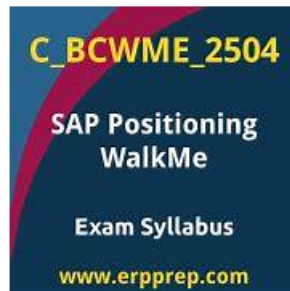


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
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Topic 1	<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 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"> • 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 (Q13-Q18):

NEW QUESTION # 13

What is one of WalkMe's differentiators when compared to other Digital Adoption Platforms (DAP)?

- A. Ability to operate without integrating into other software
- B. Exclusive focus on customer experience workflows
- **C. Offering a combination of guidance tools and actionable analytics**
- D. Limited scalability for smaller businesses

Answer: C

Explanation:

The correct answer is:

A . Offering a combination of guidance tools and actionable analytics Why this matters WalkMe stands out among Digital Adoption Platforms (DAPs) by not only providing in-app guidance-such as walkthroughs, tooltips, and task lists-but also delivering actionable insights through analytics. This powerful combination empowers organizations to both guide users and continuously optimize adoption using real-world usage data.

Why the other options don't apply

* B. Limited scalability for smaller businesses

This is a limitation, if anything-not a differentiator or benefit.

* C. Exclusive focus on customer experience workflows

WalkMe supports a wide array of use cases, including employee onboarding, IT, finance, and more- not just customer workflows.

* D. Ability to operate without integrating into other software

WalkMe overlays onto existing applications and integrates deeply-it doesn't operate in isolation.

Final Answer: A. Offering a combination of guidance tools and actionable analytics.

NEW QUESTION # 14

What does WalkMe Discovery help organizations achieve?

- A. Enhances employee satisfaction scores by 50%
- B. Automates training development processes
- C. Translates all tools into multiple languages automatically
- **D. Identifies underutilized tools and compliance risks**

Answer: D

NEW QUESTION # 15

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

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

Answer: A,C

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 # 16

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

- A. Time & Materials Engagement
- B. Digital Experience Analytics
- C. Activation SKU
- D. WalkMe Shield

Answer: C

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 # 17

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

- A. Need for upgrading physical infrastructure in organizations
- B. Difficulty in maintaining accurate financial records
- C. Challenges in adopting and effectively using digital tools

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