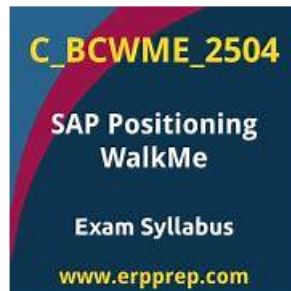


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### SAP C\_BCWME\_2504 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>• <b>Discovering the WalkMe Solution:</b> 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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Selling the WalkMe Solution:</b> 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Positioning the WalkMe Solution:</b> 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.</li> </ul>

## SAP Certified Associate - Positioning WalkMe Sample Questions (Q12-Q17):

### NEW QUESTION # 12

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

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

**Answer: A,D**

Explanation:

Here are the two main challenges WalkMe addresses for enterprises adopting SAP S/4HANA, as outlined on [learning.sap.com](https://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](https://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 # 13

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

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

**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 # 14

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 # 15

What is the primary purpose of WalkMe's Digital Adoption Platform (DAP)?

- A. To implement advanced hardware solutions
- **B. To reduce digital friction and guide users through complex software**
- C. To manage payroll systems efficiently
- D. To automate recruitment processes

**Answer: B**

Explanation:

The primary purpose of WalkMe's Digital Adoption Platform (DAP) is:

B . To reduce digital friction and guide users through complex software

Why This Is Correct

WalkMe DAP is an intelligence-driven overlay that sits on top of your existing applications and provides contextual guidance and automation to users at the exact moment they're facing friction. This minimizes errors, accelerates digital proficiency, and relieves support bottlenecks.

Why the Other Options Aren't Correct

\* A. To manage payroll systems efficiently - WalkMe doesn't handle backend processes like payroll.

\* C. To implement advanced hardware solutions - Its focus is purely on software adoption and user interaction.

\* D. To automate recruitment processes - WalkMe supports adoption across software, not HR operations like recruitment.

Final Answer:

B. To reduce digital friction and guide users through complex software.

## NEW QUESTION # 16

How does WalkMe empower enterprises to recover productivity losses?

- A. By automating recruitment processes
- B. By outsourcing workflow management to third-party providers
- C. By offering proactive, contextual guidance through AI-powered tools
- D. By replacing enterprise tools with simpler solutions

**Answer: C**

Explanation:

The WalkMe feature that best helps enterprises recover productivity losses is:

B. By offering proactive, contextual guidance through AI-powered tools  WalkMe empowers users by delivering real-time, in-app guidance tailored to individual workflows. Specifically, their contextual AI tools-like the new "Action Bar"-proactively suggest next steps, remind users of critical tasks, and offer support based on ongoing context across applications. This reduces disruptions, closes adoption gaps, and accelerates productivity recovery Why the other options don't apply:

\* A. By automating recruitment processes

WalkMe focuses on user productivity and adoption, not HR or recruiting workflows.

\* C. By outsourcing workflow management to third-party providers

WalkMe provides in-house software tools and guidance-not workflow outsourcing.

\* D. By replacing enterprise tools with simpler solutions

WalkMe enhances existing enterprise tools rather than replacing them.

In summary: WalkMe recovers lost productivity by embedding AI-powered, proactive guidance directly into enterprise software workflows-helping users avoid friction and work smarter in the moment.

## NEW QUESTION # 17

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