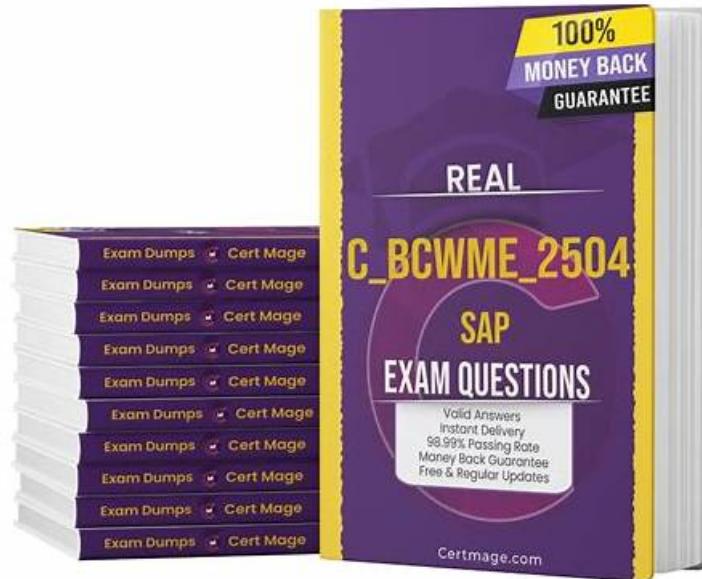


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SAP C-BCWME-2504 Exam Syllabus Topics:

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 (Q20-Q25):

NEW QUESTION # 20

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

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

Answer: C

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 # 21

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

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

Answer: A,B,D

Explanation:

Here are WalkMe's key strengths compared to competitors, based on insights from learning sap.com and authoritative sources:

B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI WalkMe's platform features robust analytics like flow analytics and license optimization data-helping organizations understand adoption patterns, identify friction, and improve ROI.

C. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology From its AI-powered "WalkMe(X)" and "Action Bar" to support across web, desktop, and mobile, WalkMe differentiates itself with an enterprise-grade, AI-driven, cross-platform approach.

D. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities WalkMe was named a leader in The Forrester Wave™: Digital Adoption Platforms in 2024, praised for its strong AI- first platform and analytics. It's also highlighted by IDC and recognized as the category creator and leader ir.walkme.com

Not correct:

- * A. WalkMe is purpose-built for exclusive use on specific applications. Actually, WalkMe is designed to be application-agnostic, working across any web or desktop enterprise tools, not limited to one specific app.
- * E. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category. WalkMe is widely regarded as the market leader, not number two-this choice is incorrect.

Final Answer:

B, C, and D.

NEW QUESTION # 22

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

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

Answer: A

Explanation:

D . Low software adoption rates.

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

Why not the other choices?

- * A. Insufficient IT budgets - While budget constraints can impact projects, WalkMe highlights adoption, not funding, as the primary barrier.
- * B. Excessive third-party integrations - Integration complexity is a challenge but not cited as the leading cause of failed ROI.
- * 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.

Thus, low software adoption rates is the common reason cited from WalkMe's perspective.

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

Answer: D

NEW QUESTION # 24

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

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

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 # 25

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