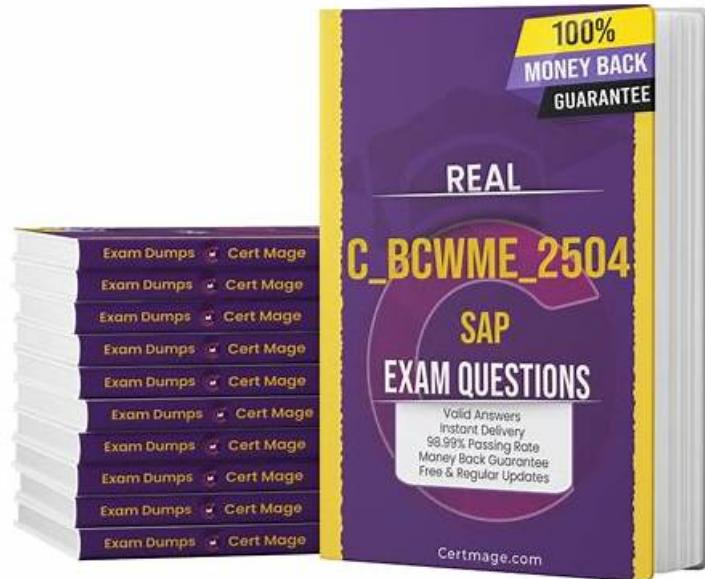


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SAP C-BCWME-2504 Exam Syllabus Topics:

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">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 3	<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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q24-Q29):

NEW QUESTION # 24

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

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

Answer: C

NEW QUESTION # 25

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's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology
- C. WalkMe is purpose-built for exclusive use on specific applications
- 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,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 # 26

What are the benefits of using WalkMe on SAP S/4HANA? Note: There are 2 correct answers to this question.

- A. Improves compliance with regulatory requirements
- B. Enhances physical infrastructure scalability
- C. Automates payroll processing
- D. Simplifies user adoption and reduces training time

Answer: A,D

Explanation:

The correct answers are:

- B. Simplifies user adoption and reduces training time

WalkMe's in-app guidance, onboarding support, and automation tools (like Smart Walk-Thrus and reminders) help users settle into SAP S/4HANA faster, significantly reducing training needs and accelerating adoption-especially during both greenfield and brownfield migrations

- D. Improves compliance with regulatory requirements.

By guiding users through proper workflows, delivering targeted announcements, and reducing errors, WalkMe supports compliance efforts during S/4HANA transitions and beyond.

✗ Why the other options are incorrect:

* A. Automates payroll processing - This is not part of WalkMe's functionality; it doesn't automate backend financial processes like payroll.

* C. Enhances physical infrastructure scalability - WalkMe focuses on digital adoption and guidance, not physical hardware or infrastructure enhancements.

- Final Answer:

B and D.

NEW QUESTION # 27

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. Utilizing advanced encryption methods to protect sensitive data
- C. Modifying user environments for additional data privacy
- D. Integrating multi-factor authentication for added security layers
- E. Following international privacy regulations to ensure compliance

Answer: A,B,E

NEW QUESTION # 28

What role does WalkMe's Action pillar serve?

- A. To provide real-time analytics for identifying inefficiencies
- B. To create workflows and guidance content quickly
- C. To ensure intuitive user experiences
- D. To automate application updates

Answer: B

NEW QUESTION # 29

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