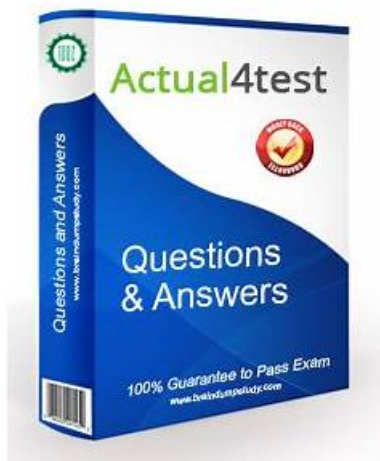


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SAP C_BCWME_2504 Exam Syllabus Topics:

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.
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SAP Certified Associate - Positioning WalkMe Sample Questions (Q11-Q16):

NEW QUESTION # 11

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

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

Answer: B

Explanation:

The correct answer is:

D . Identifying all applications being used across the organization ☐

☐ Explanation

WalkMe Discovery offers enterprises full visibility into their technology stack by automatically discovering all web-based applications in use across the organization. It provides insights into which applications are used, by whom, and how frequently, enabling companies to optimize their software portfolio and eliminate underused or rogue tools.

☐ Why the other options are incorrect:

* A. Automating employee onboarding processes - Not part of Discovery; this relates to WalkMe's guidance capabilities.

* B. Reducing costs associated with hardware infrastructure - Discovery focuses on software visibility, not hardware.

* C. Providing forecasts for future revenue growth - Discovery helps optimize current software investments but doesn't offer revenue forecasting.

☐ Final Answer:

D . Identifying all applications being used across the organization.

NEW QUESTION # 12

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

- A. Digital Experience Analytics
- B. WalkMe Shield
- C. Time & Materials Engagement
- 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 # 13

Which of the following are strategic pillars of WalkMe's product strategy?Note: There are 3 correct answers to this question.

- A. Data
- B. Experience
- C. Action
- D. Integration
- E. Results

Answer: A,B,C

Explanation:

The correct strategic pillars of WalkMe's product strategy are:

☐ A. Action

This pillar encompasses tools for building and deploying in-app guidance and automations-such as workflows, tooltips, and Notifications-to help users take action and complete tasks efficiently.

☐ D. Experience

Focuses on crafting engaging, user-centric in-app experiences-covering Smart Walk-Thrus, conversational assistants, theming, and workstation support-for a seamless adoption journey.

☐ E. Data

Centers on powerful analytics, behavior insights, flow diagnostics, and custom dashboards that help organizations uncover friction and optimize tool usage.

☐ Why not the others?

* B. Integration - While integrations are part of the platform, they aren't labeled as a core strategic pillar.

* C. Results - This reflects outcomes rather than a foundational pillar in the product framework.

Final Answer: A, D, and E.

NEW QUESTION # 14

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

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

Answer: A

NEW QUESTION # 15

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

- A. Low software adoption rates
- B. Excessive third-party integrations
- C. Lack of employee training programs
- D. Insufficient IT budgets

Answer: A

Explanation:

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.

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

* 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.

NEW QUESTION # 16

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