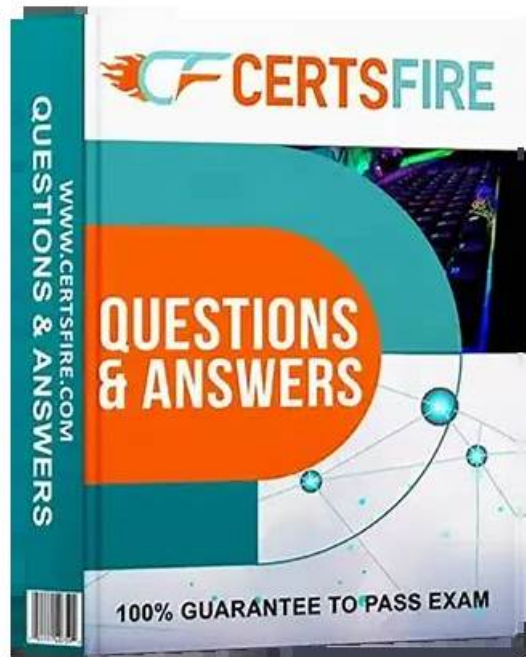


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SAP C-BCWME-2504 Exam Syllabus Topics:

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 (Q12-Q17):

NEW QUESTION # 12

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

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

Answer: B

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 # 13

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

- **A. Theming**
- B. Discovery

- C. WalkMe Shield
- D. Multi-Language

Answer: A

NEW QUESTION # 14

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

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

Answer: B

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 # 15

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

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

Answer: A

Explanation:

The correct answer is:

C . DeepUI Technology

Why DeepUI?

WalkMe's proprietary DeepUI technology is the core behind its AI-first Digital Adoption Platform (DAP). It uses advanced AI-driven element recognition to understand applications like humans do, automatically adjusting guidance content when application interfaces change-ensuring reliability and consistency in user support.

Why not the others?

* A. SAP Ecosystem Integration - While WalkMe integrates with SAP, this is not the unique AI engine powering the platform.

* B. Library of Pre-Made Content - WalkMe offers content building tools, but these aren't the core technology that uses AI context.

* D. FedRAMP Certified Platform - This refers to security compliance, not the AI-based functionality used for context-aware guidance.

Final Answer:

C . DeepUI Technology provides the AI-powered foundation that enables WalkMe's contextual, adaptive DAP experience.

NEW QUESTION # 16

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

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

Answer: B,C

NEW QUESTION # 17

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