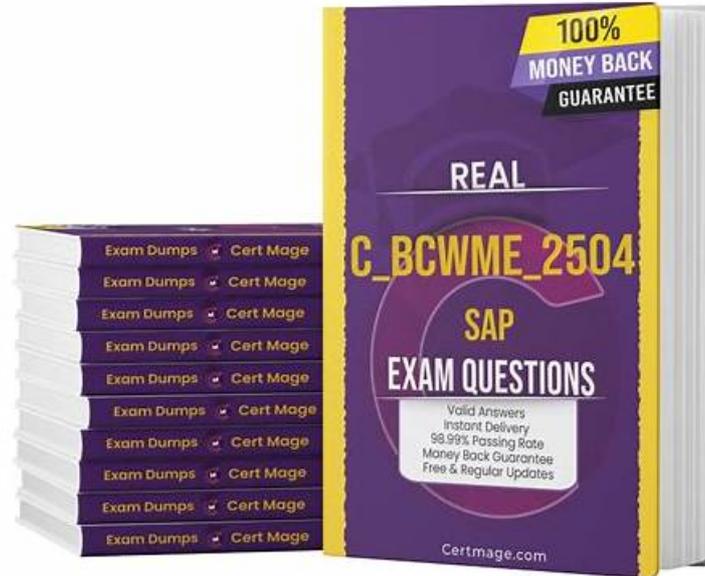


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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details

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"> • 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"> • 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 (Q13-Q18):

NEW QUESTION # 13

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

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

Answer: B,C,D

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 # 14

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

- A. WalkMe is purpose-built for exclusive use on specific applications
- **B. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology**
- **C. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities**
- **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: B,C,D

NEW QUESTION # 15

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

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

Answer: A

Explanation:

The persona that fits this description is:

D. Chief Information Officer

Why the CIO?

The Chief Information Officer (CIO) plays a critical role in:

- * Aligning organizational strategy with technological efficiency - ensuring technology supports business objectives.
- * Addressing resource allocation - deciding how IT budget, tools, and staff are utilized.
- * Managing system integration - orchestrating how different technologies (e.g., SAP, cloud, analytics) interconnect and support transformation.

As described in the SAP Learning course "Introducing the Chief Information Officer (CIO) Narrative," CIOs focus on securing compliance, modernizing technology cost-effectively, and delivering real-time actionable insights from disparate data-while navigating resource constraints and integration complexity.

Why not the others?

- * A. Chief Revenue Officer - focused on growth, sales, and revenue targets.
 - * B. Operations Leader - emphasizes optimizing operations and efficiency, but less on strategic technology alignment.
 - * C. Sales Enablement - drives sales performance through tools and content, rather than managing broad IT resource and integration challenges.
- Final Answer: D. Chief Information Officer

NEW QUESTION # 16

What measures does WalkMe take to enhance data security for enterprise customers?Note: There are 3 correct answers to this question.

- A. Offering localized data storage options based on regional requirements
- B. Integrating multi-factor authentication for added security layers
- C. Utilizing advanced encryption methods to protect sensitive data
- D. Following international privacy regulations to ensure compliance
- E. Modifying user environments for additional data privacy

Answer: A,B,D

Explanation:

Here are the three correct measures WalkMe takes to enhance data security for enterprise customers, according to learning.sap.com and WalkMe official sources:

A. Integrating multi-factor authentication for added security layers

WalkMe supports two-factor authentication (2FA/MFA) via identity providers like Okta and Google Authenticator to secure admin and user accounts

B. Offering localized data storage options based on regional requirements They provide regional cloud residency/data residency, enabling customers to choose data storage locations (e.g., US, EU) to meet jurisdictional and regulatory needs

C. Following international privacy regulations to ensure compliance

WalkMe adheres to global privacy standards such as GDPR and CCPA, plus certifications like SOC 2, ISO 27001, and FedRAMP readiness

E. Utilizing advanced encryption methods to protect sensitive data

WalkMe ensures encryption both in transit and at rest, aligned with NIST and FISMA standards, and logical separation of customer data

Not correct:

* D. Modifying user environments for additional data privacy

This is not a measure WalkMe takes-they control their own platform and settings, not the user's local environment.

Summary:

The correct answers are A, B, C, and E. These measures highlight WalkMe's commitment to robust, enterprise-grade data security and compliance.

NEW QUESTION # 17

A customer mentions they're facing challenges introducing new employees to a complex Software as a Service (SaaS) application. They report high training costs and low adoption rates.

What WalkMe feature best addresses this challenge?

- A. Customizable Landing Pages
- B. Task Automation Tools
- **C. Digital Onboarding and Training Modules**
- D. Sentiment Analysis

Answer: C

NEW QUESTION # 18

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