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

Topic	Details	
Topic 1	<ul> <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 2	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 3	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.	

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# SAP Certified Associate - Positioning WalkMe Sample Questions (Q11-Q16):

#### **NEW OUESTION #11**

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. Providing analytics and insights for cloud-based HR systems
- C. Ensuring compliance and efficiency in finance and spend management
- D. Driving measurable ROI across SAP and non-SAP applications
- E. Enabling ERP transformation through user engagement and adoption

Answer: C,D,E

#### **NEW OUESTION #12**

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

- A. Operations Leader
- B. Sales Enablement
- C. Chief Information Officer
- D. Chief Revenue Officer

Answer: C

## **NEW QUESTION #13**

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

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

#### Answer: B

Answer: B
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**

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

- A. Operations Leader
- B. Sales Enablement
- C. Chief Information Officer
- D. Chief Revenue Officer

#### Answer: C

#### Explanation:

The persona that fits this description is:

D . Chief Information Officer  $\ \square$ 

 $\square$  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 #15**

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

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

#### Answer: B,D

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The correct answe rs 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

 $\ \square$  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.

- $\bigstar$   $\square$  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.

er

B and D.

## **NEW QUESTION #16**

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