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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	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.
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	• 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.
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SAP Certified Associate - Positioning WalkMe Sample Questions (Q29-Q34):

NEW QUESTION # 29

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

Answer: C,D

NEW QUESTION # 30

What is the role of the WalkMe snippet in the deployment process?

- A. It secures user data through encryption
- B. It ensures compatibility with all versions of application software
- C. It customizes content for each user group
- D. It enables WalkMe content to be displayed over applications

Answer: D

Explanation:

The primary role of the WalkMe snippet in the deployment process is:

B . It enables WalkMe content to be displayed over applications ☐

☐ Why this is correct

WalkMe's snippet is a small JavaScript snippet that's added to the application's codebase. It functions as the core mechanism that:

* Loads and overlays WalkMe guidance (like Smart Walk-Thrus, tooltips, menus) onto target applications

* Differentiates between Test and Production environments-only injected when appropriate-so content is shown in the correct setting.

Without the snippet, WalkMe content built in the Editor would not render within the application UI.

☐ Why the other options are incorrect

* A. Ensuring compatibility with all versions of application software

While snippet compatibility is important, its core function isn't version matching-it's content delivery.

* C. Securing user data through encryption

Security and encryption are managed via WalkMe's backend, CDN delivery, and network infrastructure- not the snippet itself.

* D. Customizing content for each user group

Segmentation and content targeting are handled by WalkMe's configuration (Conditions/Segments), not by the snippet.

☐ Final Answer

B . It enables WalkMe content to be displayed over applications.

NEW QUESTION # 31

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

Answer: C,D

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 # 32

What role does WalkMe's Action pillar serve?

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

Answer: D

NEW QUESTION # 33

Which feature of WalkMe Discovery allows enterprises to gain insights to optimize their technology stack?

- **A. Identifying all applications being used across the organization**
- B. Providing forecasts for future revenue growth
- C. Reducing costs associated with hardware infrastructure
- D. Automating employee onboarding processes

Answer: A

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 # 34

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