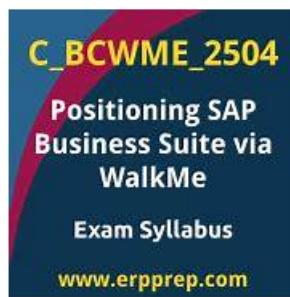


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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
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">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.

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

NEW QUESTION # 11

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

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

Answer: B

NEW QUESTION # 12

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

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

Answer: B

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. Providing analytics and insights for cloud-based HR systems
- B. Simplifying procurement processes to enhance competitive differentiation
- 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 QUESTION # 14

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

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

Answer: D

Explanation:

The market trend most relevant to driving adoption for tools like WalkMe is:

B. Global movement towards digital transformation

Why It Matters

* The worldwide shift toward digital transformation is the primary catalyst making Digital Adoption Platforms (DAPs) essential- organizations must ensure their tools are not just implemented, but also fully adopted by users.

* WalkMe specifically addresses the "digital adoption gap" where companies invest heavily in digital tools but struggle to achieve actual usage-costing millions in productivity and ROI losses.

Why the others aren't relevant

* A. Preference for local software providers - While regional tools play a role, the dominant trend is global digital transformation driving homogeneous adoption needs.

* C. Rising popularity of traditional employee training methods - Traditional training is declining; digital, in-app guidance is gaining momentum.

* D. Increasing investment in physical retail stores - This is unrelated to software adoption and digital change initiatives.

Summary

* The dominant market force fueling WalkMe's growth and adoption is the global digital transformation movement-organizations need to bridge the gap between digital investment and actual user engagement.

Final Answer: B. Global movement towards digital transformation.

NEW QUESTION # 15

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

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

Answer: B

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 # 16

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