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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	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	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	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 (Q16-Q21):

NEW QUESTION # 16

Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. Time & Materials Engagement
- B. Activation SKU
- C. WalkMe Shield
- D. Digital Experience Analytics

Answer: B

Explanation:

The WalkMe service offering that provides a quick time-to-value deployment with a fixed price and scope is:

C . Activation SKU ☐

☐ Why this is correct

The Activation SKU is designed specifically for fast-track deployments-typically delivering pre- configured workflows with a fixed scope and cost. It enables organizations to implement WalkMe for specific applications (like Salesforce or SAP SuccessFactors) and go live in as little as 4 weeks, offering a clear, predictable time-to-value outcome without scope creep

☐ Why the other options aren't correct

A . Digital Experience Analytics - This is focused on gathering and analyzing usage data; it's not a deployment package.

B . Time & Materials Engagement - This engagement model is flexible but not fixed-price and doesn't ensure rapid deployment.

D . WalkMe Shield - A quality assurance tool for testing and automating content; not related to deployment scope or pricing.

☐ Final Answer:

C . Activation SKU provides the bundled, fixed-scope deployment that ensures a rapid go-live and predictable investment.

NEW QUESTION # 17

What benefit does the combined WalkMe-SAP solution offer to enterprises?

- A. Lower software maintenance costs
- B. Enhanced physical supply chain management
- C. Streamlined user adoption and seamless process integration
- D. Increased hiring efficiency

Answer: C

NEW QUESTION # 18

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

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

Answer: D

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 # 19

What does WalkMe Discovery help organizations achieve?

- A. Enhances employee satisfaction scores by 50%
- **B. Identifies underutilized tools and compliance risks**
- C. Translates all tools into multiple languages automatically
- D. Automates training development processes

Answer: B

NEW QUESTION # 20

What percentage of digital transformation initiatives fail to meet their goals due to poor tool adoption?

- A. 0.5
- B. 0.9
- C. 0.3
- **D. 0.7**

Answer: D

Explanation:

The correct answer is B. 0.7 (i.e., 70%).

Studies cited on learning.sap.com indicate that roughly 70% of digital transformation initiatives fail to meet their objectives, and a major reason behind this is poor user adoption of tools.

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