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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 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	• 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 (Q10-Q15):

NEW QUESTION # 10

Which of the following are strategic pillars of WalkMe's product strategy? Note: There are 3 correct answe rs to this questio n.

- A. Data
- B. Results
- C. Integration
- D. Experience
- E. Action

Answer: A,D,E

Explanation:
The correct strategic pillars of WalkMe's product strategy are:
☐ A. Action
This pillar encompasses tools for building and deploying in-app guidance and automations-such as workflows, tooltips, and Notifications-to help users take action and complete tasks efficiently.
☐ D. Experience
Focuses on crafting engaging, user-centric in-app experiences-covering Smart Walk-Thrus, conversational assistants, theming, and workstation support-for a seamless adoption journey.
☐ E. Data
Centers on powerful analytics, behavior insights, flow diagnostics, and custom dashboards that help organizations uncover friction and optimize tool usage.
☐ Why not the others?
* B. Integration - While integrations are part of the platform, they aren't labeled as a core strategic pillar.
* C. Results - This reflects outcomes rather than a foundational pillar in the product framework.
Final Answer: A, D, and E.

NEW QUESTION # 11

Which of the following are objectives of WalkMe's sales plays for SAP? Note: There are 3 correct answe rs to this questio n.

- A. Enabling ERP transformation through user engagement and adoption
- B. Driving measurable ROI across SAP and non-SAP applications
- C. Ensuring compliance and efficiency in finance and spend management
- D. Providing analytics and insights for cloud-based HR systems
- E. Simplifying procurement processes to enhance competitive differentiation

Answer: A,B,C

Explanation:
Based on WalkMe's positioning within the SAP ecosystem, the three key objectives of their SAP-focused sales plays are:
☐ C. Enabling ERP transformation through user engagement and adoption
WalkMe plays a central role in digital transformation by driving user engagement, increasing software adoption, and ensuring smooth rollouts of SAP ERP like S/4HANA and SuccessFactors
☐ A. Ensuring compliance and efficiency in finance and spend management WalkMe's in-app guidance helps prevent user errors, ensure policy compliance, and streamline critical finance and procurement workflows-especially within SAP S/4HANA and Ariba environments blog.sap-press.com.
☐ E. Driving measurable ROI across SAP and non-SAP applications
WalkMe emphasizes actionable insights, highlighting software usage, and driving ROI not just in SAP but across heterogeneous systems through analytics and usage data visibility.
☐ Not correct:
* B. Providing analytics and insights for cloud-based HR systems
While WalkMe supports HR applications like SuccessFactors, the offering is broader-including ERP, procurement, and cross-app usage-so this choice is too narrow.
* D. Simplifying procurement processes to enhance competitive differentiation WalkMe does simplify workflows in SAP Ariba, but the "competitive differentiation" language doesn't match their core positioning.

NEW QUESTION # 12
Which market trend is most relevant to driving adoption for tools like WalkMe?

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

Answer: C

NEW QUESTION # 13
Which of the following are strategic pillars of WalkMe's product strategy? Note: There are 3 correct answers to this question.

- A. Data
- B. Results
- C. Integration
- D. Experience
- E. Action

Answer: A,D,E

NEW QUESTION # 14
What are the key functional categories of WalkMe's capabilities in the new pricing model?

- A. Content Creation, Deployment, Analytics & Insights
- B. Data & Analytics, Action & Experience, Platform & Admin
- C. Workflow Automation, User Engagement, Security & Privacy
- D. Digital Adoption, Process Optimization, Compliance Management

Answer: B

Explanation:
The correct answer is:
B . Data & Analytics, Action & Experience, Platform & Admin ☐
☐ Explanation
According to WalkMe's updated pricing model detailed on their pricing page, the platform's key functional categories are:
* Data & Analytics: Application usage insights, workflow and form analytics, guidance analytics, flow analysis, and custom dashboards.
* Action & Experience: Tools for building interactive guidance (walk-thrus, tooltips, notifications), workflow automation, theming,

conversational interfaces, and workstation deployment walkme.com
* Platform & Admin: Admin center, access management, security settings (2FA, roles), data privacy, extensibility, and data hosting controls walkme.com
☐ Why the other options aren't correct:
* A. Workflow Automation, User Engagement, Security & Privacy - these are features under the main categories but don't reflect the pricing model structure.
* C. Digital Adoption, Process Optimization, Compliance Management - more thematic goals, not official pricing tiers.
* D. Content Creation, Deployment, Analytics & Insights - overlaps some areas but doesn't match the naming and structure used by WalkMe's pricing documentation.
☐ Final Answer: B. Data & Analytics, Action & Experience, Platform & Admin.

NEW QUESTION # 15

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