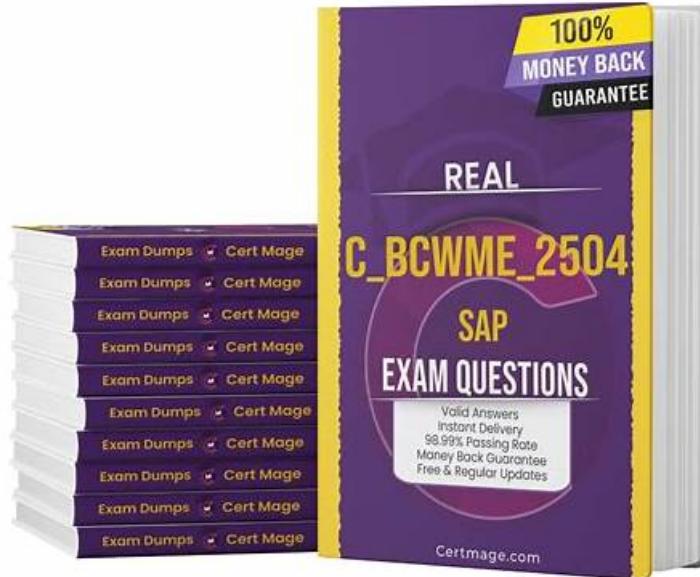


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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q19-Q24):

NEW QUESTION # 19

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. Automating employee onboarding processes
- D. **Identifying all applications being used across the organization**

Answer: D

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 # 20

What are WalkMe's strengths compared to competitors? Note: There are 3 correct answers to this question.

- A. **WalkMe's analytics provide actionable insights to optimize user adoption and ROI**
- B. WalkMe is purpose-built for exclusive use on specific applications
- C. **WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology**
- D. **WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities**
- E. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category

Answer: A,C,D

NEW QUESTION # 21

Which persona is responsible for aligning organizational strategy with technological efficiency while addressing the challenges of resource allocation and system integration?

- A. Sales Enablement
- B. Chief Revenue Officer
- C. **Chief Information Officer**
- D. Operations Leader

Answer: C

NEW QUESTION # 22

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

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

Answer: C

NEW QUESTION # 23

What are the key functional categories of WalkMe's capabilities in the new pricing model?

- A. Workflow Automation, User Engagement, Security & Privacy
- B. Digital Adoption, Process Optimization, Compliance Management
- C. Content Creation, Deployment, Analytics & Insights
- D. Data & Analytics, Action & Experience, Platform & Admin

Answer: D

Explanation:

The correct answer is:

B . Data & Analytics, Action & Experience, Platform & Admin

Explanation

According to WalkMe's updated pricing model detailed on their pricing page, the platform's key functional categories are:

* Data & Analytics: Application usage insights, workflow and form analytics, guidance analytics, flow analysis, and custom dashboards.

* Action & Experience: Tools for building interactive guidance (walk-thrus, tooltips, notifications), workflow automation, theming, conversational interfaces, and workstation deployment walkme.com

* Platform & Admin: Admin center, access management, security settings (2FA, roles), data privacy, extensibility, and data hosting controls walkme.com

Why the other options aren't correct:

* A. Workflow Automation, User Engagement, Security & Privacy - these are features under the main categories but don't reflect the pricing model structure.

* C. Digital Adoption, Process Optimization, Compliance Management - more thematic goals, not official pricing tiers.

* D. Content Creation, Deployment, Analytics & Insights - overlaps some areas but doesn't match the naming and structure used by WalkMe's pricing documentation.

Final Answer: B. Data & Analytics, Action & Experience, Platform & Admin.

NEW QUESTION # 24

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