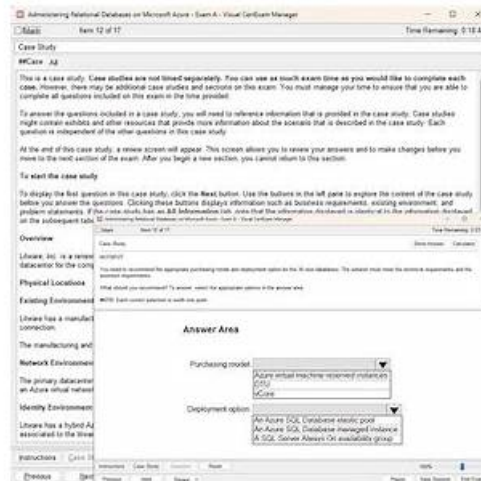


# C-BCWME-2504 Exam Flashcards | Exam C-BCWME-2504 Answers



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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>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>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> |

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

#### NEW QUESTION # 12

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

- A. 90%
- B. 30%
- C. 70%
- D. 50%

**Answer: C**

#### NEW QUESTION # 13

Which of the following are objectives of WalkMe's sales plays for SAP? Note: There are 3 correct answers to this question.

- A. Simplifying procurement processes to enhance competitive differentiation
- B. Ensuring compliance and efficiency in finance and spend management
- C. Driving measurable ROI across SAP and non-SAP applications
- D. Enabling ERP transformation through user engagement and adoption
- E. Providing analytics and insights for cloud-based HR systems

**Answer: B,C,D**

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](https://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 # 14

What role does WalkMe's Action pillar serve?

- A. To automate application updates
- B. To ensure intuitive user experiences

- C. To create workflows and guidance content quickly
- D. To provide real-time analytics for identifying inefficiencies

**Answer: C**

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 # 15

What is one of WalkMe's differentiators when compared to other Digital Adoption Platforms (DAP)?

- A. Offering a combination of guidance tools and actionable analytics
- B. Limited scalability for smaller businesses
- C. Exclusive focus on customer experience workflows
- D. Ability to operate without integrating into other software

**Answer: A**

Explanation:

The correct answer is:

A . Offering a combination of guidance tools and actionable analytics ☐ Why this matters WalkMe stands out among Digital Adoption Platforms (DAPs) by not only providing in-app guidance-such as walkthroughs, tooltips, and task lists-but also delivering actionable insights through analytics. This powerful combination empowers organizations to both guide users and continuously optimize adoption using real-world usage data.

Why the other options don't apply

\* B. Limited scalability for smaller businesses

☐ This is a limitation, if anything-not a differentiator or benefit.

\* C. Exclusive focus on customer experience workflows

☐ WalkMe supports a wide array of use cases, including employee onboarding, IT, finance, and more- not just customer workflows.

\* D. Ability to operate without integrating into other software

☐ WalkMe overlays onto existing applications and integrates deeply-it doesn't operate in isolation.

☐ Final Answer: A. Offering a combination of guidance tools and actionable analytics.

## NEW QUESTION # 16

What is one example of WalkMe's measurable impact for its customers?

- A. Reducing software licensing costs by 80%
- B. Eliminating the need for IT departments in large organizations
- C. Saving sales representatives 2-3 hours per day through streamlined processes
- D. Replacing all in-person training programs with AI-only solutions

**Answer: C**

## NEW QUESTION # 17

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