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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	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	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	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.

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

NEW QUESTION # 11

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

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

Answer: D

Explanation:

The WalkMe service offering that provides a quick time-to-value deployment with a fixed price and scope is:

C . Activation SKU ☐

☐ Why this is correct

The Activation SKU is designed specifically for fast-track deployments-typically delivering pre- configured workflows with a fixed scope and cost. It enables organizations to implement WalkMe for specific applications (like Salesforce or SAP SuccessFactors) and go live in as little as 4 weeks, offering a clear, predictable time-to-value outcome without scope creep

☐ Why the other options aren't correct

A . Digital Experience Analytics - This is focused on gathering and analyzing usage data; it's not a deployment package.

B . Time & Materials Engagement - This engagement model is flexible but not fixed-price and doesn't ensure rapid deployment.

D . WalkMe Shield - A quality assurance tool for testing and automating content; not related to deployment scope or pricing.

☐ Final Answer:

C . Activation SKU provides the bundled, fixed-scope deployment that ensures a rapid go-live and predictable investment.

NEW QUESTION # 12

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

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

Answer: D

NEW QUESTION # 13

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

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

Answer: A

NEW QUESTION # 14

What does WalkMe Discovery help organizations achieve?

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

Answer: A

NEW QUESTION # 15

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

Answer: B,D,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 # 16

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