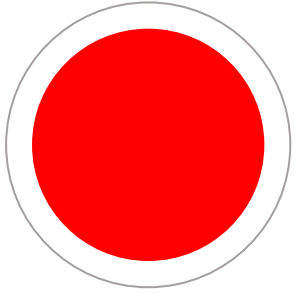


# BuildEasy Office Hours

March 14, 2023



# 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

- Introduction
- Scope of Office Hours
- Overview on BuildEasy
- BuildEasy Journey
- BuildEasy Processes
- Current Websites Demand
- Prioritization Principle
- Product Inventory and 2024 Q1 Roadmap
- Demo of Product Improvements - New components - Carousel, Tabs
- Q&A - [Questions](#)

# BuildEasy Teams

Speakers for today's call

## CIT - Digital Engagement Platforms

## WCE - Customer Engagement Platforms



Ankesh  
Gulati



Ravi  
Desai



Neha  
Bhatt



Priya  
Venkataraman



Jeremy  
Stock

## Enterprise Applications and Platforms



Venkat  
Kris



Jodi  
Smith



Gaurav  
Mohan

# 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.

# Build Easy

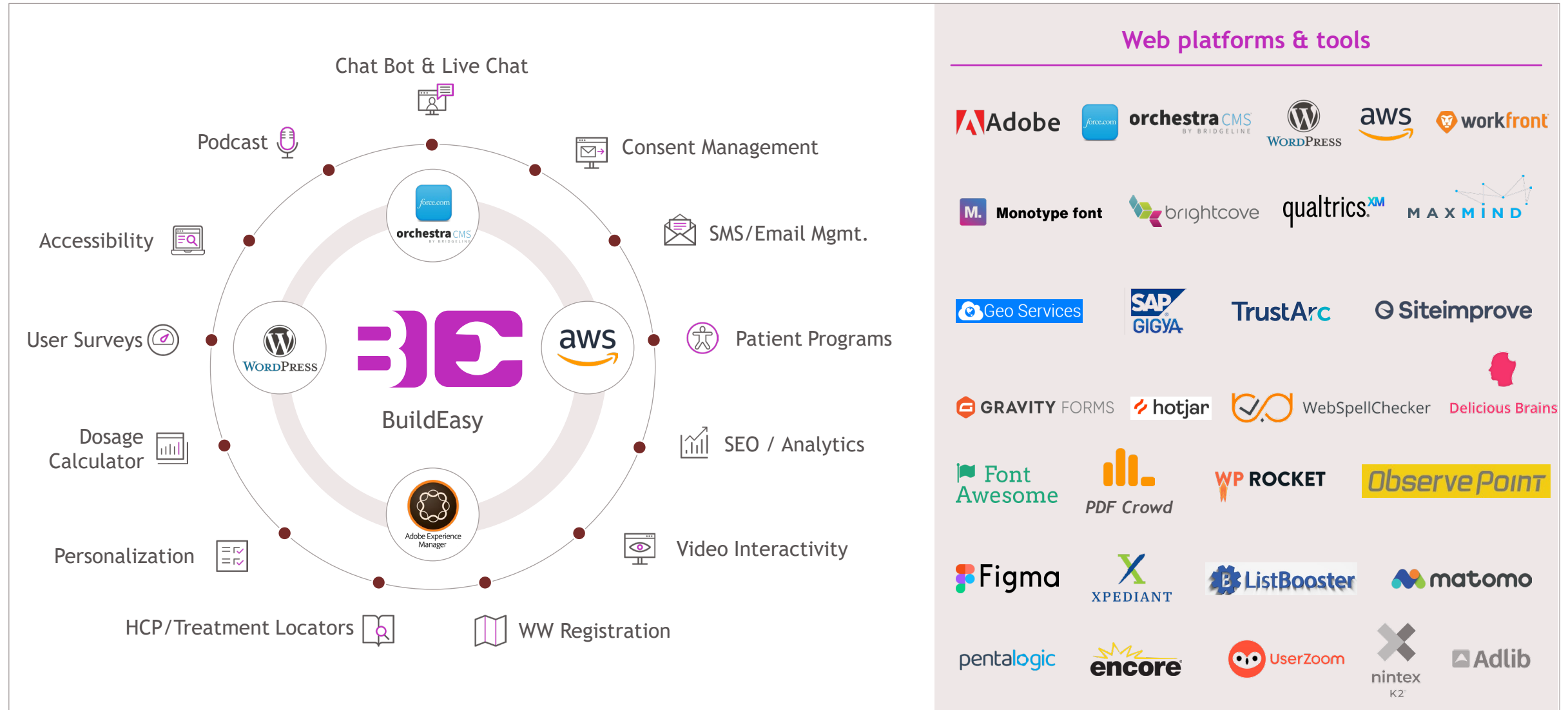
*WCE+IT's new approach  
to Website Builds and  
Ongoing Run Operations*

February 2024



**Build Easy**

# Web/Digital Experience & Engagement Eco-system



# Build Easy

## The ..... “Why?”

### Evolving Enterprise Web Strategy Needs



#### Harmonize

Drive consistency across BMS sites with consistent design elements\* and functionality\*\*



#### Simplify

Simplify website creation and maintenance process: Enable a web design management system, accessible by brand teams and agencies



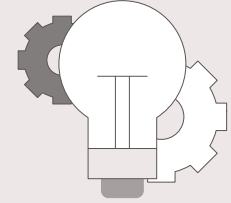
#### Improve

Improve the user experience: Offer a rich library of design elements\* & functionalities\*\*



#### Enable

Drive an omni-channel experience for our launches, based on data and insights and through enterprise systems integration



### Web Ecosystem Optimization

The primary basis of investing in **Build Easy** was to apply an enterprise lens & take a **holistic** look at the web ecosystem/op model/delivery processes with the goal to **simplify, standardize & advance** the capability thereby amplifying the overall customer experience

\*Design Elements: The standard components that go into a website e.g., Header & footer, navigation choices, carousel banner, accordion, etc.

\*\*Functionalities: The functional components of the website e.g., HCP registrations, integration to other platforms etc.

# Build Easy

## The ..... “What?”

Simplify the process by which websites are conceptualized and built through design harmonization. Increase performance, engagement, and data utilization through one consistent approach.

Create a library of design & functional components to drive a unified web experience. This also ensures adherence to BMS web standards and future readiness.

Enable a user friendly, web content management system (wCMS) that will provide long-term efficiencies of shorter web build time and lower costs.

Streamline the op-model providing agency & market/brand direct access to the Web Content Management System (wCMS). This will have the markets be in control of their web properties and manage their own content.

01

Create Consistency



Improve UX



02

Drive customer engagement



Drive omni-channel experience



03

Efficiency and cost-effectiveness by Reusability



Reduce Compliance and Security risk



04

Accelerate “Go-To-Market” strategies

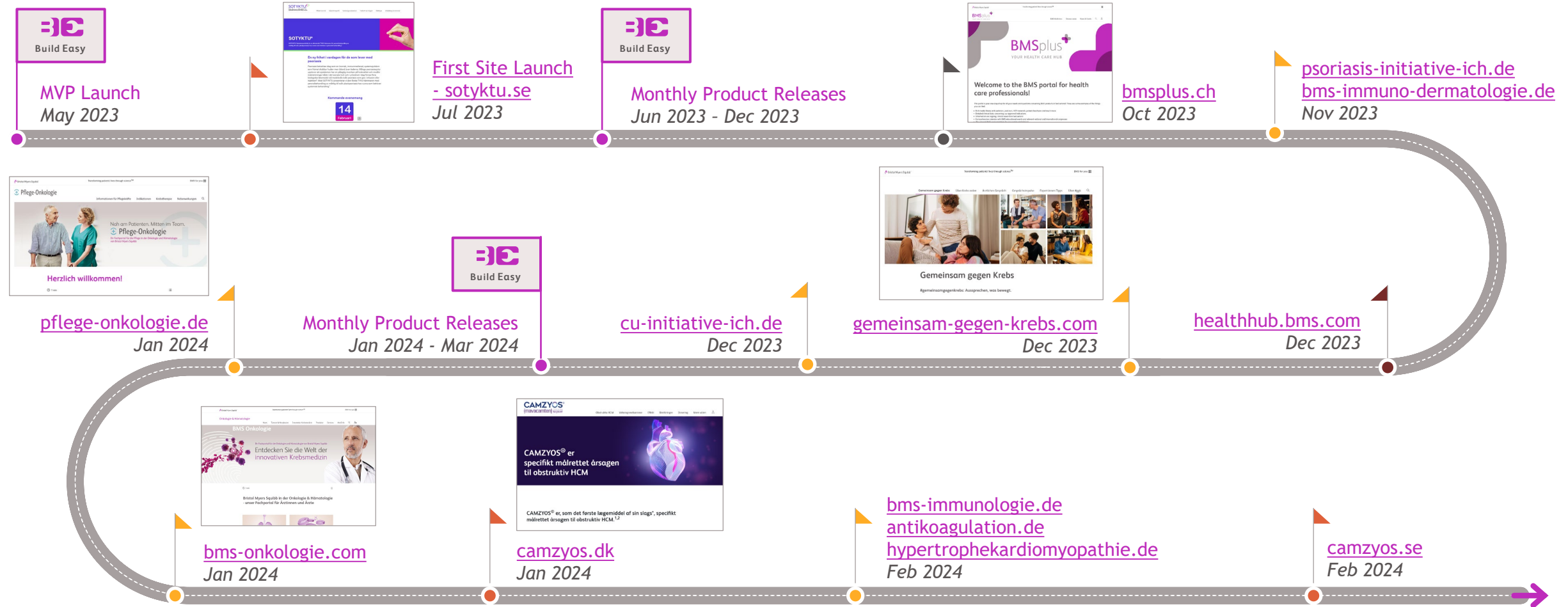


Enable & provide access to a tool



# Build Easy Journey

# Build Easy Journey

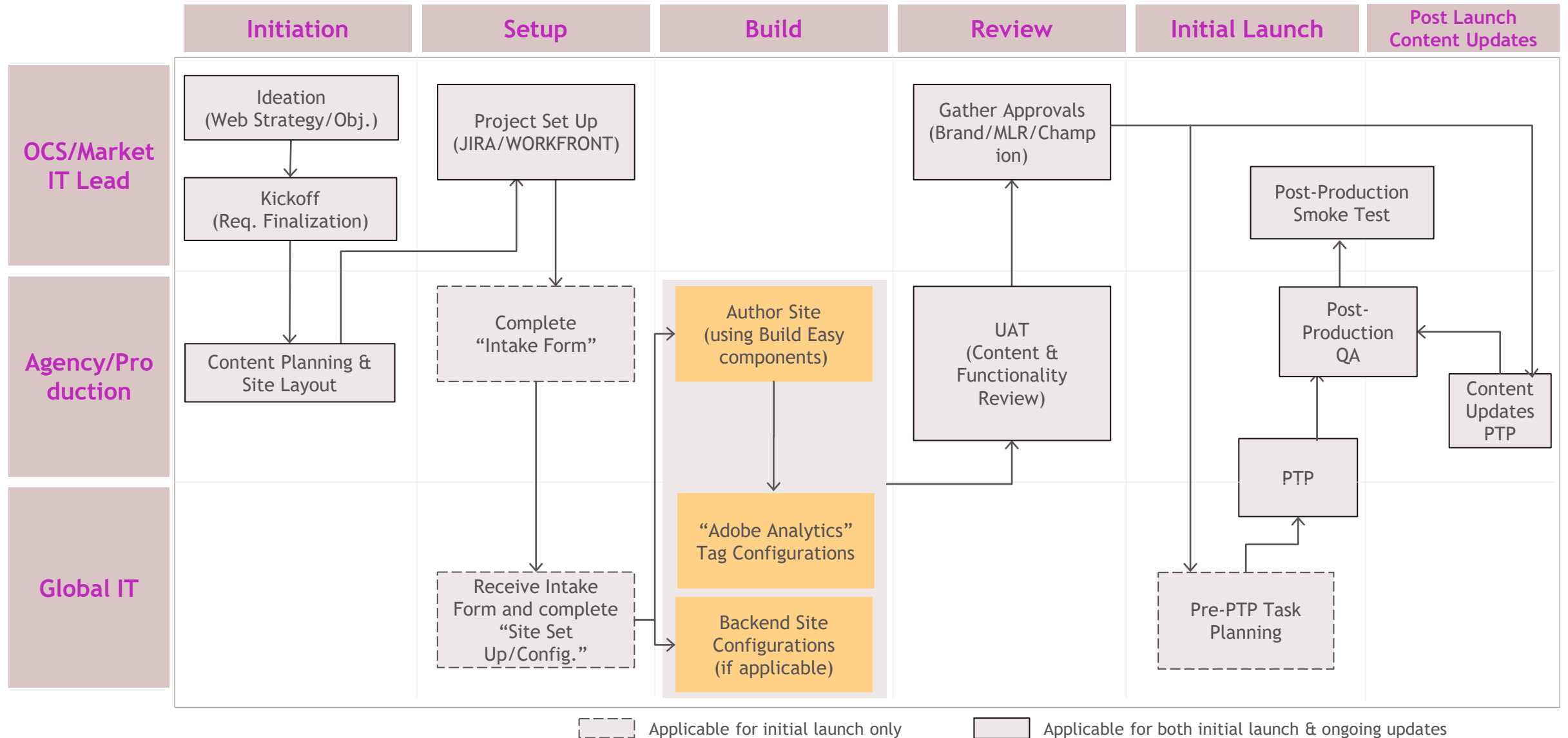


Other 20+ sites from EU and US regions are in build and UAT stage.

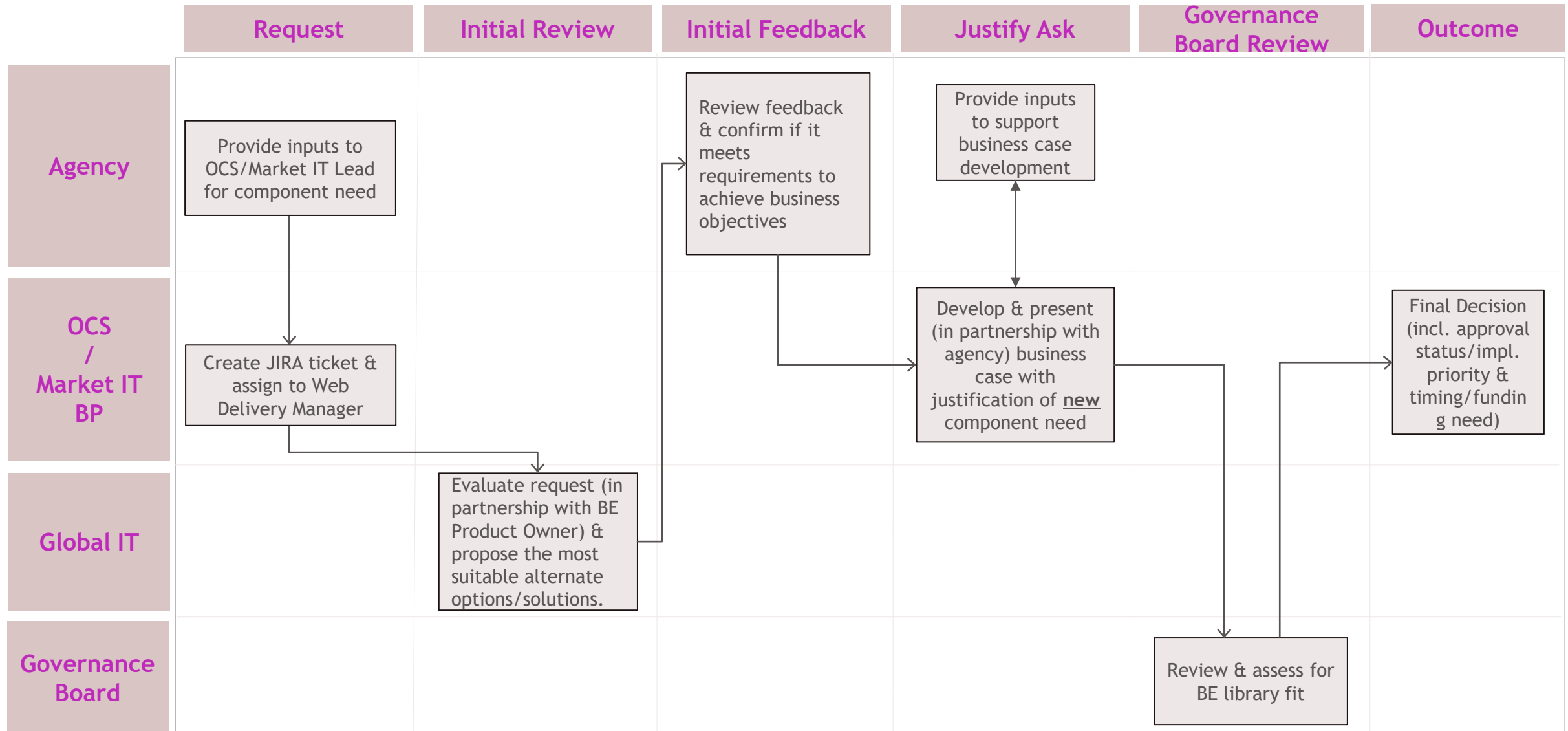
● BuildEasy Product Track ● Nordics sites ● Switzerland Site ● Germany Migration ● US Medical Site

# Build Easy - Process Flow & Governance Model

# Build Easy - Process Flow



# Build Easy - Governance Model

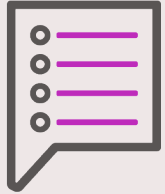


# Current/Near-Term Websites Demand

# Current/Near-Term Demand : Summary View

- Total Requests: **144** as of early March 2024 (Historically, the annual demand is ~250; **Y-on-Y : 345%+ higher demand**)
  - ❖ **16** LIVE websites
  - ❖ **128** New Website Requests (**98** BE / **30** Non-BE)
    - **26** in Build
    - **27** in Analysis
    - **75** in Initiation
- Enhancements: **~1230** as of early March 2024 (Historically, the annual demand is ~7000+; **Y-on-Y: 5.5% higher demand**)
- “Spend to Save”/ Migration of AEM Websites (to BE): **170+** websites
- “Spend to Save”/ Migration of Legacy Websites (to BE): **~100** websites
  - ❖ **86** Force.com websites
  - ❖ **12** WordPress websites (10 in planning/execution)
- Integrations: Mirati, Karuna, RayzeBio

# Key Considerations & Prioritization Principles/Order for BuildEasy



# Key Considerations for Build Easy



If you are a launch brand, then plan/build for the future on Build Easy



If you are thinking of a new website or redesigning an existing one, build on Build Easy



Pick an agency with digital expertise, specifically Web CMS experience (Best case with AEM experience)



Think of & leverage Build Easy, before you start the design (retro active fitment is a problem)



Train, onboard the agency on Build Easy, budget for the agency costs



Designing starts in Build Easy tool, have the agency familiarize themselves with Component Design Lab & Component Authoring Guide



Agency authors website in Build Easy, budget for agency costs



If what you want design/functional components that are not available in Build Easy, follow the governance process for component build consideration

# Build Easy - Prioritization Principles/Order

All new **BE requests** will be prioritized based on the following criteria, weighted in the order below:

1. Is this request for a Priority Brand?
  - Camzyos, Sotyktu, CAR T, Opdulag, Reblozyl, Zeposia UC
2. Is this request associated to Brand Launches and/or Acquisitions?
3. Is this request for a Priority Market?
  - US, France, UK/I, Spain, Italy, Japan, Germany
4. Is this request “Business Critical”? Please provide details around the business criticality or the business value for this request.
5. Are there legal / compliance drivers for this request? Please provide appropriate details.
6. What is the expected turnaround time & targeted launch date for this request?

# BE Product Updates and Resource Links & 2024 Q1 Roadmap

# 2023-2024 Build Easy Product Capabilities Summary

A foundational year when product was born with MVP features and grew with wide range of robust modules which can be used to build consistent user experience with efficiency and ready to delivery omni-channel experience for higher customer engagement.



## 7 Page Templates

A template defines the structure of the page, any initial content, and the design components that can be used on site pages.

[Learn more >](#)



## 3 Content Fragments

A text-based editorial content that may include some structured data elements associated but considered pure content without design or layout info.

[Learn more >](#)



## 2 Experience Fragment

A grouped set of components that when combined creates an experience. For example, a logo, navigation, top nav links defines header exp. fragment

[Learn more >](#)



## 58 Design Components

A component is used to hold, format, and render the content made available on your webpages. When authoring pages, the components allow the authors to edit and configure the content.

[Learn more >](#)



## 23 Third Party Integrations

Using 3<sup>rd</sup> party Integration (external software applications) content is converted to 1<sup>st</sup> class content which allows it to be used natively by the system with not rendering engine level integration.

[Learn more >](#)



## 25 Functional Features

Functional features enable users to accomplish their tasks with use of BMS enterprise systems.

[Learn more >](#)

# BuildEasy: 2024 Q1 Product Capability Roadmap



New Component



Enhanced Component



Upcoming New Component



Upcoming Enhancement

|                                         | January 2024                                                                                                                                                                                                                                                                                                         | February 2024                                                                                                                                                                                                                           | March 2024                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Templates</b>                        | General Content - DTC ISI, Header, Footer, Top Nav, Global Utility Nav Exp. Fragments                                                                                                                                                                                                                                | General Content - Workflows by user roles<br>Splash Page<br>Tooltip                                                                                                                                                                     | General Content - Workflows by user roles<br>General Content - Local Properties extension                                                                                                                                                                                                                  |
| <b>Design Components</b>                | <div>Accordion</div> <div>Card</div> <div>Breadcrumb</div> <div>Link List</div> <div>Main Navigation</div> <div>Large Image Gallery</div> <div>Download list</div> <div>Rich Text</div> <div>Link Recommendation</div> <div>Universal Navigation</div> <div>Indication Dropdown</div> <div>Experience Fragment</div> | <div>Tabs</div> <div>Carousel</div> <div>Global Utility Navigation</div> <div>Href lang code generator</div> <div>Breadcrumb</div> <div>Main Nav - Dyn Flat</div> <div>Secondary Navigation - Dynamic hierarchy</div> <div>Button</div> | <div>Resources - Optional Filter, Pagination and Grid UI</div> <div>Resources - Set filter/anchor using campaign link</div> <div>Background container</div> <div>Responsive Column Ctrl</div> <div>Slider Carousel</div> <div>Button</div> <div>Back to top</div> <div>Webshop - Manual Order System</div> |
| <b>Functional Features</b>              | DAM Assets - Enable Login Protection                                                                                                                                                                                                                                                                                 | Canadian HCP Login<br>PDF Generator (Wallet Card)                                                                                                                                                                                       | Generic - Share Page<br>Treatment locator<br>Canadian HCP Login                                                                                                                                                                                                                                            |
| <b>3<sup>rd</sup> party Integration</b> | SimpleCast Integration<br>Qualtrics Integration                                                                                                                                                                                                                                                                      | Chatbot Integration<br>Interaction Studio - Advance Scripts Integration                                                                                                                                                                 | Brightcove - Video Auto Upload Service<br>BE Sites Mapping Tool                                                                                                                                                                                                                                            |
| <b>Release Dates</b>                    | Jan 25   Jan 31                                                                                                                                                                                                                                                                                                      | Feb 7   Feb 13   Feb 20   Feb 29                                                                                                                                                                                                        | Mar 7   Mar 14   Mar 21                                                                                                                                                                                                                                                                                    |

# 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>

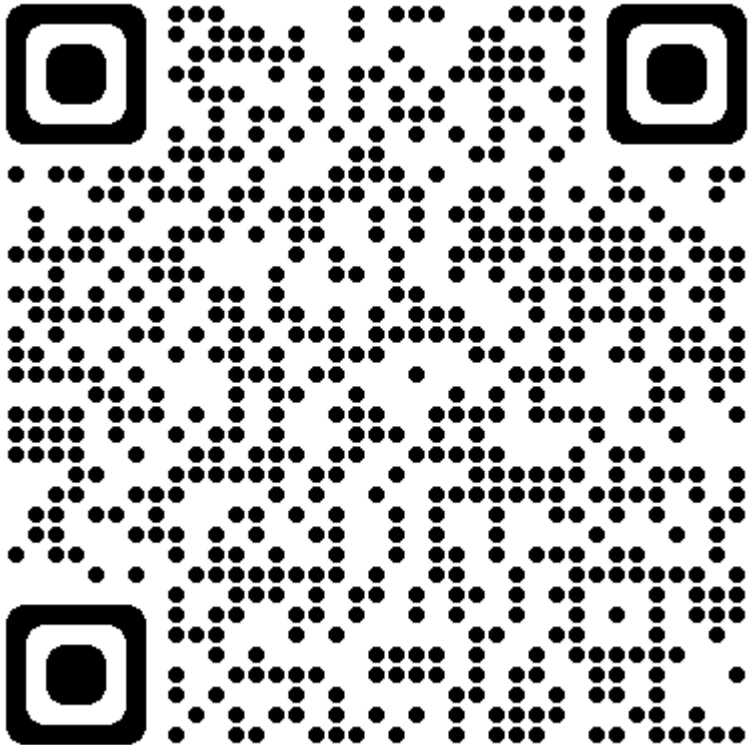


## New in 2024

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

# 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 March 21, 2024

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

# Appendix



## 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



# Build Easy: 2023 Templates List

## BuildEasy Platform Capabilities



**7** 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      | <a href="#">BuildEasy Search Template</a>       |
| 7      | BuildEasy Tooltip Template                      |

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

| 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.

# Build Easy: 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                 | 20     | <a href="#">Glossary Container</a>        | N/A               | 39     | <a href="#">Search</a>                          | 1                 |
| 2      | <a href="#">Accordion</a>                | 3                 | 21     | <a href="#">HCP ISI</a>                   | 1                 | 40     | <a href="#">Secondary Navigation component</a>  | 2                 |
| 3      | <a href="#">Anchor</a>                   | 1                 | 22     | Header logo                               | 2                 | 41     | Section Heading                                 | N/A               |
| 4      | Background color container               | N/A               | 23     | <a href="#">Highlight Component</a>       | 2                 | 42     | Summary component                               | N/A               |
| 5      | <a href="#">Background container</a>     | 5                 | 24     | <a href="#">Horizontal Rule</a>           | 2                 | 43     | Tab Component                                   | N/A               |
| 6      | <a href="#">Call to action</a>           | 15                | 25     | <a href="#">iFrame</a>                    | 1                 | 44     | Tab Modal component                             | N/A               |
| 7      | <a href="#">Cards</a>                    | 15                | 26     | <a href="#">Image</a>                     | 2                 | 45     | <a href="#">Table</a>                           | 11                |
| 8      | Carousel                                 | N/A               | 27     | <a href="#">Image Text</a>                | 5                 | 46     | <a href="#">Testimonial</a>                     | 5                 |
| 9      | <a href="#">Citation Component</a>       | 2                 | 28     | <a href="#">Indication Dropdown</a>       | 1                 | 47     | <a href="#">Tile component</a>                  | 3                 |
| 10     | <a href="#">Conclusion</a>               | 5                 | 29     | <a href="#">Large Image Gallery</a>       | 2                 | 48     | <a href="#">Top Banner/Navigation component</a> | 1                 |
| 11     | <a href="#">Download List</a>            | 3                 | 30     | <a href="#">Link List</a>                 | 1                 | 49     | <a href="#">Universal Navigation</a>            | 1                 |
| 12     | <a href="#">DTC ISI Tray</a>             | 1                 | 31     | <a href="#">Link Recommendations</a>      | 2                 | 50     | Video External Links                            | N/A               |
| 13     | <a href="#">Event Component</a>          | 1                 | 32     | <a href="#">Link Warning Modal</a>        | 3                 | 51     | Video listing component                         | N/A               |
| 14     | <a href="#">Facts and Figures</a>        | 9                 | 33     | <a href="#">Main Navigation</a>           | 3                 | 52     | <a href="#">Video player</a>                    | 9                 |
| 15     | Feedback Form Button                     | N/A               | 34     | <a href="#">Page head component</a>       | 9                 | 53     | <a href="#">Video player card component</a>     | 4                 |
| 16     | Feedback Form Container                  | N/A               | 35     | <a href="#">Page not found component</a>  | 2                 | 54     | Video Reaction component                        | N/A               |
| 17     | Feedback Form Options                    | N/A               | 36     | <a href="#">Resources component</a>       | 1                 | 55     | Web shop component                              | 1                 |
| 18     | <a href="#">Footer</a>                   | 2                 | 37     | <a href="#">Responsive column control</a> | 6                 | 56     | Wallet Card                                     | 1                 |
| 19     | <a href="#">Global Utility Component</a> | 1                 | 38     | <a href="#">Rich text editor</a>          | 2                 | 57     | HCP Login (For Canada)                          | 1                 |
|        |                                          |                   |        |                                           |                   | 58     | Button Component                                | 8                 |

\*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.

# 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     | Veeva 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.