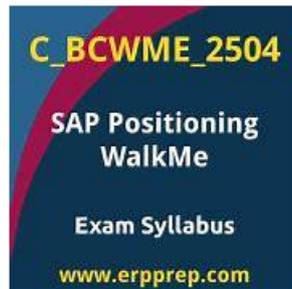


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## SAP C\_BCWME\_2504 Exam Syllabus Topics:

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>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>
Topic 3	<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>

## SAP Certified Associate - Positioning WalkMe Sample Questions (Q29-Q34):

### NEW QUESTION # 29

What does WalkMe Discovery help organizations achieve?

- A. Enhances employee satisfaction scores by 50%
- B. Translates all tools into multiple languages automatically
- C. Automates training development processes
- D. Identifies underutilized tools and compliance risks

**Answer: D**

### NEW QUESTION # 30

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

- A. 0.3
- B. 0.7
- C. 0.9
- D. 0.5

**Answer: B**

Explanation:

The correct answer is B. 0.7 (i.e., 70%).

Studies cited on learning.sap.com indicate that roughly 70% of digital transformation initiatives fail to meet their objectives, and a major reason behind this is poor user adoption of tools.

### NEW QUESTION # 31

What are WalkMe's strengths compared to competitors? Note: There are 3 correct answers to this question.

- A. WalkMe is purpose-built for exclusive use on specific applications
- B. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities
- C. WalkMe's analytics provide actionable insights to optimize user adoption and ROI!
- D. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology
- E. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category

**Answer: B,C,D**

Explanation:

Here are WalkMe's key strengths compared to competitors, based on insights from [learning.sap.com](https://learning.sap.com) and authoritative sources:

B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI WalkMe's platform features robust analytics like flow analytics and license optimization data-helping organizations understand adoption patterns, identify friction, and improve ROI.

C. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology From its AI-powered "WalkMe(X)" and "Action Bar" to support across web, desktop, and mobile, WalkMe differentiates itself with an enterprise-grade, AI-driven, cross-platform approach.

D. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities WalkMe was named a leader in The Forrester Wave™: Digital Adoption Platforms in 2024, praised for its strong AI- first platform and analytics. It's also highlighted by IDC and recognized as the category creator and leader [ir.walkme.com](https://ir.walkme.com)

Not correct:

\* A. WalkMe is purpose-built for exclusive use on specific applications Actually, WalkMe is designed to be application-agnostic, working across any web or desktop enterprise tools, not limited to one specific app.

\* E. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category WalkMe is widely regarded as the market leader, not number two-this choice is incorrect.

Final Answer:

B, C, and D.

### NEW QUESTION # 32

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

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

**Answer: B**

### NEW QUESTION # 33

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

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

**Answer: D**

### NEW QUESTION # 34

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