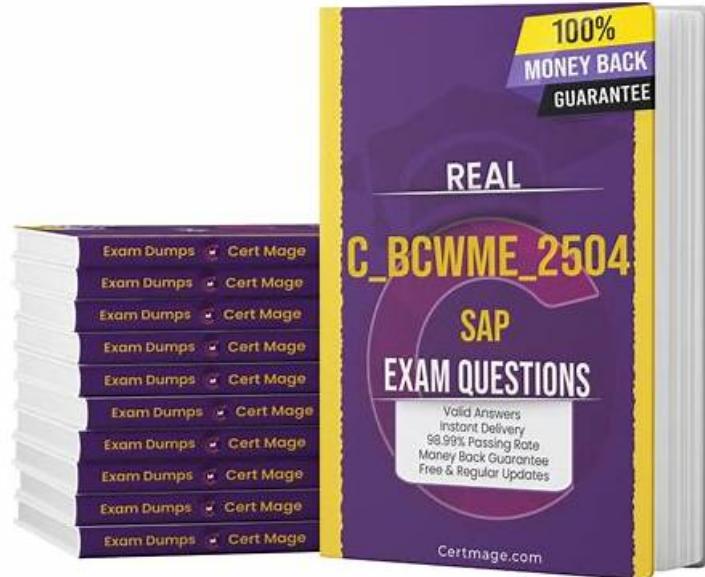


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SAP C_BCWME_2504 Exam Syllabus Topics:

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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q18-Q23):

NEW QUESTION # 18

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

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

Answer: D

Explanation:

The correct answer is:

D . Identifying all applications being used across the organization

Explanation

WalkMe Discovery offers enterprises full visibility into their technology stack by automatically discovering all web-based applications in use across the organization. It provides insights into which applications are used, by whom, and how frequently, enabling companies to optimize their software portfolio and eliminate underused or rogue tools.

Why the other options are incorrect:

- * A. Automating employee onboarding processes - Not part of Discovery; this relates to WalkMe's guidance capabilities.
- * B. Reducing costs associated with hardware infrastructure - Discovery focuses on software visibility, not hardware.
- * C. Providing forecasts for future revenue growth - Discovery helps optimize current software investments but doesn't offer revenue forecasting.

Final Answer:

D . Identifying all applications being used across the organization.

NEW QUESTION # 19

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

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

Answer: C

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 # 20

Which feature of WalkMe helps enterprises maintain consistent branding across tools to improve user adoption?

- A. Theming
- B. WalkMe Shield
- C. Discovery
- D. Multi-Language

Answer: A

NEW QUESTION # 21

What measures does WalkMe take to enhance data security for enterprise customers? Note: There are 3 correct answers to this question.

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

Answer: A,B,D

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

NEW QUESTION # 22

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

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

Answer: B

NEW QUESTION # 23

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