

# C\_BCWME\_2504 Detail Explanation, C\_BCWME\_2504 Test Pattern



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

Topic	Details
Topic 1	<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>

Topic 2	<ul style="list-style-type: none"> <li>• <b>Discovering the WalkMe Solution:</b> 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>• <b>Positioning the WalkMe Solution:</b> 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>

>> C\_BCWME\_2504 Detail Explanation <<

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### SAP Certified Associate - Positioning WalkMe Sample Questions (Q20-Q25):

#### NEW QUESTION # 20

What is included in WalkMe's embedded content provided with SAP applications?

- A. The full suite of WalkMe features
- B. Comprehensive analytics and insights
- C. Basic guidance like help menus and tooltips
- **D. Customizable digital adoption content**

**Answer: D**

#### NEW QUESTION # 21

From a WalkMe perspective, what is a common reason enterprises fail to maximize ROI on software investments?

- A. Lack of employee training programs
- **B. Low software adoption rates**
- C. Insufficient IT budgets
- D. Excessive third-party integrations

**Answer: B**

#### NEW QUESTION # 22

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

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

**Answer: A,B,E**

Explanation:

Here are WalkMe's key strengths compared to competitors, based on insights from 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
  - 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 # 23

What is included in WalkMe's embedded content provided with SAP applications?

- A. The full suite of WalkMe features
- B. Customizable digital adoption content
- C. Comprehensive analytics and insights
- D. Basic guidance like help menus and tooltips

**Answer: D**

Explanation:

The correct answer is:

- C . Basic guidance like help menus and tooltips
- Explanation

According to SAP's documentation, when WalkMe is embedded within SAP applications (such as SuccessFactors or S/4HANA), users are provided with contextual, in-app guidance features-including smart walkthroughs, tooltips, task lists, and on-demand help menus. These are considered "basic guidance" rather than the full breadth of WalkMe's platform capabilities.

Why the other options are incorrect

\* A. The full suite of WalkMe features

Embedded WalkMe content delivers a subset focused on guidance-not the full product suite.

\* B. Comprehensive analytics and insights

While analytics are available in the platform, they are not part of the embedded content. Those insights are part of the broader WalkMe offering outside the embedded scope.

\* D. Customizable digital adoption content

Customized training and adoption flows are built and managed in the full WalkMe platform-not included in the out-of-the-box embedded offering.

### NEW QUESTION # 24

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

- A. Modifying user environments for additional data privacy
- 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. Offering localized data storage options based on regional requirements

**Answer: B,C,E**

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 # 25

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