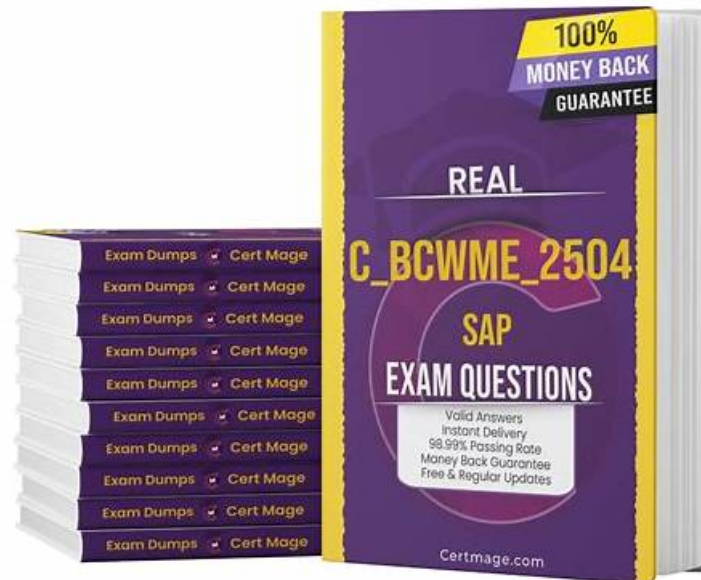


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SAP C-BCWME-2504 Exam Syllabus Topics:

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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q21-Q26):

NEW QUESTION # 21

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

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

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 # 22

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. Lack of third-party integrations**

- C. Low user engagement and adoption rates
- D. High software licensing costs

Answer: A,C

NEW QUESTION # 23

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

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

Answer: C

NEW QUESTION # 24

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

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

Answer: B,D,E

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 # 25

Why do organizations invest in Digital Adoption Platforms (DAP) like WalkMe?

- A. To automate payroll and HR processes for efficiency
- B. To reduce the need for IT support during software rollouts
- C. To replace outdated hardware systems with modern alternatives
- D. To improve user adoption and ensure maximum ROI on technology investments

Answer: B,D

Explanation:

From insights on learning.sap.com, organizations invest in Digital Adoption Platforms (DAPs) like WalkMe primarily to:

☐ A. To improve user adoption and ensure maximum ROI on technology investments WalkMe addresses low adoption rates, streamlines workflows, and helps customers fully realize the value of their digital tools-all contributing to improved ROI

☐ B. To reduce the need for IT support during software rollouts

WalkMe provides in-app guidance and self-service options like Smart Walk-Thrus and SmartTips that empower users to learn

- [illegible]

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