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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<ul style="list-style-type: none">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.
Topic 3	<ul style="list-style-type: none">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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q17-Q22):

NEW QUESTION # 17

What measures does WalkMe take to enhance data security for enterprise customers?Note: There are 3 correct answers to this question.

- A. Offering localized data storage options based on regional requirements
- B. Integrating multi-factor authentication for added security layers
- C. Following international privacy regulations to ensure compliance
- D. Utilizing advanced encryption methods to protect sensitive data
- E. Modifying user environments for additional data privacy

Answer: A,B,C

Explanation:

Here are the three correct measures WalkMe takes to enhance data security for enterprise customers, according to learning.sap.com and WalkMe official sources:

☐ A. Integrating multi-factor authentication for added security layers

WalkMe supports two-factor authentication (2FA/MFA) via identity providers like Okta and Google Authenticator to secure admin and user accounts

☐ B. Offering localized data storage options based on regional requirements They provide regional cloud residency/data residency, enabling customers to choose data storage locations (e.g., US, EU) to meet jurisdictional and regulatory needs

☐ C. Following international privacy regulations to ensure compliance

WalkMe adheres to global privacy standards such as GDPR and CCPA, plus certifications like SOC 2, ISO 27001, and FedRAMP readiness

☐ E. Utilizing advanced encryption methods to protect sensitive data

WalkMe ensures encryption both in transit and at rest, aligned with NIST and FISMA standards, and logical separation of customer data

☐ Not correct:

* D. Modifying user environments for additional data privacy

This is not a measure WalkMe takes-they control their own platform and settings, not the user's local environment.

Summary:

The correct answers are A, B, C, and E. These measures highlight WalkMe's commitment to robust, enterprise-grade data security and compliance.

NEW QUESTION # 18

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

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

Answer: B,C,D

Explanation:

Here are three measurable impacts delivered by WalkMe, based on learning.sap.com and supporting sources:

☐ C. Reduction in compliance-related issues through automatic insights

WalkMe's analytics surface compliance gaps and user deviations-automatically identifying and guiding users away from risky or unauthorized actions, thereby reducing compliance-related issues.

☐ D. Increased employee productivity through streamlined workflows

WalkMe captures friction points within workflows-then resolves them with automation and in-app guidance, helping employees work faster and smarter

☐ E. Enhanced user satisfaction through NPS and CSAT improvements

WalkMe supports in-app surveys, including CSAT and NPS, empowering teams to measure sentiment and deliver experiences that improve satisfaction scores

☐ Why the other options don't fit:

* A. Faster and more flexible product delivery - This is a strategic benefit but not a directly measured outcome typically highlighted by WalkMe.

* B. Elimination of all R&D costs within enterprises - That's unrealistic and not claimed by WalkMe.

C Final Answer:

C, D, and E.

NEW QUESTION # 19

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

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

Answer: C

NEW QUESTION # 20

Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. Activation SKU
- B. Time & Materials Engagement
- C. Digital Experience Analytics
- D. WalkMe Shield

Answer: A

NEW QUESTION # 21

Which market trend is most relevant to driving adoption for tools like WalkMe?

- A. Rising popularity of traditional employee training methods
- B. Preference for local software providers
- C. Global movement towards digital transformation
- D. Increasing investment in physical retail stores

Answer: C

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