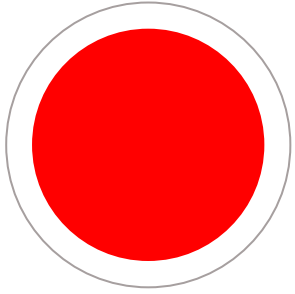


# BuildEasy Office Hours

April 11, 2024



# This meeting is being recorded.

- By joining this meeting, you are providing your active consent to be recorded. If you do not give your consent, you should exit the meeting and contact BuildEasy Support, the meeting organizer.
- Meeting participants are expressly prohibited from downloading or distributing the meeting recording.
- Any screen-sharing and audio/video will be part of the recording. Conversations had in the meeting via the chat window are not part of the recording.
- Per BMS-SOP-5h “*Audio, Visual, and Photographic Recordings*,” the recording of this event has been approved by Ankesh Gulati, Director Digital Platforms.

# Agenda

- Key Updates
  - BE DesignLab 2.0 - <https://buildeasy.bms-preview.com/>
  - New BE Site: <https://mlx.bms.com>
  - AEM Content Freeze - RedHat Upgrade
- Demo on new components - [Back to top](#), [Button](#)
- Q&A Session - [Questions](#)

# Adobe Platform Upgrade - Redhat8 Upgrade

AEM Content update and Code Freeze from May 6 - May 9

| Environment<br>(Purpose)                                                        | Activity   | Dates                   | Content<br>Freeze | Code Freeze | What can or cannot be done<br>by BMS stakeholder?                                                                                                                                                                                                                                                       | Can end users<br>access live<br>website? |
|---------------------------------------------------------------------------------|------------|-------------------------|-------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| Staging<br><br>(Normally used<br>for new custom<br>functional<br>component UAT) | Upgrade    | Apr 30                  | No                | Yes         | <ul style="list-style-type: none"><li>IT Team cannot conduct any new backend integration or component deployment in staging and production environment.</li><li>Content updates in staging and production can continue.</li></ul>                                                                       | Yes                                      |
|                                                                                 | Validation | May 02-May 03           | No                | No          | <ul style="list-style-type: none"><li>IT Team can conduct any new backend integration or component deployment in staging and production environment.</li><li>Content update in staging and production can continue.</li></ul>                                                                           |                                          |
| Production/Live<br><br>(Normally used<br>for content<br>review/UAT)             | Upgrade    | May 06<br>begin 2am EDT | Yes               | Yes         | <ul style="list-style-type: none"><li>IT Team cannot conduct any new backend integration or component code deployment in production environment.</li><li>New website cannot be launched.</li><li>Cannot make or publish any content updates.</li><li>Already created content can be reviewed.</li></ul> | Yes                                      |
|                                                                                 | Validation | May 07-May 08           |                   |             |                                                                                                                                                                                                                                                                                                         |                                          |
|                                                                                 | Cut Over   | May 09 8am<br>EDT       |                   |             |                                                                                                                                                                                                                                                                                                         |                                          |

Please feel free to reach out to [MG-OMNI\\_CHANNEL\\_DELIVERY@bms.com](mailto:MG-OMNI_CHANNEL_DELIVERY@bms.com) for any additional need or information related to this planned activity.

# Build Easy - Training, Process Flow & Governance Model



# Build Easy resource links & what's new/upcoming in 2024



## Resource Links

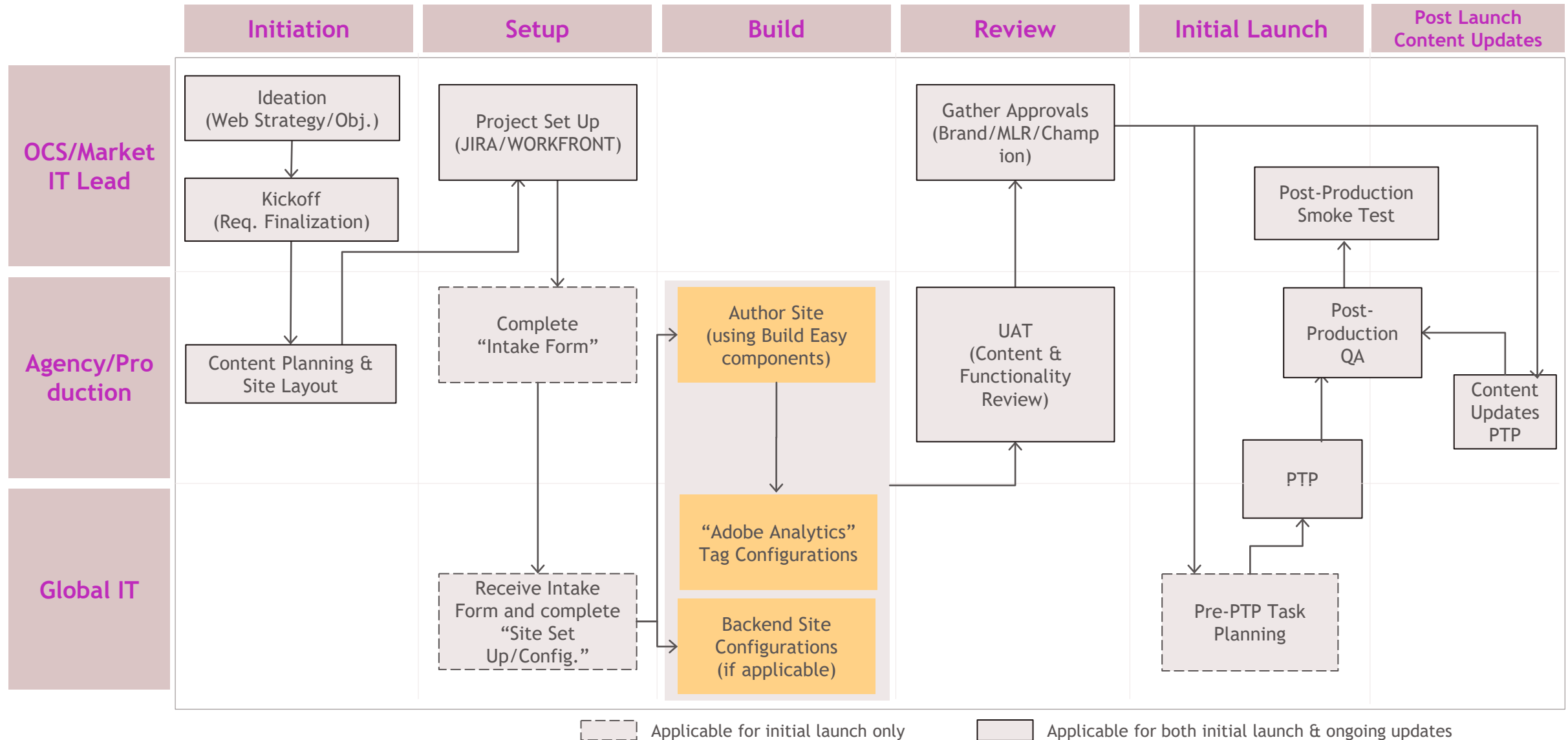
- BuildEasy Overview [https://contentcentral.bms.com/content/dam/authoring/bildeasy/BuildEasy\\_overview.pdf](https://contentcentral.bms.com/content/dam/authoring/bildeasy/BuildEasy_overview.pdf)
- BuildEasy Resource Hub/Training Resources  
<https://contentcentral.bms.com/content/bms/en-us/bildeasy-training-resources.html>
- Agency Resources:  
<https://contentcentral.bms.com/content/bms/en-us/bildeasy-training-resources/agency-resources.html>
- Training Checklist [BE\\_TrainingSessions\\_PreRequisites.pdf](#)
- Component Authoring Guide - <https://bildeasy.bms-preview.com/author-guide/home.html>
- Component Design Lab - <https://bildeasy.bms-preview.com/designlab/home.html>



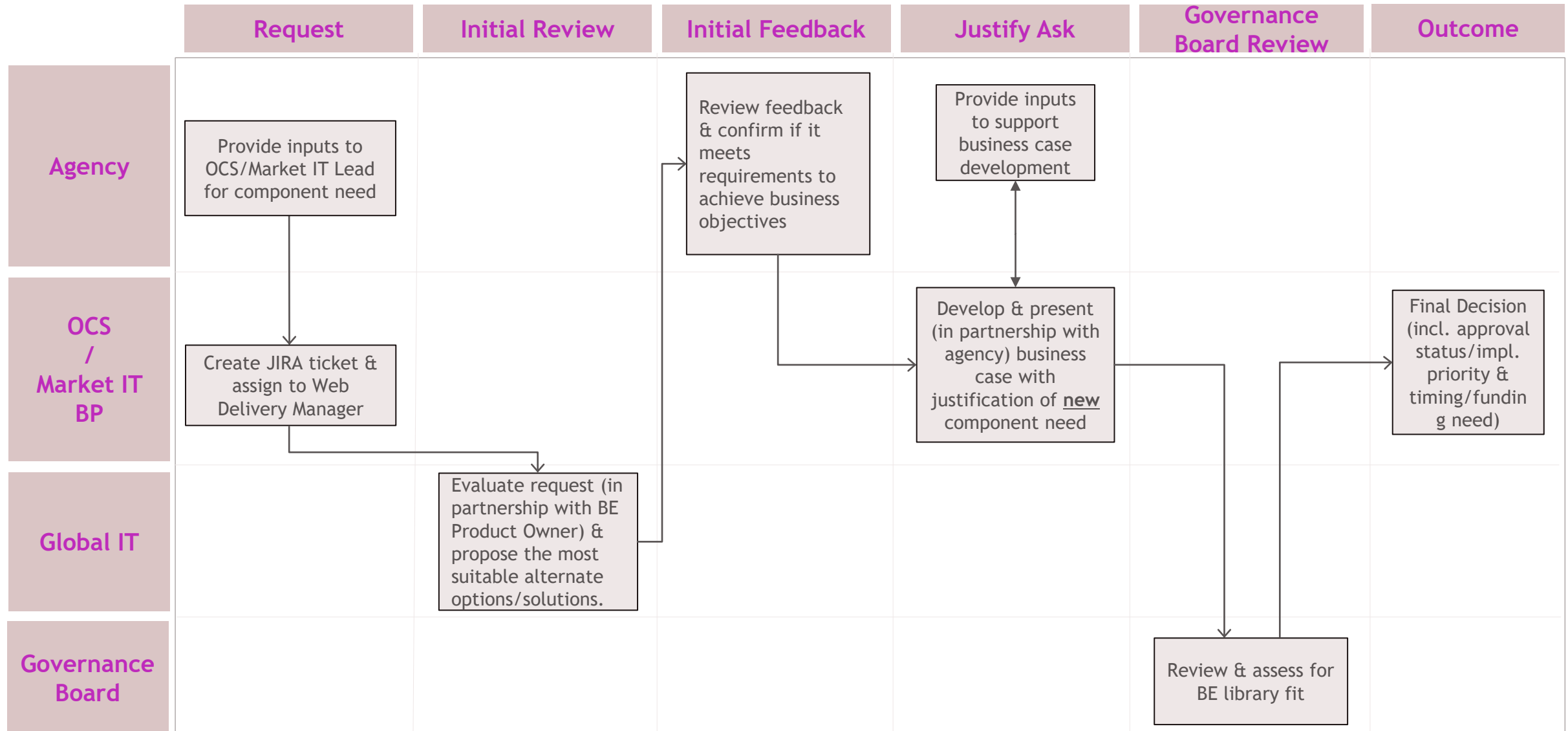
## New in 2024

- [BE Newsletter](#)
- [BE Office Hours](#) - Twice a month on Thursday.

# Build Easy - Process Flow

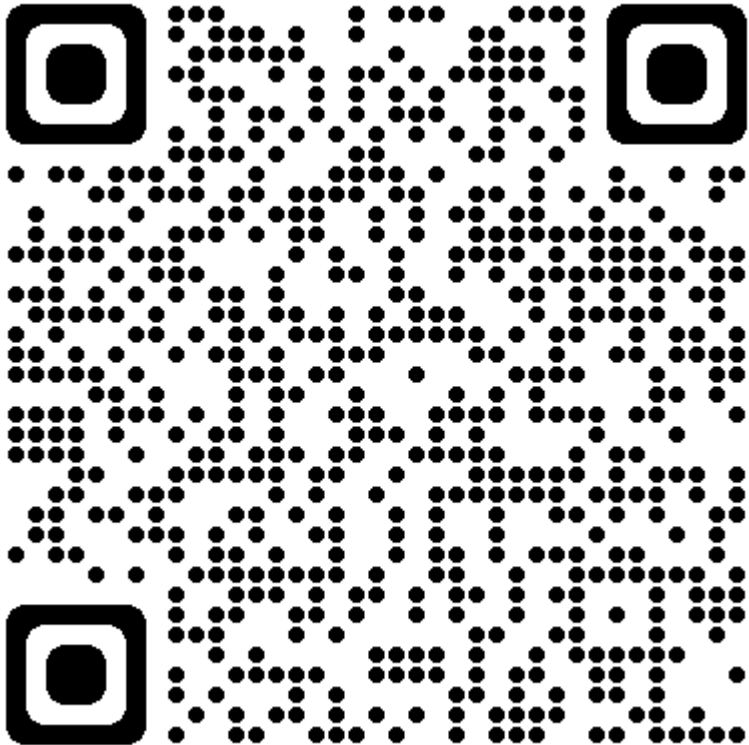


# Build Easy - Governance Model



# Q&A

Email [buildeasysupport@bms.com](mailto:buildeasysupport@bms.com) or scan QR code to submit questions.



# Thanks

Looking forward to connect in next session on April 25, 2024

Contact [buildeasysupport@bms.com](mailto:buildeasysupport@bms.com) for any questions or follow up from today's session.

# Appendix

# BuildEasy Teams

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## CIT - Digital Engagement Platforms



Ankesh  
Gulati



Ravi  
Desai



Neha  
Bhatt

## WCE - Customer Engagement Platforms



Priya  
Venkataraman



Smita  
Manuel



Jeremy  
Stock

## Enterprise Applications and Platforms



Venkat  
Kris



Jodi  
Smith



Gaurav  
Mohan



Contact [buildeasysupport@bms.com](mailto:buildeasysupport@bms.com)

# Scope of BuildEasy Office Hours

- Key Updates
- Details about recent BuildEasy Product Releases
- Sneak peaks and demos on new components usage
- Q&A Session
- Other Web Platform Updates

## Out of scope for BuildEasy Office Hours

BuildEasy onboarding, roles and responsibility or existing websites related questions are out of scope for this forum. Please work with your business team and CIT Web Delivery Manager for questions on such topic.



## Website Ecosystem



**Build Easy:** Inhouse software application that facilitates the creation, editing, and management of digital content on websites, allowing users to control and organize their online content efficiently



**SEO:** Search Engine Optimization (SEO), is the practice of optimizing online content and websites to improve their visibility in search engine results, aiming to increase organic (non-paid) traffic and enhance the overall ranking and relevance of a web page



**Qualtrics:** Survey platform that enables users to design, distribute, and analyze surveys for purposes such as market research, customer experience assessment, and employee feedback



**Hotjar:** Helps website owners and designers understand user behavior through features like heatmaps, session recordings, and surveys to optimize website performance and user experience



**Interaction Studio:** Provides personalized customer experiences by analyzing and responding to user interactions across various channels, helping businesses tailor their marketing strategies based on individual customer behaviors



**WW Reg GIGYA:** GIGYA is a Registration tool by which individuals provide necessary information to sign up or enroll for an account, membership, event, or service, often requiring the submission of personal details to create a user profile or gain access to specific resources



**Chat Bot:** Designed to simulate conversation with human users, typically deployed on websites or messaging platforms, to provide automated responses, answer queries, or assist with tasks using natural language processing



**SMS:** SMS functionality in a website involves the integration of a feature that enables sending and receiving of short text messages, often for purposes like user authentication, notifications, or communication between the website and its users via mobile devices.



**Email:** The email function within a website typically involves a feature or form that allows users to receive messages or inquiries directly from the website owner, administrator or for the purpose of authentication; facilitating communication and interaction between the website and its users



**Accessibility:** Accessibility refers to the design and implementation of products, services, or environments to ensure that they are usable and inclusive for people of all abilities, allowing individuals with disabilities to access and interact with them without barriers



**Adobe Analytics:** Web analytics and data visualization platform that enables businesses to track and analyze user interactions on websites, providing valuable insights into user behavior to optimize digital marketing strategies and enhance overall online performance



**Video Interactivity:** Allows viewers to engage with the material by interacting with features such as clickable links, buttons, or hotspots, thereby enhancing user participation and creating a more dynamic viewing experience



**Live chat:** Real-time communication tool on websites or applications that allows users to engage in text-based conversations with customer support representatives, sales agents, or other users, enhancing customer interaction and providing immediate assistance



# BuildEasy: 2023-2024 Templates List

BuildEasy  
Platform  
Capabilities



9 Page Templates



3 Content Fragments



2 Experience Fragment

| Sr. No | Page Template                                   |
|--------|-------------------------------------------------|
| 1      | BuildEasy Brand Template                        |
| 2      | <a href="#">BuildEasy General Template</a>      |
| 3      | BuildEasy Local Template                        |
| 4      | <a href="#">BuildEasy Modal Template</a>        |
| 5      | <a href="#">BuildEasy Profile Page Template</a> |
| 6      | BuildEasy Tooltip Template                      |
| 7      | BuildEasy Wallet card Template                  |
| 8      | <a href="#">BuildEasy Search Template</a>       |
| 9      | Health Hub General Template                     |

| Sr. No | Content Fragment |
|--------|------------------|
| 1      | Resources        |
| 2      | Events           |
| 3      | Web Shop         |

| Sr. No | Experience Fragment                                                  |
|--------|----------------------------------------------------------------------|
| 1      | BuildEasy Experience Fragment - Header, Footer, Body Common elements |
| 2      | BuildEasy Experience Fragment - Card Video External Links            |

**\*Note:** (1) Design variations for design component can be seen by clicking on the relevant link in the above table | (2) BE Design Lab & BE Authoring Guide are initial draft versions.

# BuildEasy: 2023-2024 Components List

BuildEasy  
Platform  
Capabilities



58 Design Components

| Sr. No | Design* Component                     | Design Variations | Sr. No | Design* Component                         | Design Variations | Sr. No | Design* Component                    | Design Variations |
|--------|---------------------------------------|-------------------|--------|-------------------------------------------|-------------------|--------|--------------------------------------|-------------------|
| 1      | <a href="#">2 Column</a>              | 2                 | 21     | HCP Login                                 | Upcoming          | 41     | <a href="#">Section Heading</a>      | 1                 |
| 2      | <a href="#">Accordion</a>             | 4                 | 22     | Header logo                               | N/A               | 42     | Slider                               | Upcoming          |
| 3      | <a href="#">Anchor</a>                | 1                 | 23     | <a href="#">Highlight</a>                 | 2                 | 43     | <a href="#">Summary</a>              | 2                 |
| 4      | <a href="#">Back to top</a>           | 4                 | 24     | <a href="#">Horizontal Rule</a>           | 2                 | 44     | <a href="#">Tab</a>                  | 4                 |
| 5      | <a href="#">Background container</a>  | 3                 | 25     | <a href="#">iFrame</a>                    | 1                 | 45     | Tab Modal                            | N/A               |
| 6      | <a href="#">Button</a>                | 10                | 26     | <a href="#">Image</a>                     | 2                 | 46     | <a href="#">Table</a>                | 10                |
| 7      | <a href="#">Call to action</a>        | 11                | 27     | <a href="#">Image Text</a>                | 4                 | 47     | <a href="#">Testimonial</a>          | 4                 |
| 8      | <a href="#">Cards</a>                 | 4                 | 28     | <a href="#">Indication Dropdown</a>       | 2                 | 48     | <a href="#">Tile</a>                 | 3                 |
| 9      | <a href="#">Carousel</a>              | 7                 | 29     | <a href="#">Large Image Gallery</a>       | 2                 | 49     | <a href="#">Top Banner</a>           | 1                 |
| 10     | <a href="#">Citation</a>              | 2                 | 30     | <a href="#">Link List</a>                 | 2                 | 50     | Treatment locator                    | Upcoming          |
| 11     | <a href="#">Conclusion</a>            | 5                 | 31     | <a href="#">Link Recommendations</a>      | 1                 | 51     | <a href="#">Universal Navigation</a> | 1                 |
| 12     | <a href="#">Download List</a>         | 3                 | 32     | <a href="#">Link Warning Modal</a>        | 2                 | 52     | <a href="#">Video External Links</a> | 1                 |
| 13     | <a href="#">DTC ISI Tray</a>          | 1                 | 33     | <a href="#">Main Navigation</a>           | 7                 | 53     | <a href="#">Video listing</a>        | 2                 |
| 14     | <a href="#">Event</a>                 | 1                 | 34     | <a href="#">Page head</a>                 | 9                 | 54     | <a href="#">Video player</a>         | 2                 |
| 15     | <a href="#">Facts and Figures</a>     | 9                 | 35     | <a href="#">Page not found</a>            | 2                 | 55     | <a href="#">Video player card</a>    | 3                 |
| 16     | <a href="#">Footer</a>                | 3                 | 36     | <a href="#">Resources</a>                 | 1                 | 56     | <a href="#">Video Reaction</a>       | 1                 |
| 17     | <a href="#">Generic Share Feature</a> | 1                 | 37     | <a href="#">Responsive column control</a> | 16                | 57     | <a href="#">Wallet Card</a>          | 2                 |
| 18     | <a href="#">Global Utility</a>        | 2                 | 38     | <a href="#">Rich text editor</a>          | 2                 | 58     | <a href="#">Web shop</a>             | 2                 |
| 19     | <a href="#">Glossary Container</a>    | 2                 | 39     | <a href="#">Search</a>                    | 4                 | 59     |                                      |                   |
| 20     | <a href="#">HCP ISI</a>               | 1                 | 40     | <a href="#">Secondary Navigation</a>      | 2                 | 60     |                                      |                   |

\*Note: (1) Design variations for design component can be seen by clicking on the relevant link in the above table.

# Build Easy: 2023 3rd Party Integration/Functional Features List

## BuildEasy Platform Capabilities



### 23 Third Party Integrations

| Sr. No | Third Party Integrations                                                         |
|--------|----------------------------------------------------------------------------------|
| 1      | Content Central                                                                  |
| 2      | CSCAN                                                                            |
| 3      | External Identity Provider (DocCheck, SwissRX, Fimnet, BigNumber, Doximity, ONO) |
| 4      | Heroku                                                                           |
| 5      | JIRA                                                                             |
| 6      | LASH                                                                             |
| 7      | OneLook                                                                          |
| 8      | OneTrust (Cookie Consent Management)                                             |
| 9      | Patients Financial Support programs (Co-Pay and FTO Cards)                       |
| 10     | Salesforce CRM (Contact Us inquiry)                                              |
| 11     | Salesforce Marketing Cloud (SFMC)                                                |

| Sr. No | Third Party Integrations                      |
|--------|-----------------------------------------------|
| 12     | SAP                                           |
| 13     | TrustArc/Onetrust (Cookie Consent Management) |
| 14     | Virtual Assistants                            |
| 15     | Workday                                       |
| 16     | WWREG Platform                                |
| 17     | Vevea Vault                                   |
| 18     | Hybizz webshop                                |
| 19     | ADA Configuration                             |
| 20     | Integration Studio                            |
| 21     | Qualtrics                                     |
| 22     | BrightCove                                    |
| 23     | SimpleCast                                    |



### 25 Functional Features

| Sr. No | Functional Features                                                                    |
|--------|----------------------------------------------------------------------------------------|
| 1      | Behavioral Analytics (HotJar)                                                          |
| 2      | BMS Medical Content Search in Veeva Vault                                              |
| 3      | BMS Policy Search                                                                      |
| 4      | Cookie Consent Management                                                              |
| 5      | Deep Link/Soft Login                                                                   |
| 6      | Email Notification                                                                     |
| 7      | Global Consent Management                                                              |
| 8      | Infusion center and Car-T Treatment Center locator                                     |
| 9      | Interactive Video Streaming                                                            |
| 10     | Language Translation service (TransPerfect)                                            |
| 11     | Content Management Workflows                                                           |
| 12     | Mobile App - Push Notification                                                         |
| 13     | PDF Generation, PDF Viewer                                                             |
| 14     | Registration, Verification, Enterprise level Opt-Out and integration with CCM platform |
| 15     | Request a Rep, Find my MSL, Virtual Assistant                                          |

| Sr. No | Functional Features                                                           |
|--------|-------------------------------------------------------------------------------|
| 16     | Responsive Design and Native Mobile App support                               |
| 17     | Role based content delivery                                                   |
| 18     | Single Page Application and Progressive Web Application support               |
| 19     | SSO using Gigya and BMS Id                                                    |
| 20     | Third party Integration (API, WebMethod and Webservice)                       |
| 21     | User Analytics (Adobe Analytics)                                              |
| 22     | Video Streaming (BrightCove)                                                  |
| 23     | Podcast Streaming (SimpleCast)                                                |
| 24     | Web Application Firewall                                                      |
| 25     | Web/document content based full text search with look head and recommendation |

**\*Note:** (1) Design variations for design component can be seen by clicking on the relevant link in the above table | (2) BE Design Lab & BE Authoring Guide are initial draft versions.