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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	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 3	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 (Q20-Q25):

NEW QUESTION #20

What unique technology powers WalkMe's Al-first Digital Adoption Platform (DAP), enabling it to understand application context and drive adoption success?

- A. Deepu! Technology
- B. FedRAMP Certified Platform
- C. SAP Ecosystem Integration
- D. Library of Pre-Made Content

Answer: A

Explanation: The correct answer is: C . DeepUI Technology □ □ Why DeepUI?

WalkMe's proprietary DeepUI technology is the core behind its AI-first Digital Adoption Platform (DAP). It uses advanced AI-driven element recognition to understand applications like humans do, automatically adjusting guidance content when application interfaces change-ensuring reliability and consistency in user support.

 \square Why not the others?

- * A. SAP Ecosystem Integration While WalkMe integrates with SAP, this is not the unique AI engine powering the platform.
- * B. Library of Pre-Made Content WalkMe offers content building tools, but these aren't the core technology that uses AI context.
- * D. FedRAMP Certified Platform This refers to security compliance, not the AI-based functionality used for context-aware guidance.

☐ Final Answer:

C. DeepUI Technology provides the AI-powered foundation that enables WalkMe's contextual, adaptive DAP experience.

NEW QUESTION #21

Which of the following are objectives of WalkMe's sales plays for SAP? Note: There are 3 correct answers to this question.

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

Answer: B,D,E

NEW QUESTION #22

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

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

Answer: A,B,C

NEW QUESTION #23

Which of the following are measurable impacts delivered by WalkMe? Note: There are 3 correct answers to this question.

- A. Increased employee productivity through streamlined workflows
- B. Faster and more flexible product delivery
- C. Enhanced user satisfaction through NPS and CSAT improvements
- D. Elimination of all R&D costs within enterprises

• E. Reduction in compliance-related issues through automatic insights

Answer: A,C,E

Explanation:
Here are three measurable impacts delivered by WalkMe, based on learning.sap.com and supporting sources:
☐ C. Reduction in compliance-related issues through automatic insights
WalkMe's analytics surface compliance gaps and user deviations-automatically identifying and guiding users away from risky or
unauthorized actions, thereby reducing compliance-related issues.
☐ D. Increased employee productivity through streamlined workflows
WalkMe captures friction points within workflows-then resolves them with automation and in-app guidance, helping employees
work faster and smarter
☐ E. Enhanced user satisfaction through NPS and CSAT improvements
WalkMe supports in-app surveys, including CSAT and NPS, empowering teams to measure sentiment and deliver experiences that
improve satisfaction scores
☐ Why the other options don't fit:
* A. Faster and more flexible product delivery - This is a strategic benefit but not a directly measured outcome typically highlighted
by WalkMe.
* B. Elimination of all R&D costs within enterprises - That's unrealistic and not claimed by WalkMe.
C Final Answer:
C, D, and E.

NEW QUESTION #24

Why do organizations invest in Digital Adoption Platforms (DAP) like WalkMe?

- A. To improve user adoption and ensure maximum RO! on technology investments
- B. To automate payroll and HR processes for efficiency
- C. To reduce the need for IT support during software rollouts
- D. To replace outdated hardware systems with modern alternatives

service walkthroughs and contextual help So, the correct answers are A and B.

Answer: A,C

Explanation:
From insights on learning sap.com, organizations invest in Digital Adoption Platforms (DAPs) like WalkMe primarily to:
☐ A. To improve user adoption and ensure maximum ROI on technology investments WalkMe addresses low adoption rates,
streamlines workflows, and helps customers fully realize the value of their digital tools-all contributing to improved ROI
☐ B. To reduce the need for IT support during software rollouts
WalkMe provides in-app guidance and self-service options like Smart Walk-Thrus and SmartTips that empower users to learn
independently and reduce reliance on IT support
□ Not the primary reasons:
* C. To replace outdated hardware systems with modern alternatives
WalkMe focuses on software adoption and usage optimization-not on hardware refreshes.
* D. To automate payroll and HR processes for efficiency
While WalkMe can guide users through HR software, its mission isn't centered on HR automation itself.
☐ In Summary:
Objective WalkMe's Role
Improve user adoption & maximize ROI Guided adoption, analytics, and reducing friction Reduce IT support during rollouts Self-

NEW QUESTION #25

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