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

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• <b>Selling the WalkMe Solution:</b> 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 2	<ul style="list-style-type: none"> <li>• <b>Discovering the WalkMe Solution:</b> 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>• <b>Positioning the WalkMe Solution:</b> 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 (Q17-Q22):

### NEW QUESTION # 17

What are the benefits of using WalkMe on SAP S/4HANA? Note: There are 2 correct answers to this question.

- A. Simplifies user adoption and reduces training time
- B. Improves compliance with regulatory requirements
- C. Enhances physical infrastructure scalability
- D. Automates payroll processing

**Answer: A,B**

Explanation:

The correct answers are:

B. Simplifies user adoption and reduces training time

WalkMe's in-app guidance, onboarding support, and automation tools (like Smart Walk-Thrus and reminders) help users settle into SAP S/4HANA faster, significantly reducing training needs and accelerating adoption-especially during both greenfield and brownfield migrations

D. Improves compliance with regulatory requirements.

By guiding users through proper workflows, delivering targeted announcements, and reducing errors, WalkMe supports compliance efforts during S/4HANA transitions and beyond.

✘  Why the other options are incorrect:

\* A. Automates payroll processing - This is not part of WalkMe's functionality; it doesn't automate backend financial processes like payroll.

\* C. Enhances physical infrastructure scalability - WalkMe focuses on digital adoption and guidance, not physical hardware or infrastructure enhancements.

Final Answer:

B and D.

### NEW QUESTION # 18

What unique technology powers WalkMe's AI-first Digital Adoption Platform (DAP), enabling it to understand application context and drive adoption success?

- A. SAP Ecosystem Integration
- B. Library of Pre-Made Content
- C. FedRAMP Certified Platform
- D. DeepUI Technology

**Answer: D**

Explanation:

The correct answer is:

C. DeepUI Technology

Why DeepUI?

WalkMe's proprietary DeepUI technology is the core behind its AI-first Digital Adoption Platform (DAP). It uses advanced AI-driven element recognition to understand applications like humans do, automatically adjusting guidance content when application interfaces change-ensuring reliability and consistency in user support.

Why not the others?

\* A. SAP Ecosystem Integration - While WalkMe integrates with SAP, this is not the unique AI engine powering the platform.

\* B. Library of Pre-Made Content - WalkMe offers content building tools, but these aren't the core technology that uses AI context.

\* D. FedRAMP Certified Platform - This refers to security compliance, not the AI-based functionality used for context-aware guidance.

Final Answer:

C. DeepUI Technology provides the AI-powered foundation that enables WalkMe's contextual, adaptive DAP experience.

### NEW QUESTION # 19

A customer mentions they're facing challenges introducing new employees to a complex Software as a Service (SaaS) application. They report high training costs and low adoption rates. What WalkMe feature best addresses this challenge?

- A. Task Automation Tools
- B. Sentiment Analysis
- **C. Digital Onboarding and Training Modules**
- D. Customizable Landing Pages

**Answer: C**

### NEW QUESTION # 20

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

**Answer: C**

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 # 21

Which of the following are measurable impacts delivered by WalkMe? Note: There are 3 correct answers to this question.

- A. Reduction in compliance-related issues through automatic insights
- **B. Enhanced user satisfaction through NPS and CSAT improvements**
- **C. Faster and more flexible product delivery**
- **D. Increased employee productivity through streamlined workflows**
- E. Elimination of all R&D costs within enterprises

**Answer: B,C,D**

### NEW QUESTION # 22

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