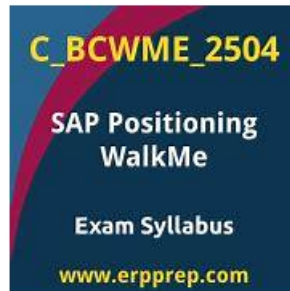


2026 SAP C-BCWME-2504: SAP Certified Associate - Positioning WalkMe Latest Exam Assessment



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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details

Topic 1	<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 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"> 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.

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

NEW QUESTION # 12

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

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

Answer: A

NEW QUESTION # 13

What primary issue does WalkMe's solution aim to solve for customers?

- A. Need for upgrading physical infrastructure in organizations
- B. High employee turnover rates
- C. Challenges in adopting and effectively using digital tools
- D. Difficulty in maintaining accurate financial records

Answer: C

NEW QUESTION # 14

How does WalkMe empower enterprises to recover productivity losses?

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

Answer: D

NEW QUESTION # 15

How does WalkMe empower enterprises to recover productivity losses?

- A. By outsourcing workflow management to third-party providers
- B. By automating recruitment processes

- C. By replacing enterprise tools with simpler solutions
- **D. By offering proactive, contextual guidance through AI-powered tools**

Answer: D

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 # 16

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. Enabling ERP transformation through user engagement and adoption**
- **C. Driving measurable ROI across SAP and non-SAP applications**
- **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 # 17

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