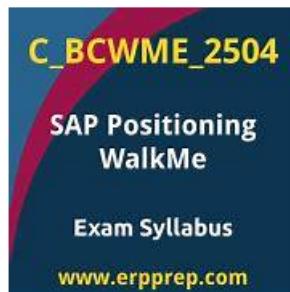


# **C-BCWME-2504 Preparation Store, SAP C-BCWME-2504 Valid Exam Prep: SAP Certified Associate - Positioning WalkMe Finally Passed**



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

<b>Topic</b>	<b>Details</b>
Topic 1	<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 2	<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>
Topic 3	<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>

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### SAP Certified Associate - Positioning WalkMe Sample Questions (Q28-Q33):

#### NEW QUESTION # 28

What role does WalkMe's Action pillar serve?

- A. To ensure intuitive user experiences
- B. To create workflows and guidance content quickly
- C. To provide real-time analytics for identifying inefficiencies
- D. To automate application updates

#### Answer: B

Explanation:

The correct answer is:

B . To create workflows and guidance content quickly

Explanation

According to the Learning SAP course Outlining Strategy and Messaging, WalkMe's Action pillar is all about empowering organizations to rapidly design and deploy workflows and guidance content-with minimal IT involvement-using tools like the Workflow Accelerators, WalkMe Editor, and Builder Assistant. It enables companies to turn data-driven insights into action effectively.

Why other options aren't correct:

- \* A. To automate application updates - This doesn't fall under the Action pillar's scope, which focuses on guided workflows and in-app support, not software maintenance.
- \* C. To ensure intuitive user experiences - While intuitive experiences are part of the Experience pillar (with smart walkthroughs, AI chat, etc.), the Action pillar focuses specifically on building and rolling out guidance content
- \* D. To provide real-time analytics for identifying inefficiencies - This relates to the Data pillar, which handles analytics and insights, not the Action pillar.

Final Answer:

B . To create workflows and guidance content quickly

#### NEW QUESTION # 29

Which of the following are strategic pillars of WalkMe's product strategy? Note: There are 3 correct answers to this question.

- A. Integration
- B. Experience
- C. Data
- D. Results
- E. Action

#### Answer: B,C,E

#### NEW QUESTION # 30

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. Digital Experience Analytics
- D. WalkMe Shield

**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 # 31**

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

- A. Sales Enablement
- B. Chief Revenue Officer
- C. Operations Leader
- **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 # 32**

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. Identifying all applications being used across the organization**
- D. Reducing costs associated with hardware infrastructure

## Answer: C

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 # 33

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