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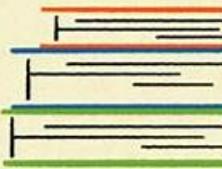
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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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 (Q24-Q29):

NEW QUESTION # 24
What is the main focus of a mid-level influencer during the sales cycle?

- A. Increasing recruitment efficiency
- B. Addressing operational inefficiencies and aligning with high-level goals
- C. Mitigating company-wide risks
- D. Driving organizational ROI

Answer: B

NEW QUESTION # 25
What measures does WalkMe take to enhance data security for enterprise customers? Note: There are 3 correct answe rs to this questio n.

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

Answer: A,B,E

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

NEW QUESTION # 26

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

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

Answer: D

NEW QUESTION # 27

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

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

Answer: B

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 # 28

What challenges does WalkMe address for enterprises adopting SAP S/4HANA?Note: There are 2 correct answe rs to this questio n.

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

Answer: B,D

Explanation:
Here are the two main challenges WalkMe addresses for enterprises adopting SAP S/4HANA, as outlined on 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.
□ 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 # 29
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