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Q&A

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Exam : C_BCWME_2504

**Title : SAP Certified Associate -
Positioning WalkMe**

Version : DEMO

1.What does WalkMe Discovery help organizations achieve?

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

Answer: C

Explanation:

C. Identifies underutilized tools and compliance risks.

WalkMe Discovery provides IT leaders with actionable visibility into all software usage—highlighting underutilized or unauthorized applications—supporting better license optimization and compliance management

C Explanation of the options:

- A. Translates all tools into multiple languages automatically

✗ This is not a function of Discovery; translation falls under the Multi-Language feature learning.sap.com.

- B. Enhances employee satisfaction scores by 50%

✗ That's a potential impact, but not something Discovery directly achieves.

- C. Identifies underutilized tools and compliance risks

✓ This is exactly what WalkMe Discovery does—it uncovers hidden, unused, or unauthorized software to help with license management and compliance

- D. Automates training development processes

✗ That capability is handled by WalkMe Stories, not Discovery So, the correct answer is C.

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

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

Answer: D

Explanation:

D. Low software adoption rates.

WalkMe emphasizes that one of the biggest reasons enterprises fail to maximize ROI on their software investments is due to poor software adoption. Organizations frequently see massive inefficiencies, underutilized tools, and productivity losses—all stemming from low adoption rates— costing up to \$104 million annually and dramatically reducing ROI

✓ Why not the other choices?

- A. Insufficient IT budgets – While budget constraints can impact projects, WalkMe highlights adoption, not funding, as the primary barrier.

- B. Excessive third-party integrations – Integration complexity is a challenge but not cited as the leading cause of failed ROI.

- C. Lack of employee training programs – Training is important, but the core issue is that even with training, employees still aren't using the software effectively—and that's indicative of poor adoption. Thus, low software adoption rates is the common reason cited from WalkMe's perspective.

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

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

Answer: A C E

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.

4.Acustomer mentions they're facing challenges introducing new employees to a complex Software as a Service (SaaS) application. They report high training costs and low adoption rates.

What WalkMe feature best addresses this challenge?

- A. Sentiment Analysis
- B. Digital Onboarding and Training Modules
- C. Customizable Landing Pages
- D. Task Automation Tools

Answer: B

Explanation:

The WalkMe feature that best addresses the challenge of introducing new employees to a complex SaaS application—while reducing training costs and boosting adoption—is:

B. Digital Onboarding and Training Modules ✔

✔ Why this is the best fit:

• These modules include tools like Smart Walk-Thrus, contextual SmartTips, and in-app training flows

designed to guide employees step-by-step through tasks in real time.

- They help reduce manual efforts and training expenses while improving user adoption and productivity

✗ Why not the other options:

- A. Sentiment Analysis – This analyzes user feedback and tone, not directly used for onboarding or initial training walkme.com.
- C. Customizable Landing Pages – These offer navigation aids but don't provide the interactive, guided training needed.
- D. Task Automation Tools – Useful for automating repetitive tasks, but not focused on supporting new employee onboarding and learning flows.

So, for addressing high training costs and low adoption rates in a SaaS rollout scenario, Digital Onboarding and Training Modules provide the ideal WalkMe solution.

5.What primary issue does WalkMe's solution aim to solve for customers?

- A. Need for upgrading physical infrastructure in organizations
- B. High employee turnover rates
- C. Difficulty in maintaining accurate financial records
- D. Challenges in adopting and effectively using digital tools

Answer: D

Explanation:

The primary issue WalkMe's solution is designed to solve for customers is:

- D. Challenges in adopting and effectively using digital tools ✓

Why this is the correct answer

WalkMe is a Digital Adoption Platform (DAP) that sits on top of your technology stack to help organizations understand who is using software, how it's being used, and where friction exists—then provide in-app guidance and automation to smooth those friction points

Why the other options are incorrect

- A. Need for upgrading physical infrastructure

✗ This is unrelated—WalkMe focuses on software adoption, not hardware upgrades.

- B. High employee turnover rates

✗ While adoption issues can indirectly influence turnover, WalkMe does not directly address retention.

- C. Difficulty in maintaining accurate financial records

✗ That's a domain for finance systems and accounting, not WalkMe's primary focus.

In summary: WalkMe's core mission is to help users adopt and effectively use digital tools, enabling faster onboarding, fewer support tickets, and greater productivity.