

# 2026 SAP C-BCWME-2504: SAP Certified Associate - Positioning WalkMe–High-quality Latest Training



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## SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>

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

#### NEW QUESTION # 12

What challenges does WalkMe address for enterprises adopting SAP S/4HANA? Note: There are 2 correct answers to this question.

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

**Answer: A,B**

#### NEW QUESTION # 13

What are the key functional categories of WalkMe's capabilities in the new pricing model?

- A. Data & Analytics, Action & Experience, Platform & Admin
- B. Content Creation, Deployment, Analytics & Insights
- C. Digital Adoption, Process Optimization, Compliance Management
- D. Workflow Automation, User Engagement, Security & Privacy

**Answer: A**

Explanation:

The correct answer is:

B. Data & Analytics, Action & Experience, Platform & Admin

Explanation

According to WalkMe's updated pricing model detailed on their pricing page, the platform's key functional categories are:  
\* Data & Analytics: Application usage insights, workflow and form analytics, guidance analytics, flow analysis, and custom dashboards.

\* Action & Experience: Tools for building interactive guidance (walk-thrus, tooltips, notifications), workflow automation, theming, conversational interfaces, and workstation deployment walkme.com

\* Platform & Admin: Admin center, access management, security settings (2FA, roles), data privacy, extensibility, and data hosting controls walkme.com

Why the other options aren't correct:

\* A. Workflow Automation, User Engagement, Security & Privacy - these are features under the main categories but don't reflect the pricing model structure.

\* C. Digital Adoption, Process Optimization, Compliance Management - more thematic goals, not official pricing tiers.

\* D. Content Creation, Deployment, Analytics & Insights - overlaps some areas but doesn't match the naming and structure used by WalkMe's pricing documentation.

Final Answer: B. Data & Analytics, Action & Experience, Platform & Admin.

#### NEW QUESTION # 14

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

- A. To implement advanced hardware solutions
- B. To automate recruitment processes
- 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 # 15

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. Driving measurable ROI across SAP and non-SAP applications**
- C. Simplifying procurement processes to enhance competitive differentiation
- **D. Enabling ERP transformation through user engagement and adoption**
- **E. Ensuring compliance and efficiency in finance and spend management**

**Answer: B,D,E**

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](http://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 # 16

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

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

**Answer: C**

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.

## NEW QUESTION # 17

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