure policy compliance, and streamline critical finance and procurement workflows-especially within SAP S/4HANA and Ariba environments blog.sap-press.com

☐ E. Driving measurable ROI across SAP and non-SAP applications

WalkMe emphasizes actionable insights, highlighting software usage, and driving ROI not just in SAP but across heterogeneous systems through analytics and usage data visibility.

☐ Not correct:

* B. Providing analytics and insights for cloud-based HR systems

While WalkMe supports HR applications like SuccessFactors, the offering is broader-including ERP, procurement, and cross-app usage-so this choice is too narrow.

* D. Simplifying procurement processes to enhance competitive differentiation WalkMe does simplify workflows in SAP Ariba, but the "competitive differentiation" language doesn't match their core positioning.

NEW QUESTION # 27

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