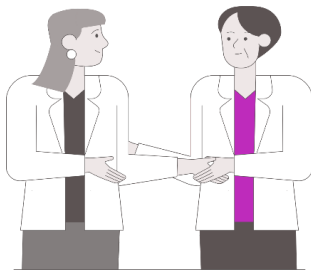


BuildEasy Newsletter



Summer 2023 - August



What is BuildEasy?

An innovative self-service, web design & content management system with a standard library of design/functional components that allows any web production team to accelerate web development & delivery in line with the Go to Market Strategy

BuildEasy is an innovative web design & content management system (tool) that drives enterprise performance by empowering BMS and its partners with a seamless method of managing digital information. Through BuildEasy, BMS can effortlessly create and maintain captivating website page designs and content, even without any prior knowledge of web coding or programming.

Drive brand consistency and enable cost & time efficiencies by leveraging standard design & functional components on the BE framework built on top of the enterprise Adobe Experience Manager (AEM) layer to deliver websites faster



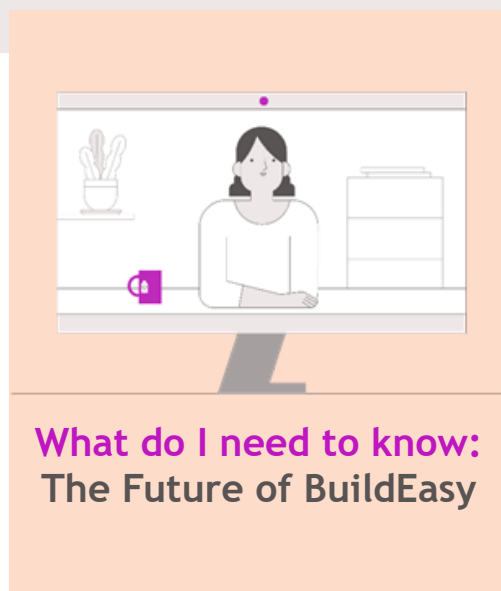
Go-Live: Sotyktu Sweden

We are thrilled to announce the first website launch on the Build Easy framework - [Sotyktu.se](https://sotyktu.se) for Sweden.

This remarkable achievement would not have been possible without the collective & resilient efforts of our cross functional teams and leadership support. A special thanks goes to Sotyktu Brand Team-Sweden, Worldwide Commercialization Excellence & Commercialization IT teams. Your hard work, expertise, and commitment have truly made a difference!

This milestone marks just the beginning of what we can achieve together, by leveraging our platform's capabilities and goals for BuildEasy:

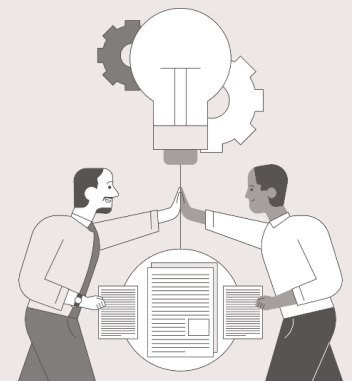
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In the upcoming weeks, we will be concentrating on the following key areas:

1. **Creating Awareness around BuildEasy:** We are committed to improving communication and raising awareness about BuildEasy through various channels like newsletters, roadshows, and more.
2. **Evolving the Op Model:** In close collaboration with cross-functional teams and drawing insights gained from pilots, the Op Model will be evolved to ensure optimal efficiency and effectiveness.
3. **Ongoing Platform Enhancements:** As passionate advocates of the phrase 'Flying as we build the plane,' BuildEasy embodies this spirit. The pilot launch marks the initial step toward crafting a cutting-edge platform that caters to the diverse needs of our organization, healthcare professionals, and patients.
4. **Migrating 11 German Sites to BuildEasy:** We have an exciting project ahead as we migrate 11 German sites onto the BuildEasy platform, streamlining their digital experiences and ensuring a seamless transition.

Impact: Strategic Focus



With these strategic focuses, we are poised to drive significant progress and success with BuildEasy in the weeks to come.

We are confident that we can continue to create impactful self-service digital experiences that drive results for our business. As always, we encourage you to share your thoughts and ideas openly as we move forward. Your contributions are invaluable in shaping the future success of our projects. If you are interested in learning more about BuildEasy in your market, please reach out to your Worldwide Capability or OESP teams.

Once again, congratulations on this fantastic accomplishment! Let's keep up the great work and make even greater strides in the days ahead.

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